1. Impact, Justification, and Overall Essentiality - This criterion focuses on the overall importance of the program and its contributions to the institution’s success. 21 pts. (2500 characters)
2. Summarize and outline the key purpose and functions of your program.
3. How has the program evolved?
4. How does this program support the University and its [Core Values](https://www.nmu.edu/president/core-values) (Community, Rigor, Opportunity, Environment, Inclusion, Connections and Innovation)?
5. Quality – This criterion focuses on the quality of the services and efforts provided by the program. 18 pts. (2000 characters)
	1. What measurements and/or benchmarks do you use to track how your program is meeting its goals and providing services?
	2. Provide data that demonstrates your program’s efforts to meet its goals or benchmarks.
	3. Describe significant accomplishments over the past three years.
	4. Evaluate the program’s resources such as facilities (i.e., office and general space requirements), equipment, technology, and professional development and how they affect the quality of the program.
6. Internal Demand – This criterion focuses on the utilization of the services and reliance on the function’s efforts by internal individuals, departments, and programs within the institution. 19 pts. (2250 characters)
	1. Describe the key internal users (admitted students, staff, faculty, and depts.) of your program.
	2. Describe current internal demands and/or institutional policies that affect this program.
	3. Quantify and describe the changes in internal demand over the last three years.
	4. Describe any approved projects or initiatives that will affect internal demand in the next three years.
7. External Demand and Mandates – This criterion focuses on factors related to the level of external (e.g., prospective students, alumni, retirees, community members) interest in the services provided by the program, as well as the external mandates (e.g., OSHA and/or other required state or federal mandates) influencing the program’s efforts. 16 pts. (2250 characters)
	1. Describe the key external audience or constituencies such as prospective students, community members, alumni, retirees, etc. of your program.
	2. Quantify and describe the external demand of the program.
	3. Quantify and describe the changes in external demand over the last three years.
	4. Describe current or proposed mandates (e.g., OSHA and/or other required state or federal mandates) that affect external demand and/or how services are delivered for this program.
8. Cost Effectiveness – This criterion focuses on the expenses (including assigned overhead) incurred by the program in providing its services and conducting its activities. (For programs that have revenue-generating capability, costs are considered net of revenues.) 15 pts. (1500 characters)

**DEPARTMENT DATA WILL BE PROVIDED**

* 1. Comment on the annual cost of the program and/or its annual income generated.
	2. Comment on the staffing of your program (FT or PT including titles, GA, students – student hours).
	3. Describe efforts to analyze and reduce cost, increase revenue, and/or operate more cost effectively over the past three years.
1. Opportunity Analysis – This criterion allows the program to describe the additional contributions it could make with specified additional resourcing. 11 pts. (1500 characters)
	1. Describe opportunities for growth or enhancement in your program with new investment/collaboration/resources that would allow you to deliver services more effectively and efficiently in the short and/or long term. (Please be as specific as possible when describing what is needed to achieve the growth or enhancement.)