

**MINNESOTA STATE COLLEGES AND UNIVERSITIES  
BOARD OF TRUSTEES**

**Agenda Item Summary Sheet**

**Committee:** Academic and Student Affairs

**Date of Meeting:** April 20, 2011

**Agenda Item:** Mission Approval: St. Cloud State University – Institutional Profile

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

**Cite policy requirement, or explain why item is on the Board agenda:**

Board Policy 3.24 System and College and University Missions, Part 4: Review and Approval of College and University Mission and Vision Statements requires the Board to approve institution missions at least once every five years.

**Scheduled Presenter(s):**

Earl Potter, President, St. Cloud State University

**Outline of Key Points/Policy Issues:**

The vision, mission and purposes presented by St. Cloud State University meet the criteria identified in Board Policy 3.24 System and College and University Missions, Part 4: Review and Approval of College and University Mission and Vision Statements.

Along with a recent change in Board policy to approve missions every five years, institution strategic profiles are now presented to the Board in the same meeting. The combined process will provide additional context for Board approval of institutional missions.

**BOARD OF TRUSTEES  
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

**BOARD ACTION**

MISSION APPROVAL:  
ST. CLOUD STATE UNIVERSITY

**EXECUTIVE SUMMARY**

St. Cloud State University proposes a new mission and vision for Board of Trustees review and approval. The new statements will be presented along with the mission profile.

The vision, mission and goals of St. Cloud State University meet the criteria identified in Board Policy 3.24 System and College and University Missions, Part 4: Review and Approval of College and University Mission and Vision Statements.

**St. Cloud State University’s proposed vision, mission, purposes and array of awards are:**

**Vision**

Through active discovery, applied knowledge and creative interaction, we positively transform our students and the communities where they live and work.

**Mission**

We prepare our students for life, work and citizenship in the twenty-first century.

**Purposes/Goals**

***SCSU Distinctive Characteristic: Accessibility that leads to success***

Embedded in this Distinctive Characteristic is SCSU’s commitment to providing access to a high quality education with a commitment to individual student success. An important component of our mission and vision is our ability to meet the needs of our changing student populations.

**SCSU Strategic Initiatives:**

- Craft an integrated student experience that supports the student horizontally, from curricular to co-curricular, and vertically from the first-year through graduation.
- Create recruitment and support strategies for underrepresented students that support their academic and personal success
- Develop and strengthen our preK-16 partnerships to improve student preparedness and teacher education

1 ***SCSU Distinctive Characteristics: Education that drives knowledge into action***

2 Central to our mission and vision is our commitment to ensuring our students have the  
3 opportunity to be engaged in active and applied learning while at SCSU. We are developing  
4 and expanding academic programs that prepare our students for success in work and life  
5 through integrated learning and the expert and innovative application of knowledge.

6  
7 SCSU Strategic Initiatives:

- 8 • Develop systems and structures to create an environment that supports basic and applied  
9 research, scholarship and creative expression for our faculty and students
- 10 • Expand and institutionalize our international activities and partnerships that provide  
11 global learning opportunities for our students, faculty and staff
- 12 • Develop a plan for on-line courses and programs that support the needs of our students  
13 and the market

14  
15 ***SCSU Distinctive Characteristics: A portfolio of distinctive programs***

16 The ongoing development and enhancement of high-quality, distinctive academic programs  
17 is critical to the future success of St. Cloud State University.

18  
19 SCSU Strategic Initiatives:

- 20 • Expand applied graduate education opportunities that fit student and market demand and  
21 align with our undergraduate strengths
- 22 • Build interdisciplinary programs with a clear research and service connection
- 23 • Develop academic programs with a focus on sustainability

24  
25 ***SCSU Distinctive Characteristic: Character that reflects our region***

26 As a public regional comprehensive university, SCSU has a unique responsibility to be a  
27 good “steward of place” by meaningfully engaging in the social and economic issues facing  
28 our communities and state. Community engagement is an important component of our  
29 mission and vision and is one of the pillars of the learning experience of our students.

30  
31 SCSU Strategic Initiatives:

- 32 • Expand and institutionalize our commitment to civic and community engagement
- 33 • Expand Science, Technology, Engineering & Mathematics (STEM) initiatives that  
34 strengthen our basic and applied science programs and science education

35  
36 ***SCSU Distinctive Characteristic: Institutional capacity for excellence and innovation***

37 The changing environment and expectations of public higher education require SCSU to  
38 operate very differently in order to operate in the “new normal” of public higher education.  
39 Through this priority, SCSU will develop internal structures and capacities that support the  
40 achievement of our mission, vision and Strategic Action Plan.

41  
42 SCSU Strategic Initiatives:

- 43 • Recruit, develop, and retain a high-quality, diverse workforce to meet current and future  
44 educational needs
- 45 • Develop planning, assessment and data infrastructures to support decision-making and  
46 continuous improvement

- 1 •Leverage technology to enhance student access, learning and service and organizational
- 2 efficiency and effectiveness
- 3 •Create facilities and spaces designed to house critical current and future programs
- 4 •Expand private support for university priorities and to support student achievement and
- 5 success
- 6 •Strengthen our approach to alumni relations to encourage active engagement of our
- 7 graduates with the university for life

### 9 **Array of Awards**

10 St. Cloud State University awards certificates, associate degrees, bachelor's degrees, master's

11 degrees, applied doctorate degrees, specialist degrees, and graduate certificates.

