Academic Program Review
Concordia University

Purpose of Academic Program Review (APR)

Academic Program Review is a quality review process for Concordia degree programs/departments. APR provides the opportunity to evaluate program quality focusing on viability, sustainability, the student experience, and mission-fit. Review of programs occurs through a series of meetings with the Provost Office Academic Program Support Team (APST) and, when necessary, consultation with the CELT, admissions, marketing, business office, and other university support personnel.

APR offers faculty the opportunity to assess enrollment trends, cost of instruction, and indicators of student success, as well as the currency, relevance, and marketability of the curriculum. During review, the program develops aspirations for stimulating prospective student interest and growing enrollment, and charts a course to achieve these goals.

Academic Program Review is:

- an orderly method for the University to regularly review its academic offerings.
- a collaborative process to evaluate and improve quality and viability of programs.
- tied into the University program revision process.

Implementation

Priority of program review is based on enrollment and credits-sold trends. In conjunction with the Office of Institutional Effectiveness (OIE) the Provost office tracks these trends and schedules APR accordingly. Each APR is organized by a Program Review Panel (PRP). PRPs are formed by the department chair or program director in consultation with the Dean and consist of:

1) A chair who is a faculty member directly involved in the program;
2) other members of the department. including other campus if program also offered;
3) non-department member; (faculty member from another department/school who may have connection, overlap or expertise in the program area;
4) Dean of the School (when requested by the Dean).

The Program Review Process

Program review is a systematic process completed in four phases:
1) Pre-meeting preparation
2) A series of meetings with the APST
3) Completion and submission of the University Program Change Institutional Impact Form
4) Approval of program changes via APST and Academic Council

Members of the PRPs selected for APR will receive invitations to required meetings with the Provost Office's APST as follows:

Pre-Meeting Preparation:
1. The OIE assembles a report showing enrollment/credit sold trends and cost of instruction-revenue/expenses.
2. The PRP prepares a presentation of their curriculum, including student-learning outcomes, rationale for courses including curricular relevancy/currency, curriculum map, and delivery modes. Presentation includes data from annual assessment reports/process showing student achievement of learning outcomes; other relevant data (e.g. graduate employment, license exam pass rates, etc.) may be included if applicable
3. Admissions-Marketing prepares a competitive analysis, market demand, and admissions/leads funnel information.

Meeting #1: Review enrollment/credits sold data report from OIE, review competitive analysis, market demand, and admission/leads funnel information from admissions/marketing. Program Review Panel presents curriculum, program learning outcomes, curriculum maps etc. Discuss program goals, vision, purpose, & mission statement. Potential discussion questions:

- How does CU curriculum compare and contrast with competitor curriculum?
- Are students achieving stated program outcomes? Are outcomes appropriate?
- Where are the gaps, inconsistencies?
- Where is market demand in this area?
- How does admissions/leads funnel look?
- Are program accessibility, modality, delivery responsive to market demand?
- What are the problems and where are the pain points?
- Based on diagnosis of problems, what are potential solutions?

    - **Homework:** Based on input, data, and feedback from APST, the PRP develops recommendations for program changes to be discussed at Meeting #2.

Meeting #2: Discuss draft recommendations for future of program until consensus is reached.

    - **Homework:** PRP completes the University Program Change Institutional Impact Form as per APR recommendations and submits to Provost Office for APST final review and AC approval.

Meeting #3: (If needed) Academic Program Support Team presents focused recommendations for future of program.