



# CREATING A BUSINESS CASE FOR NEW ACADEMIC PROGRAMS

Thursday, July 27 & Thursday, August 3, 2017

1:00 - 2:00 p.m. EDT

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*Learn how to conduct the necessary market and financial analyses for vetting new academic programs.*  
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## OVERVIEW

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Learn a comprehensive and highly-practical method for assessing the viability of new academic programs at your institution. During this two-part online training you will look at the market and financial analyses that are needed to support new program proposals. Further, you will gain metrics for measuring and monitoring the success of your new academic offering.

**Session one** focuses on conducting market analysis to support your business case for a new academic program. You will leave with a sample market analysis with guidelines on data collection.

**Session two** focuses on incorporating financial analysis in your new academic program proposals with more confidence. You will leave with a range of sample pro-forma budgets reflecting various cohort models.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/creating-business-case-new-academic-programs-july-2017](http://www.academicimpressions.com/webcast/creating-business-case-new-academic-programs-july-2017)



## HIGHLIGHTING CAO/CBO COLLABORATION AT IOWA WESLEYAN UNIVERSITY

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This webinar series is presented by Iowa Wesleyan University's DeWayne Frazier, VP for Academic Affairs, and Chris Plunkett, VP for Finance and Treasurer. We intentionally partnered with DeWayne, Chris, and Iowa Wesleyan because they each embody an entrepreneurial academic spirit. Facing low enrollments in 2014, the institution was forced to review its academic mix and respond to market forces. Enrollment has since increased by 150% by providing academic programs that are in demand. Through their experience at Iowa Wesleyan and other institutions, Chris and DeWayne have found that a close working relationship between the CFO and CAO is imperative for any institution wishing to bring new academic programs to market, especially for those with financial struggles.

### WHO SHOULD ATTEND

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This program is encouraging a more comprehensive review of new academic offerings and as such, we recommend that teams of faculty, academic administrators, budget officers, enrollment professionals, and institutional researchers attend together and discuss how to apply these concepts in your own unique setting.

### CONTACT US FOR MORE INFORMATION

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Contact Grace C. Spivak, Associate Program Manager at [grace@academicimpressions.com](mailto:grace@academicimpressions.com) or 720-988-1233 if you'd like additional information about the program.

### CPE CREDITS

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Recommended CPE Credits: 2.0  
Program Field of Study: Specialized Knowledge and Applications  
Delivery Method: Group-Internet  
Prerequisites: None  
Program Level: Basic

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## AGENDA

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Thursday, July 27, 2017 :: 1:00 - 2:00 p.m. EDT

Session 1: Market analysis components to support your business case for a new academic program

**Learning Outcome:** After participating in this online training, you will be able to more confidently incorporate market analysis components in your new academic program proposals.

➔ **Market Analysis**

- Identify benchmark groups
- Incorporate IPEDS completion data
- Analyze the DOL statistics and job forecasts
- Collect primary data through students and alumni

➔ **Key Market Performance Indicators for Measuring Program Success**

Thursday, August 3, 2017 :: 1:00 - 2:00 p.m. EDT

Session 2: Financial analysis to support your business case for a new academic program

**Learning Outcome:** After participating in this online training, you will be able to more confidently incorporate financial analysis components in your new academic program proposals.

➔ **Financial Analysis**

- Calculating break-even points
- Sample pro-forma budget across the spectrum
  - » Annually recurring
  - » Multiple-year cohort model
- Examining resource implications

➔ **Key Financial Performance Indicators for Measuring Program Success**



## INSTRUCTORS

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### **DeWayne Frazier, Vice President for Academic Affairs, Iowa Wesleyan University**

Dr. Frazier's portfolio at Iowa Wesleyan includes the Adult and Graduate Programs, library services, academic support, international education, Registrar Office, Office of Student Development, career services, community service office, campus ministries, and the university academic divisions (Business, Education, Humanities, Nursing, and Sciences). Dr. Frazier serves on the President's Cabinet and is also a full professor in the Division of Business.

Prior to coming to Iowa Wesleyan, Dr. Frazier was the associate vice president for academic affairs and dean of the Graduate School at Campbellsville University in Kentucky, where he oversaw 17 different graduate programs in various disciplines. Dr. Frazier also served as the Senior Vice President for International Programs at Upper Iowa University (UIU). There, Dr. Frazier oversaw campus internationalization efforts, including the implementation of an international student recruitment plan and the growth of UIU's academic extension centers abroad.

### **Chris Plunkett, Vice President for Finance and Treasurer, Iowa Wesleyan University**

Christine is completing her second year as the Interim Vice President for Finance and Treasurer at Iowa Wesleyan University, through the Registry of College and University Presidents. As the Chief Financial Officer, she is responsible for oversight of the offices of Business and Finance, Information Technology, Human Resources, Facilities, Dining Services, and the Bookstore. Ms. Plunkett serves on the President's Cabinet.

Ms. Plunkett has held administrative positions in accounting and finance for more than twenty years in secondary and higher education. Prior to coming to Iowa Wesleyan, Ms. Plunkett served in executive positions for seven years at Burlington College in Burlington, Vermont, including two years as president and five as Vice President for Administration and Finance. She is a firm believer in the importance of collaborative relationships between administrative and academic staff in financial modeling and the data-driven decision making process.



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