**NAU Existing Program with New Campus/Location or Modality: Concept Proposal Form**

**Due Nov 28, 2025 for Fall 2026 Catalog**

**Submit to:** [Curriculum.Assessment@nau.edu](mailto:Curriculum.Assessment@nau.edu)  
**Purpose:** Concept approval needed to proceed to full proposal development (full proposal includes assessment plan, market analysis, and/or business plan).

**1. Contact & Program Overview**

* **Primary Contact Name & Email:**
* **Degree Level:** ☐ Undergraduate ☐ Graduate
* **Title of Major/Degree Program from Catalog:**
* **Credential Type from Catalog:** (e.g., B.S., M.A., PHD, etc.)
* **Total Units of Credit from Catalog:**
* **Current Campus Affiliation(s) from Catalog (List All):**
* **College Sponsoring/Resourcing Program:**
* **Academic Unit(s):**
  + Primary Unit:
  + Partner Units (if any):

**2. Modality, Campus/Location, Special Partnership Options**

* **Proposed Modalities (check all that apply):**  
  ☐ 100% Asynchronous Online   
  ☐ In-Person/Blended (>50% of courses must be offered in-person)

If in-person/Blended, identify Geographic Site (check all that apply):

|  |  |
| --- | --- |
| ☐ Flagstaff | ☐ NAU-North Valley |
| ☐ Yuma | ☐ NAU-Yavapai |
| ☐ Central Arizona C | ☐ Northland Pioneer C |
| ☐ Chandler-Gilbert CC | ☐ Paradise Valley CC |
| ☐ Eastern Arizona C | ☐ Phoenix Biosciences Core |
| ☐ Estrella Mountain CC | ☐ Phoenix C |
| ☐ Glendale CC | ☐ Pima CC – Downtown |
| ☐ Mesa CC | ☐ Pima CC – West |
| ☐ Mesa Workforce Development Center | ☐ Scottsdale CC |
| ☐ Mohave CC | ☐ South Mountain CC |

* **Affiliation (check all that apply):**  
  ☐ Educational Partnership  
  ☐ Contractual Arrangement  
  ☐ Neither  
  ☐ To Be Determined - Would like to explore options as part of the proposal

**3. Proposed enrollment of first cohort of students in major/degree program:**

☐ Fall 2026 ☐ Fall 2027 ☐ Fall 2028

**4. Program Description (Copy/Paste Purpose Statement from Overview Tab of** [**Catalog**](https://catalog.nau.edu/Catalog/details?plan=ESLBLMED&catalogYear=2526)**)**

**5. Preliminary Market Need for location or modality (Max 500 words)**

* **Identify Comparable Programs at that location or in that modality:**
  + List existing programs at Arizona public universities (ASU, UArizona, NAU) that offer similar concepts and competencies.
  + Include complementary programs already offered at NAU.
* **Evaluate Competitor Presence at that location or in that modality:**
  + Determine if ASU, UArizona, and GCU:
    - **(a)** Do not currently offer a program in this niche.
    - **(b)** Are in a market with sufficient demand to support additional programs.
    - **(c)** Lack NAU’s unique approach or delivery model, giving NAU a competitive edge.
* **Demonstrate NAU’s Advantage for the new location or modality:**
  + Emphasize NAU’s strengths (e.g., Personalized Learning, rural/first-gen student support, affordability).
  + Show how NAU’s approach aligns with emerging trends or unmet needs.

**6. Unit Impact (Max 500 words)**

Describe impacts on:

* Faculty/staff workload
* Scheduling and advising
* Professional development
* New modalities or locations

**7. Tentative Resource Needs**

* **Staffing (Max 1500 characters):**
  + Number and roles of new faculty/staff
* **Space, IT, Equipment (Max 1500 characters):**
  + List needs and estimated quantities

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