## 14 **REQUIREMENTS FOR MISSION, VISION AND PURPOSES**

16 The proposed vision, mission, and purposes of St. Cloud State University meet the criteria

17 identified in Board Policy 3.24 System and College and University Missions, Part 4: Review and

18 Approval of College and University Mission and Vision Statements.

20 As required by procedure, the institution must:

- 21 A. Describe how its mission and vision align with the requirements in Policy 3.24;
- 22 B. Articulate how the college or university will meet expectations of law, how it relates to
- 23 other institutions of higher education, and how its mission, vision, and purposes
- 24 support fulfillment of the system mission and vision;
- 25 C. Describe the array of awards it offers;
- 26 D. Indicate if the college or university mission is compliant with statute, policy, and
- 27 regional accreditation requirements; and
- 28 E. Describe consultation with faculty and staff, students, employers and other essential
- 29 stakeholders.

30 Additionally, the institution's mission must be compliant with statute, policy, and regional

31 accreditation requirements.

## 33 **ANALYSIS**

34 The proposed vision, mission, and purposes of St. Cloud State University meet the criteria

35 identified in Board Policy 3.24 System and College and University Missions, Part 4: Review and

36 Approval of College and University Mission and Vision Statements.

38 **The proposed mission, vision, and purposes respond to the system procedure and are**

39 **compliant with statute, policy and regional accreditation requirements**

41 St. Cloud State University's vision, mission, and purposes are consistent with statute, policy, and

42 regional accreditation requirements. The University mission, vision, and purposes demonstrate

43 alignment with the system mission and vision. The profile summary provided by St. Cloud State

44 University articulates the background, distinctive elements, accreditation, and other related

45 aspects that demonstrate consistency with statute, policy and other requirements.

1 **The university’s proposed mission, vision, purposes, and array of awards meet expectations**  
2 **of law, how it relates to other institutions of higher education, and how the university will**  
3 **support fulfillment of the system mission and vision**  
4

5 The mission, vision, and purposes of St. Cloud State University support the mission, vision and  
6 strategic directions of the Minnesota State Colleges and Universities system.  
7

8 The new proposed **mission** of St. Cloud State University is:  
9

10 “We prepare our students for life, work and citizenship in the twenty-first century.”  
11

12 The former mission statement was approved by the Board of Trustees in October 2002. It states:  
13 “St. Cloud State University is committed to excellence in teaching, learning, and service,  
14 fostering scholarship and enhancing collaborative relationships in a global community.”  
15

16 The new mission statement articulates:  
17

- 18 • Who is to be served? The university’s primary service group is students. Through  
19 students’ educational preparation, the university also serve the states and communities in  
20 which they live and work.  
21
- 22 • What outcomes will be achieved? Students will be well-prepared to be successful in their  
23 chosen career or life-path and to make meaningful contributions to the communities and  
24 organizations in which they live and work. Their education at St. Cloud State University  
25 provides them with the requisite knowledge and experiences for success immediately  
26 after graduation and the educational foundation for life-long learning and ongoing  
27 development throughout their lives and careers.  
28
- 29 • Why does the university exist? St. Cloud State University exists to prepare students for  
30 success in their chosen career or life path and to meaningfully engage in addressing the  
31 social and economic issues facing the university’s communities and state.  
32

33 In its mission statement, the university advances the system mission in the following ways:  
34

- 35 • The system mission identifies one purpose of the system as offering “higher education  
36 that meets the personal and career goals of individual learners.” SCSU’s mission  
37 statement aligns with and supports this purpose by identifying the primary purpose as  
38 preparing students for “work and life in the 21<sup>st</sup> century.”  
39
- 40 • SCSU’s commitment to preparing students for citizenship aligns directly to the system  
41 purpose of enhancing “the quality of life for all Minnesotans” and sustaining “vibrant  
42 economies.” Preparing students for citizenship means they will be engaged members and  
43 good stewards of their communities and actively engaged in the health, economic and  
44 civic vibrancy and long-term sustainability of the regions and communities in which they  
45 live and work.

1 The university's strategic action plan is directly supported by the new mission statement. It  
2 clearly articulates responsibility to student learning and development and commitment to an  
3 academic experience that provides students with the foundation for success and life-long learning  
4 in an ever changing global community.

5  
6 The proposed **vision** statement is:

7  
8 "Through active discovery, applied knowledge and creative interaction, we positively  
9 transform our students and the communities where they live and work."

10  
11 In advancing this vision, St. Cloud State University is committed to the following:

- 12  
13 • The university seeks to provide rigorous and relevant academic experiences with  
14 engaged, active learning opportunities in an intellectually vibrant, inclusive and diverse  
15 campus community. Graduates are well-prepared to act as responsible global citizens and  
16 professionals who remain actively connected with the university.
- 17  
18 • Embedded in the vision statement is a set of learning commitments that make an  
19 education at St. Cloud State University distinctive. Through an integrated student  
20 experience, which intentionally links curricular and co-curricular activities and learning  
21 experiences from the first-year through graduation, St. Cloud State University students  
22 will develop skills and competencies in four crucial areas. These are the pillars of an  
23 SCSU student experience:
  - 24 • Active and applied learning
  - 25 • Community engagement
  - 26 • Sustainability
  - 27 • Global and cultural understanding
- 28  
29 • Through a recent reorganization, the university has aligned systems and structures to  
30 support the mission, vision and ideal future. Five years from now, the university expects  
31 to have the systems and programs in place to ensure the learning commitments articulated  
32 in the vision are integrated into the educational experience of all SCSU students and to be  
33 able to document student growth and development along these outcomes.
- 34  
35 • The environment in which the university exists will continue to change, which will  
36 require that ongoing assessment of academic programs and student services be integrated  
37 into the regular functioning of the university. Innovation and responsiveness to changing  
38 community, market and student needs will be critical to ensuring that the university and  
39 its programs remain rigorous and relevant and that students are well-prepared to be  
40 successful in the rapidly changing environment.

