

**APPENDIX D****AUARTS NEW PROGRAM/PROPOSAL APPLICATION  
FOR NON-DEGREE CREDENTIALS**Continuing Education  
and Professional Development

*This form allows anyone to originate program ideas for AUArts School of Continuing Education and Professional Development SCEPD. The information collected here will determine if the SCPED proceeds to explore further the program idea. If so, appropriate approvals must be obtained prior to initiating formal development particularly where there are financial implications.*

Proposed  
Name of  
Program:Target or Desired  
Start of Program:**PROGRAM/PROPOSAL JUSTIFICATION**Who is the target market for the program/proposal?  
How does the program expand AUARTS's audience?What would be the overall proposed goals or outcomes  
for this program?What purpose will the program serve for new and or  
existing AUARTS students e.g. articulation, employability  
skill building other etc.?What features will make this program unique to AUARTS  
and the local community?What does the competitive market look like? [Please  
describe/list]:Is there market research or forecasting data to support  
the need/demand for this program? [Please  
describe/list]:Are there partners or stakeholders that can support the  
program? [Please describe/list]:

What is the provincial Fit?

What is the institutional Fit?

Other Comments [Please provide any additional information that may be helpful at this time]:

**CONTACTS**

Contact/Originator Name [Print]:

School/Faculty/Division/Institution:

Date [dd/mm/yy]: