

# HOW DO PROGRAMS GET LAUNCHED?

## 1. PROGRAM IDENTIFICATION



An academic unit, FIU Online or an administration unit identify a potential program for fully online launch. The program should meet the needs of BeyondPossible 2020 goals.

## 2. PROGRAM ASSESSMENT



FIU Online, in conjunction with the academic unit, conducts an in-depth market research analysis, feasibility study, and financial breakdown to assess the long-term viability of the program. Included in this assessment is the analysis of existing courses and future development needs. Assessment information will be used to determine the feasibility of program launch.

## 3. PROGRAM APPROVAL

FIU Online, the academic unit and the Office of Academic Planning and Accountability follow all steps and requirements to seek University and State level approvals. Once approval is granted, FIU Online's recruitment team is trained on the program's requirements and admission processes.



## 4. COURSE DESIGN



Faculty are provided with the essential resources for teaching the fully online program. In collaboration with an instructional designer, faculty assess and address course development needs

## 5. TECHNICAL INTEGRATION I



All the technical elements related to the program prior to the academic plan or sub-plan creation are integrated into various FIU platforms and processes. Some of the elements that may apply are the development of a fully online webpage, the strategic planning of marketing campaigns, and recruitment and success coach training.

## 6. TECHNICAL INTEGRATION II



All technical elements related to the program post academic plan or sub-plan creation are integrated into various FIU platforms and processes. For example, fully online sub-plan codes are created and included as an official degree within FIU platforms and databases.

## 7. PROMOTIONAL INITIATION



FIU Online Marketing, if applicable, launches promotional campaigns for program.

## 8. PROGRAM LAUNCH



Classes begin.