41  
42 St. Cloud State University's proposed vision statement directly supports the vision statement of  
43 the Minnesota State Colleges and Universities system. The system vision statement articulates  
44 the role of public higher education in enabling "the people of Minnesota to succeed." SCSU's  
45 vision shares that commitment and articulates the specific type of educational experiences that  
46 SCSU provides to shape that success, including active discovery, applied knowledge and creative

1 interaction. It also defines a commitment to providing an educational experience that not only  
2 provides a transformational experience for students but prepares them to enter the workforce and  
3 return to their communities with knowledge and experiences that prepare them to have a positive  
4 impact on the places in which they live and work.

5  
6 The **purposes** of St. Cloud State University and alignment with system strategic directions and  
7 priorities:

- 8  
9 • Through the distinctive characteristic of “Accessibility that leads to success,” SCSU is  
10 pursuing initiatives that support the Minnesota State Colleges and Universities goals for  
11 raising student participation and achievement, with a focus on underrepresented students,  
12 and partnering with K-12 schools to ensure young people are prepared for college.
- 13  
14 • Through the distinctive characteristic of “Education that drives knowledge into action,”  
15 SCSU supports the Minnesota State Colleges and Universities goals of developing  
16 graduates with strong, adaptable and globally competitive skills, providing multiple  
17 delivery options for programs and services, and supporting the development of faculty  
18 who are prepared to educate students for the future.
- 19  
20 • Through the distinctive characteristic of “A portfolio of distinctive programs,” SCSU is  
21 assessing existing programs, building on prominent programs and creating new programs  
22 that align with the priorities of the state and region and support the Board’s commitment  
23 to being the state’s leader in workforce education.
- 24  
25 • Through the distinctive characteristic of “Character that reflects our region,” SCSU will  
26 offer an array of programs and services that reflect the needs of the community and state  
27 and support the Board’s priority of improving the competitiveness of Minnesota and its  
28 people.
- 29  
30 • Through the distinctive characteristic of “Institutional capacity for excellence and  
31 innovation,” SCSU will support the Board’s priorities of innovation and financial  
32 sustainability.

33  
34 The **array of awards** provided by St. Cloud State University includes certificates, associate  
35 degrees, bachelor's degrees, master's degrees, applied doctorate degrees, specialist degrees, and  
36 graduate certificates. No change in the array of awards is proposed.

### 37 38 **Consultation with faculty, students, employers and other essential stakeholders**

39  
40 The new mission, vision and Strategic Action Plan were developed through a collaborative  
41 process that directly engaged SCSU faculty, staff and students, regional community and business  
42 leaders, national best practices in specific areas, and SCSU alumni.

43  
44 Internally, the process was led by a campus-wide, 35-member Strategic Planning Committee that  
45 included membership from each employee bargaining units, Student Government

1 representatives, and faculty representatives from each academic college. The SPC is co-chaired  
2 by an administrator and a faculty member.

3  
4 Input for the planning elements came from strategic planning work completed by each academic  
5 department and through cross-functional work groups that focused on developing plans for major  
6 strategic priorities, such as community engagement, research and scholarship, international  
7 programming, technology and diversity. These cross-functional work groups expanded the  
8 planning circle and included input from community and business leaders, alumni and national  
9 experts.

10  
11  
12 **RECOMMENDED COMMITTEE MOTION**

13  
14 The Academic and Student Affairs Committee recommends that the Board of Trustees approve  
15 the vision, mission, purposes and array of awards of St. Cloud State University as listed in the  
16 Executive Summary.

17  
18 **RECOMMENDED BOARD MOTION**

19  
20 The Board of Trustees approves the vision, mission, purposes and array of awards of St. Cloud  
21 State University as listed in the Executive Summary.





ST. CLOUD STATE  
UNIVERSITY

MISSION, VISION  
AND LEARNING COMMITMENTS

ST. CLOUD STATE UNIVERSITY  
BOARD OF TRUSTEES

APRIL 20, 2011

## MISSION:

We prepare our students for life, work and citizenship in the twenty-first century.

## VISION:

Through active discovery, applied knowledge and creative interaction, we positively transform our students and the communities where they live and work.

### *Our vision defined:*

St. Cloud State University makes a positive, long-term impact on the lives of our students. We provide rigorous and relevant academic experiences with engaged, active learning opportunities in an intellectually vibrant, inclusive and diverse campus community. Our graduates are well-prepared to act as responsible global citizens and professionals who remain actively connected with our university.

