**Phase 1  
Information**

- Informational meeting between CONNECT and academic program
- CONNECT performs a marketing analysis
- Program and CONNECT meet to review and make decisions about program launch
- After all curriculum approvals are complete, Provost Office creates online program code

**Phase 2  
Approvals**

- Program meets with Provost Office to discuss curriculum approval process
- Program works with CONNECT to draft a course carousel
- Possible curricular changes discussed with Provost Office and initiated if necessary
- Make final decision to move forward with program by November 15 for Fall launch and May 15 for Spring launch

**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
  - 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

**Phase 4  
Launch**

- 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