Phase 1
Information

- Informational meeting between CONNECT and academic program
- CONNECT performs a marketing analysis
- Meeting to review analysis and resolve questions
- Both parties decide to launch program and establish timeline

Phase 2
Approvals

- CONNECT drafts a program map
- Department meets with Provost Office for required approvals, informs CONNECT, and proceeds with academic approval process
- Appropriate approvals received. Department informs CONNECT to proceed

Phase 3
Development

- Schedule
  - Course carousel developed and approved
- State Authorization
  - Research SARA requirements
  - Research licensure requirements
  - Add Program to Academic Common Market
- Financials
  - CONNECT creates model
  - Dept approves model
  - Model sent to VPBA for approval
- Marketing
  - Department completes marketing questions
  - CONNECT creates marketing materials for approval
  - CONNECT works with 3rd-party for digital marketing
- Recruitment
  - Department completes recruitment questions
  - CONNECT creates knowledge base
  - Department meets counselor
- Advising
  - UG Program assigned to advisor
  - Department meets advisor
- Course Development
  - Development schedule determined based on course carousel
  - Faculty attend Teaching Online Academy
- Courses begin

Phase 4
Launch

- Open application and kick off marketing
- Recruitment
  - CONNECT cultivates and follows up on leads
  - Admissions/program admits first cohort
- Course Development
  - Program course template created
  - Faculty work with instructional designer to develop online courses
- Advising
  - CONNECT advises undergraduate students
  - Graduate programs advise their students
- Courses begin