## LEARNING COMMITMENTS:

- Active and applied learning
- Community engagement
- Sustainability
- Global and cultural understanding



ST. CLOUD STATE  
UNIVERSITY

CAMPUS PROFILE APRIL 2011

PRESIDENT EARL H. POTTER, III

STCLOUDSTATE.EDU

In 1869 St. Cloud Normal School's first 70 students came from local neighborhoods and farms to learn how to teach Minnesota schoolchildren – a profound need for a growing state not yet in its teens. Today St. Cloud State University's 18,300 students have been welcomed from central Minnesota and every corner of the world to prepare for a wide range of career fields and a lifetime of successfully embracing opportunities and tackling challenges that impact their communities and their world.

In the past four years our campus has engaged in amplified collaborative planning discussions about how to best adapt and improve to meet the changing needs of our students and the world in which they will live and work. We have stepped back as a campus community and talked honestly about the character of our institution and how we should build on its strong foundation. That foundation was built by the contributions of dedicated people before us who served the State of Minnesota through their commitment to the mission of this University. The foundation they built has served the University well. Yet, in a time when the fundamental value of what we do is being examined in a national debate and change is pressed upon us, we must change and change fast in order to protect our ability to honor the sacred trust that I believe we hold in our hands. This trust is no less than the future of our graduates and thus the future of the communities in which they will work and live.

As we move forward with a direct, clear mission and vision along with a new academic structure, St. Cloud State University will continue to anticipate and respond to the needs of our region. We will be accountable to the increasingly diverse mix of students who come to us with expectations and dreams that we will help them all achieve. We have a fundamental obligation to all we serve to step up to the very real challenges facing all public institutions and to continue to be the very best we can be.





**MATH-SCIENCE-COMPUTER CAMPS  
TURN STUDENTS ON TO COLLEGE**

For 24 years Ethnic Studies Professor Robert C. Johnson's residential math-science-computer camps have provided life-altering experiences to more than 3,100 students from grade 2 to grade 12. The camps serve demographic groups which have traditionally been underrepresented in STEM fields, including those from ethnic minority and immigrant backgrounds, low- or moderate-income families and a high proportion of females. They also serve as a pipeline to college for a significant number of participants by exposing them to campus life and the opportunities of education. For his work in this field Dr. Johnson has been honored with a Minnesota Minority Education Partnership Award for promoting success for students of color.

Professor Johnson's work is supported by a grant from the Office of the Chancellor to promote access and opportunity.

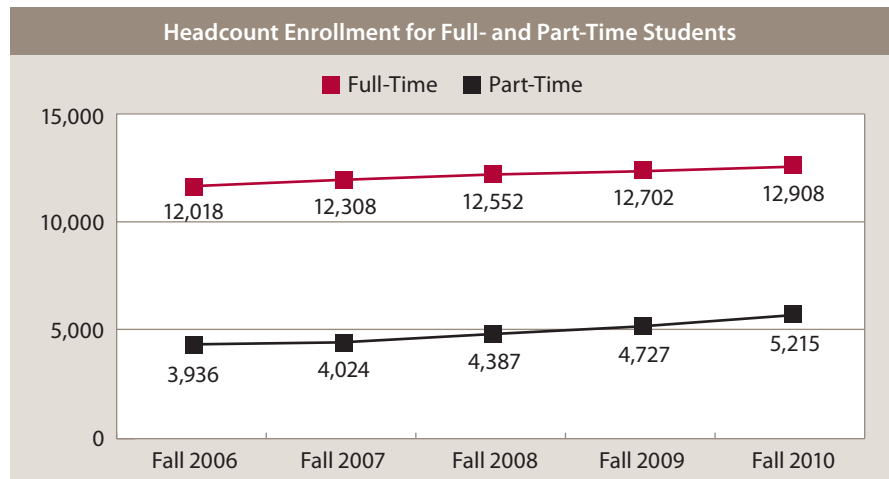
St. Cloud State's commitment to building a more diverse student population and closing achievement gaps is essential to achieving our mission. Planned student of color enrollment has increased from 583 self-identified in 2000 to 1,706 students in 2010, or 9.3% of the student body. Our six-year graduation rate for students of color is 43%.

The University also is committed to access and opportunity for students. In 2009-2010, St. Cloud State had 4,381 Pell Grant recipients awarded on the federal formula of income, assets, family size, number in college and other items. For the same year, among our 18,300 students, there were 13,259 financial aid recipients receiving \$125,204,390.

**ENROLLMENT**

FYE (Full Year Equivalent)	
2010	15,096
2009	14,563
2008	14,382
2007	14,070
2006	13,825

Source: Office of the Chancellor Research, Planning, and Effectiveness



**STUDENT CHARACTERISTICS**

Age Groups of St. Cloud State University Students in FY2010		
Age	Number	Percent
<21	9,791	45%
21-24	6,853	31%
25-34	3,478	15%
35-44	1,012	5%
45>	716	3%

