Online Graduate Program Launch Process
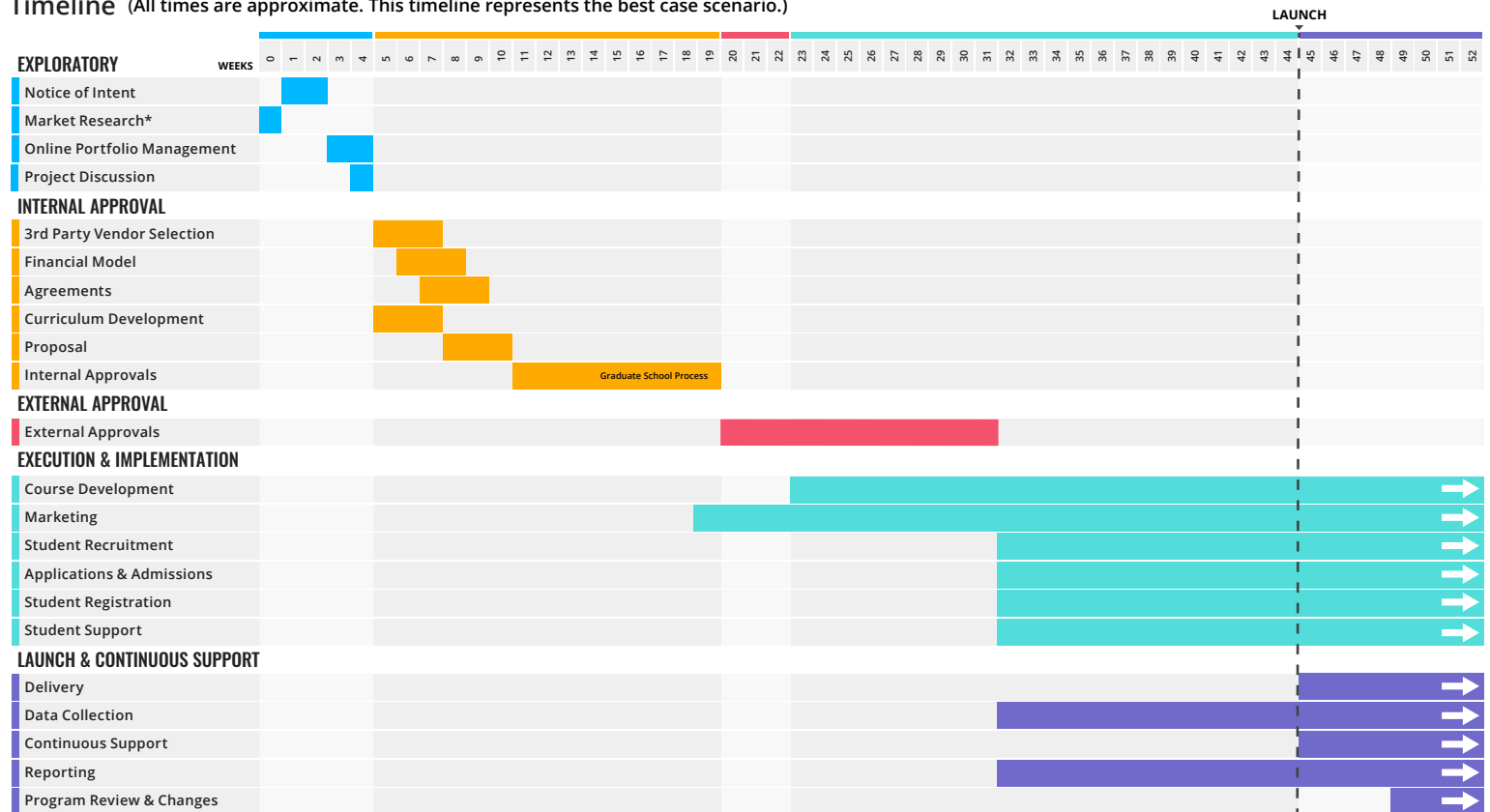
Timeline (All times are approximate. This timeline represents the best case scenario.)

LAUNCH

WEEKS: 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

EXPLORATORY
- Notice of Intent
- Market Research*
- Online Portfolio Management
- Project Discussion

INTERNAL APPROVAL
- 3rd Party Vendor Selection
- Financial Model
- Agreements
- Curriculum Development
- Proposal
- Internal Approvals — *Graduate School Process*

EXTERNAL APPROVAL
- External Approvals

EXECUTION & IMPLEMENTATION
- Course Development
- Marketing
- Student Recruitment
- Applications & Admissions
- Student Registration
- Student Support

LAUNCH & CONTINUOUS SUPPORT
- Delivery
- Data Collection
- Continuous Support
- Reporting
- Program Review & Changes

*If program is faculty initiated, allow an **additional 6-8 weeks** to conduct market research.

Roles & Responsibilities

⭐ **Initiator**   ⊕ In Collaboration With

EXPLORATORY

Notice of Intent:
⭐ Faculty
⊕ Purdue Online Learning

Market Research:
⭐ Purdue Online Learning
⊕ EAB, Eduventures, Burning Glass

Online Portfolio Management:
⭐ Provost Office
⊕ Faculty, Purdue Online Learning

Project Discussion:
⭐ Faculty
⊕ Purdue Online Learning

EXTERNAL APPROVAL

External Approvals:
⭐ Faculty
⊕ Business Office, Purdue Online Learning

INTERNAL APPROVAL

3rd Party Vendor Selection:
⭐ Purdue Online Learning
⊕ Department

Financial Model:
⭐ Purdue Online Learning
⊕ Department Business Office

Agreements:
⭐ Procurement
⊕ Department, Business Office

Curriculum Development:
⭐ Faculty
⊕ TLT

Proposal:
⭐ Faculty
⊕ Purdue Online Learning

Internal Approvals:
⭐ Faculty
⊕ Grad School, Provost Office, Purdue Online Learning

EXECUTION & IMPLEMENTATION

Course Development:
⭐ Faculty
⊕ TLT, Purdue Online Learning

Marketing:
⭐ Purdue Online Learning, 3rd Party Vendor
⊕ Faculty

Student Recruitment:
⭐ Purdue Online Learning, 3rd Party Vendor
⊕ Faculty

Applications & Admissions:
⭐ 3rd Party Vendor, Purdue Online Learning
⊕ Faculty

Student Registration:
⭐ Purdue Online Learning, 3rd Party Vendor
⊕ Faculty

Student Support:
⭐ Purdue Online Learning, 3rd Party Vendor
⊕ Faculty

LAUNCH & CONTINUOUS SUPPORT

Delivery:
⭐ Faculty
⊕ 3rd Party Vendor, Purdue Online Learning

Data Collection:
⭐ OIRAE, Purdue Online Learning
⊕ Faculty

Continuous Support:
⭐ 3rd Party Vendor
⊕ Purdue Online Learning

Reporting:
⭐ 3rd Party Vendor
⊕ Purdue Online Learning, Faculty, OIRAE

Program Review & Changes:
⭐ 3rd Party Vendor
⊕ Purdue Online Learning, Faculty