NEW PROGRAM NEEDS ANALYSIS

Economic changes, new developments in business and industry, and employment opportunities may suggest possibilities for new occupational programs. The stimulus to consider the development of new programs can come from numerous sources including students, faculty, advisory committees, the private sector and other community interests. In addition to articulating how a new program will support M-DCC's mission and vision, it is important to collect and analyze data.

The elements of a needs analysis include:

1. **Establish a need for the proposed program**

    Address the need and rationale for the establishment of the program. The description should include an assessment of workforce demand as well as occupational titles and employment opportunities. Appropriate needs assessment documentation must include data obtained from the State of Florida Labor Market Statistics (see attached web site list) and may include surveys of local employers. Survey documentation should include:
    a. The survey instrument
    b. Target population
    c. Description of sample
    d. Number and name of businesses involved in the sample
    e. Employment opportunities by job titles including:
    > 1. Number of job openings (due to growth)
    > 2. Salary for these employees

2. **Projected Student and Graduate Data**

    Provide an explanation of potential and identified sources of students for the program. Documentation should demonstrate sufficient student interest to support the program and may include surveys of current students and related program majors, secondary students, as well as employees seeking advanced training. The data should include projected student enrollment and a projection of the number of graduates for the first five years of the program.

3. **Communication with Business and Industry**

    Surveys/focus groups should be conducted with local businesses, advisory/planning committees and other workforce training sources such as the Beacon Council or Chambers of Commerce. Community resources should be identified.