Office of the Provost and Executive Vice President for Academic Affairs

# GTS Task Force Report:
# *Defining a Path Forward for Georgia Tech-Savannah*

## Appendix M: High-level Implementation Timelines

**DRAFT – May 2011**

July 1, 2011: Implementation team formation, pending acceptance of recommendations

Fall 2011: Perform market studies to include new programs as well as potential existing programs

Fall 2011: Determine appropriate nimble organizational structures

Fall 2011: Develop appropriate business models

Jan 2012: Select small set of programs to move forward into implementation based on market studies and available resources

Spring 2012: Schedule existing executive education and non-credit programs as appropriate

<u>Timeline order and tasks for each potential idea</u>

- Determine if program is non-credit or professional master's program (or both)
- Define activity and potential market
- Define stakeholders, identify experts to help with the work (inside/outside GT)
- Decide whether to pursue market study (not all program desires will be moved forward). If market study then:
    - Determine target audience for survey/focus groups
    - Determine questions
    - Determine content desired and if any professional certifications exist or could be created
    - Determine target market, size of market, delivery format(s) of choice, price point, competition, how students will pay tuition (employer, employee, financial aid, etc.)

    - Develop program budgets and breakeven timeline, objectives, metrics
    - Seek approvals based upon market study and required budget
- If approved,
    - start development activities
    - Scheduling of program
    - Marketing of program
- Evaluations/Assessments

*Existing professional education development website http://pd.dlpe.gatech.edu/*