

STEPS TO OPEN A NEW ACADEMIC PROGRAM

CETYS PLAN 2020

Meeting Objectives

- Finish the proposed steps to develop a new academic program.
- Set to process in the correct time setting as to maximize the development process.
- Determine what actions will trigger the use of this process among internal clients.

General Actions

- Redefine the general actions that are taken in the development of new academic programs.

1. Process kick off
2. Analysis of trends
3. List of proposals by campus signed off by the colleges
4. Technical studies of labor market and educational demands.
5. Analysis of results by campus and recommendations to the president.
6. Authorization by the President.
7. Resources/ End Product
8. Presentation to IENAC'S Educational Committee
9. Negotiate with proper authorities (authorization of academic program by state educational authorities)
10. Official promotional campaign
11. Preparation and start of program

1) **KICK OFF REUNION** → President, Colleges, Institutional Research and Marketing.

2) **ANALYSIS** → Colleges and academic bodies

On this phase, general needs must be detected, in terms of what educational programs exists in the environment. The colleges and academic bodies foster a rich discussion of the needs and recommendations of what academic programs are needed.

3) **LIST OF PROPOSAS SIGNED OFF BY THE COLLEGES** → Colleges.

4) **TECHNICAL STUDIES OF LABOR MARKET AND EDUCATIONAL DEMANDS** →
Institutional Research

Via the appropriate market research, we must validate if the academic program recommendations are viable in terms of the market. Determining if there is sufficient students and a market pool willing to hire.

5) **ANALYSIS OF RESULTS BY CAMPUS AND RECOMMENDATIONS TO THE PRESIDENT**

6) **RESOURCES/ END PRODUCT** → Colleges, Academic Bodies, Campus Dean

Takes into consideration from the preliminary curricular design, up to the support structures, and financial requirements of the program.

- Definition of the end product with a CETYS Profile
- Marketing mix, and life cycle.
- Current capacity
- Faculty
- Infrastructure

7) **AUTORIZATION BY THE PRESIDENT.**

8) **PRESENTATION TO IENAC'S EDUCATIONAL COMMITTEE**

9) **NEGOTIATE WITH PROPER AUTHORITIES**

Takes into account all the necessary steps to obtain the proper permits from the state educational department.

- A. Begin curricular design.
- B. Structure the academic program book.
- C. Turn in to the state educational department

9) PROMOTION

This takes into account the time it will on the market before the start of first class.

10) PREPARATION AND START OF PROGRAM