Percent Unknown = <1%

## FACULTY PUBLICATIONS

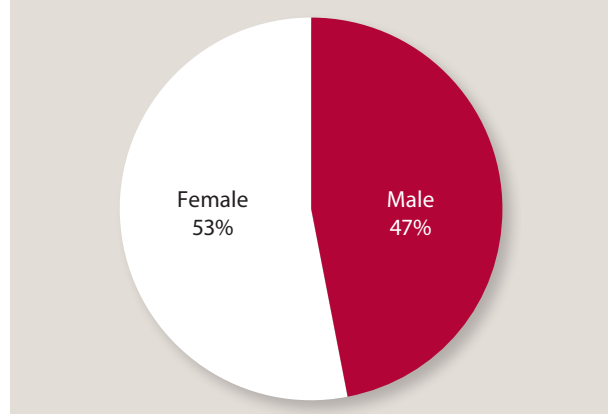
- The most recent book by Ethnic Studies Professor Christopher Lehman, "Slavery in the Upper Mississippi Valley, 1787-1865," was released last month. The publication documents the persistence of slavery in Illinois, Iowa, Minnesota and Wisconsin through the end of the Civil War.
- History Professor Mary Wingerd's "North Country: The Making of Minnesota," was published by the University of Minnesota Press. It offers a fresh and long-overdue account of the founding of Minnesota and examines its multicultural, multiracial origins.
- Geography Professor Mikhail Blinnikov has published one of the few textbooks that exist in English about his native Russia, "Geography of Russia and Its Neighbors."
- English Professor Steve Klepetar has had 75 poems published in recent years and been a multi-year nominee and recipient of the Pushcart Prize. In addition, his chapbook, "Thirty Six Crows," was published last year by erbacce press.
- The Academy of American Poets has selected one of English Professor Steve Crow's poems for their "Poem in Your Pocket (for Kids)" program for National Poetry Month in April.
- English Professor Bill Meissner's novel, "Spirits in the Grass," was published by the University of Notre Dame Press in 2008. It won the 2008 Midwest Book Award for the novel and was a Forward magazine finalist for the Book of the Year.
- Human Relations Professor Julie Andrzejewski was the lead editor and author of a book which received the 2009 Peace Studies Book of the Year Award from the Central New York Peace Studies Consortium, "Social Justice, Peace, and Environmental Education: Transformative Standards."

## Race/Ethnicity for St. Cloud State University Students in FY2010

	Number	Percent
African American	888	4%
American Indian	173	<1%
Asian	655	3%
Caucasian	18,040	82%
Hispanic	268	1%
Non-resident alien	1,253	6%
<b>Total</b>	<b>21,939</b>	<b>100%</b>

Percent Unknown = 3%

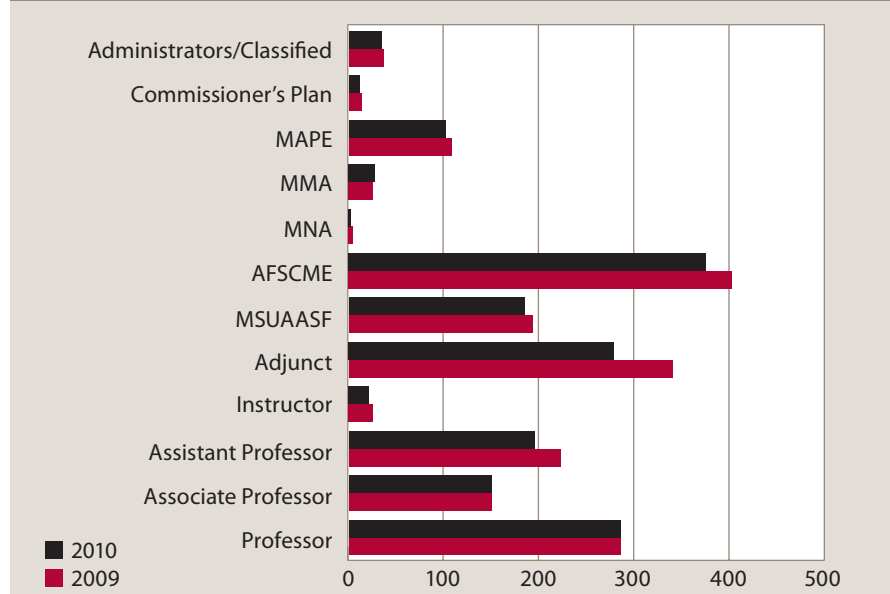
## Gender of St. Cloud State University Students in FY2010



Source: Office of the Chancellor Research, Planning, and Effectiveness

## HUMAN RESOURCES

### Employee Headcount



Source: MnSCU HR Oracle Database

## FACULTY AWARDS, PRODUCTIONS

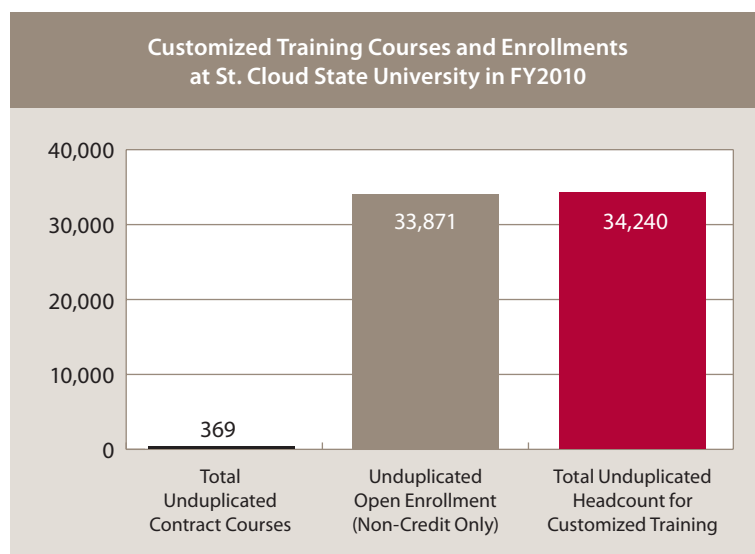
- Professors G.N. Rangamani, Communication Sciences and Disorders, Lakshmaiah Sreerama, Chemistry, and Artatrana Ratha, Economics, are 2011 recipients of Fulbright Awards.
- Communication Studies Professor Erika Vora has been named the International Listening Association Listening Legend for 2011. She has also released her most recent book, "The Will to Live: a German Family's Flight from Soviet Rule."
- Phyllis Greenberg, associate professor of Gerontology, was awarded the 2011 Gerontologist of the Year Award for her outstanding contributions to the field.
- Rona Karasik, director of the Gerontology program and professor of Community Studies, was the recipient last year of the Distinguished Faculty Award from the Association for Gerontology in Higher Education.
- Steve Frank, professor of Political Science, received the first Distinguished Political Scientist Award from the Minnesota Political Science Association in 2009. A founder and co-director of the SCSU Survey, which has earned considerable credibility for its statewide political polling as well as work with various state agencies, local governments and non-profit organizations, also is a City Council member for St. Cloud's neighboring municipality, St. Joseph.
- The off-Broadway run of English faculty member Trista Baldwin's play, "American Sexy," has been extended this spring in New York.
- Professor of Biology Matthew Julius spoke at the 50th anniversary of the National Science Foundation's Tokyo Office last year at a one-day symposium which celebrated research advances achieved through U.S.-Japan collaboration.

## ACADEMIC OFFERINGS

Majors of Graduates by Program Area in FY2010		
Top Categories	Majors	% of All Majors
Agriculture, Conservation, Park & Rec.	73	2%
Business and Marketing	783	24%
Child Development and Personal Services	2	<1%
Communication and Comm. Technology	240	7%
Computer Science and Engineering	141	4%
Education	521	16%
Health Professions	205	6%
Liberal Arts and Sciences	1,045	33%
Protective Services, Public Admin. & Law	205	6%
<b>Total Majors</b>	<b>3,215</b>	<b>100%</b>

Instructional Programs by Program Area in FY2010	
Instructional Program Area	# of Programs
Agriculture, Conservation, Park & Rec.	9
Business and Marketing	15
Communication and Comm. Technology	6
Computer Science and Engineering	16
Education	68
Health Professions	19
Liberal Arts and Sciences	109
Protective Services, Public Admin. & Law	7
Trades, Mechanics, & Transportation	2
<b>Total Program Awards</b>	<b>251</b>

Source: Office of the Chancellor Research, Planning, and Effectiveness



Source: Office of the Chancellor Research, Planning, and Effectiveness

**FACULTY AWARDS, PRODUCTIONS CONTINUED**

- Music Department faculty members have had recent releases of CD recordings of their work; trombonist Mark Springer with "ARIA: Music for Trombone and Organ," with Charles Echols, organ; and electro-acoustic composer and musician Scott Miller's Grammy-nominated "Willful Devices" with collaborator and clarinetist Pat O'Keefe.
- Music Department faculty chamber music ensemble Trio Lorca has been selected to perform on the 2011-2012 Distinguished Concerts Artists Series in New York. Trio members include Catherine Verrilli-voice, Melissa Krause-flute, and Terry Vermillion-percussion.
- Music Department faculty members Scott Miller and Kristian Twombly hosted the 25th Anniversary National Conference (2010) for the Society for Electro-Acoustic Music in the U.S. (SEAMUS) at St. Cloud State University. 160 composers, performers, and other participants from the U.S. and Europe shared over 120 compositions, installations, scholarly presentations and videos in 13 concerts over three days in April.
- SCSU faculty received more than \$7.3 million in external grants and contracts last year. Examples of research partnerships with regional businesses include Algadyne and LVX.

**FACILITIES**

Deferred Maintenance			
	Deferred Maintenance	Sq. Feet	DM/SF
St. Cloud State University	\$35,353,000	\$2,001,258	\$18
System	\$632,242,000	\$21,515,447	\$29

Fall 2010 Space Utilization	
Campus	Percent Room Usage
St. Cloud State University	85%

Repair and Replacement Expenditures		
	Expense	\$/GSF
FY2008	\$2,298,553	\$1.17
FY2009	\$1,156,916	\$0.58
FY2010	\$2,567,889	\$1.28

Source: Office of the Chancellor, Facilities Unit

**PROFILE SUMMARY**

**INSTITUTIONAL DISTINCTION AND INTEGRATED PLANNING**

St. Cloud State University has been engaged in active strategic and operational planning for the last three years. Throughout our planning process, SCSU has given careful consideration to the Strategic Plan of the Minnesota State Colleges and Universities System to ensure alignment and support. During spring 2008, SCSU completed its Strategic Action Plan which was organized around the following Distinctive Characteristics, or sets of knowledge, strengths and qualities, that we must focus on if we are to achieve our goals. As the following graphic illustrates, each SCSU Distinctive Characteristic aligns directly to one of the four strategic directions in the Minnesota State Colleges & Universities Strategic Plan that was approved last year.



SUPPORTING INTERCULTURAL  
UNDERSTANDING, SUCCESS

COMMUNICATING COMMON

**GROUND**, a service-learning project initiated in 2007 by Associate Professor Eddah Mutua-Kombo, brings students in her intercultural communication classes into three local high schools to facilitate honest dialogue among students from diverse backgrounds about the challenges and prospects of intercultural and interracial relations in the St. Cloud area. The initiative impacts her students as well as the community, promoting intercultural understanding. To date, a total of 315 students have acquired intercultural communication skills that will serve them well in the future.

THE GREATER ST. CLOUD AREA

**THRIVE PROJECT**, a collaborative venture between Sauk Rapids-Rice Early Childhood Program and St. Cloud State College of Education, began in 2007 with a mission to support healthy social/emotional development of children ages 0-5 in the greater St. Cloud area. The project, originally funded by the Initiative Foundation, has leveraged additional funding to support five collaborative projects that are impacting more than 600 children through the Child Care Connections and early Intervention projects as well as providing training opportunities for mental health clinicians, early care and other education professionals and parents. The project currently is engaged in a Blue Cross Blue Shield Foundation grant to explore ways to make the early intervention system more accessible and responsive to the community's immigrant and refugee children.

**ACCESSIBILITY THAT LEADS TO SUCCESS:**

Embedded in this Distinctive Characteristic is SCSU's commitment to providing access to a high quality education with a commitment to individual student success. An important component of our mission and vision is our ability to meet the needs of our changing student populations. Through this priority, SCSU is pursuing initiatives that support the Board's goals for raising student participation and achievement, with a focus on underrepresented students, and partnering with K-12 schools to ensure our young people are prepared for college.

**SCSU Strategic Initiatives:**

- » Craft an integrated student experience that supports the student horizontally, from curricular to co-curricular, and vertically from the first-year through graduation
- » Create recruitment and support strategies for underrepresented students that support their academic and personal success
- » Develop and strengthen our preK-16 partnerships to improve student preparedness and teacher education

**Evidence of success:**

- » Student of color enrollment has increased from 583 students in 2000 to 1,706 students in 2010, 9.3% of our student body. Among these students are 799 self-identified Black or African-American students compared to 113 in 2002. Through efforts such as our Advanced Preparation Program and programs developed as part of the Access, Opportunity and Success program, we have seen improvement in the retention and success rates for students of color.
- » We were designated a Military Friendly School by GI Jobs Magazine and a "Beyond the Yellow Ribbon Campus" by the Minnesota National Guard for providing student veterans and their families with a high-quality and caring learning environment.
- » St. Cloud State is one of 14 colleges and universities in the Dakotas and Minnesota sharing in a \$40 million Bush Foundation grant that is aimed at helping schools of education recruit high quality students and guarantee teacher effectiveness among their graduates. The Teacher Preparation Initiative (TPI) has engaged over 100 faculty and staff from different colleges across campus and teachers and administrators from six partner districts in reviewing and redesigning our teacher preparation programs.
- » The innovative Teacher Quality Enhancement (TQE) project at St. Cloud State has received national recognition for researching and developing Co-teaching strategies in the preparation of teacher candidates. In 2007, the American Association of State Colleges and Universities (AASCU) recognized this project with a Christa McAuliffe Excellence in Teacher Education award. In 2008, the American Association of Colleges of Teacher Education (AACTE) recognized this work with a Best Practice Award in Support of Teacher Education Quality and Accountability.
- » SCSU, in partnership with the St. Cloud Technical and Community College and local school district 742, has created the Access and Opportunity program to increase participation in college preparatory course work in grades 8-12, improving high school graduation rates, and increasing postsecondary participation among underrepresented students.





### STEM INITIATIVES BRING SCIENCE TO LIFE

Science Express, a unique mobile science lab, is bringing hands-on, high-tech, inquiry learning to outstate Minnesota school districts since 2009. University officials created the Science Express to bridge the gap between what professional scientists use and what is available in rural and small-town classrooms. Nearly 12,000 students from 29 schools combined for nearly 14,000 visits to the 52-foot retrofitted Medtronic training trailer during 2009-2010. The rolling laboratory will visit 33 schools and anticipates serving more than 16,000 by the end of the academic year.

St. Cloud State was one of 75 U.S. colleges and universities to participate in the inaugural USA science expo that was a collaboration of more than 500 of the nation's leading science and engineering organizations in an effort to reignite interest among youth in the study of related fields.

- » In Minnesota there are 10,315 teachers, 675 school administrators and 419 coaches who are St. Cloud State alumni educating the state's youth.
- » During 2010-11 the Office of Clinical Experiences in the College of Education has made 717 student teaching placements and 1421 field experience placements in 185 schools in 41 school districts in our region.

### EDUCATION THAT DRIVES KNOWLEDGE INTO ACTION:

Central to our mission and vision is our commitment to ensuring our students have the opportunity to be engaged in active and applied learning while at SCSU. We are developing and expanding academic programs that prepare our students for success in work and life through integrated learning and the expert and innovative application of knowledge. Through this priority, we support the Board's goals of developing graduates with strong, adaptable and globally competitive skills, providing multiple delivery options for our programs and services, and supporting the development faculty who are prepared to educate our students for the future.

#### *SCSU Strategic Initiatives:*

- » Develop systems and structures to create an environment that supports basic and applied research, scholarship and creative expression for our faculty and students
- » Expand and institutionalize our international activities and partnerships that provide global learning opportunities for our students, faculty and staff
- » Develop a plan for on-line courses and programs that support the needs of our students and the market

#### *Evidence of success:*

- » Committed to the internationalization of campus, St. Cloud State is ranked 11th in the country among masters level institutions in 2009-2010 in international student enrollment. Currently there are 1,076 international students from 86 countries. In the last five years more than 2,000 St. Cloud State students have studied abroad, which ranks St. Cloud State 31st nationally by the Institute for International Education. In 2010-2011 St. Cloud State is hosting 26 international students studying on government-sponsored programs, including eight who have Fulbright awards.
- » SCSU generated more than 47,000 on-line credits in fiscal year 2010, the highest in the MnSCU system and nearly 40% more than the next largest provider. St. Cloud State's on-line credits have more than tripled since 2005 and represent 7 percent of MnSCU's 654,527 registered on-line credits.
- » Our Applied Behavioral Analysis program, a completely on-line graduate program, is seen as a national model for delivering graduate education in the field.
- » St. Cloud State is a participant in the Red Balloon Project, a national initiative launched by the American Association of State Colleges and Universities (AASCU) to re-imagine and then redesign undergraduate education for the 21st century. We are partnering with Winona State University in Next Generation Learning Challenges-AASCU and The University of Central Florida Project on Blended Learning, which involves exploring new opportunities related to curriculum in developmental Math and English courses.



## UNIVERSITY SUSTAINABILITY ACTIVITIES

- President Potter has signed the AASCU President's Climate Commitment.
- The University has completed its carbon footprint assessment as it moves to limit or level the carbon output.
- The University is constructing and renovating building to LEED standards.
- The University has worked with Sodexo food services to provide trayless dining, which has led to a decrease in food waste, and encouraging use of local foods in food preparation.
- The University has added two rain gardens to campus as well as other storm water runoff mitigation measures.
- The campus power distribution system is poised to directly connect to the Hydroelectric plant in the Mississippi River on the east side of campus to provide nearly all its power needs when the current contract with Excel expires.

## FACULTY SUSTAINABILITY ACTIVITIES

- 36% of faculty responding to a recent survey stated they were involved in sustainability activities in their teaching, scholarly and service work. They indicated involvement in 75 categories of sustainability.
- 29% were currently using sustainability themes in their teaching. These faculty teach more than 90 courses in 23 departments and programs across campus.
- 32% were currently engaged in scholarly activities (i.e. research, creative initiatives) that contain a sustainability component.
- 37% were performing service work that contains a sustainability component.

- » St. Cloud State's Meteorology program is recognized as the best in the Upper Midwest.
- » St. Cloud State's accredited Applied Sociology program is the only applied program in the Midwest.
- » SCSU's three nationally accredited arts programs in Music, Theatre and Art—the only 4-year institution in the state of MN with this distinction (including the U of M)—will anchor the newly organized School of the Arts.
- » The Atwood Memorial Center Community Farmer's Market was launched in 2009 to promote sustainability by making locally grown foods provided by off-campus vendors as well as campus growers available on campus.

### CHARACTER THAT REFLECTS OUR REGION:

As a public regional comprehensive university, SCSU has a unique responsibility to be a good "steward of place" by meaningfully engaging in the social and economic issues facing our communities and state. Community engagement is an important component of our mission and vision and is one of the pillars of the learning experience of our students. Through this priority, SCSU will offer an array of programs and services that reflect the needs of our community and state and support the Board's priority of improving the competitiveness of Minnesota and its people.

### SCSU Strategic Initiatives:

- » Expand and institutionalize our commitment to civic and community engagement
- » Expand Science, Technology, Engineering & Mathematics (STEM) initiatives that strengthen our basic and applied science programs and science education

### Evidence of our success:

- » St. Cloud State was recently awarded the 2010 Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching, recognizing the institution's "practices that support dynamic and noteworthy community engagement. A total of 311 schools among the 3,900 degree-granting institutions are recognized.
- » The Faculty Research Group on Immigrant Workers in Minnesota, incorporating faculty from six departments across campus, has been conducting research projects in conjunction with community organizations on developing data of use to community and academics on the social conditions of immigrant workers in Minnesota communities. The group has led two "Global Goes Local" conferences that have been supported by MnSCU grant funds and the second co-sponsored by the University of Minnesota's Immigration History Research Center.
- » The Minnesota Trade Office satellite office is housed in St. Cloud State University's Small Business Development Center (SBDC). The SBDC worked with clients who bought or started 53 businesses in 2010 which created 121 jobs and had a capital infusion of \$6.2 million in loans and equity. They delivered 3,715 hours of business counseling to 433 clients including 231 women and minorities and 51 veterans.
- » The first Minnesota satellite office of the Minneapolis office of the Better Business Bureau is housed with the University's Small Business Development Center.

**TOP 10 EMPLOYERS  
OF OUR GRADUATES  
(NUMBER EMPLOYED SINCE 2000):**

- Target – 218
- Wells Fargo – 187  
*1976 graduate John Stumpf is  
CEO of Wells Fargo*
- State of MN—185
- St. Cloud Hospital – 183
- Military – 171
- St. Cloud State University – 147
- ING Direct – 102
- Enterprise Rentacar – 77
- Menards – 68
- US Bank – 68
- TCF – 65
- CH Robinson – 59
- Larson Allen – 55
- City of St. Cloud – 53

**A LOCAL LEADER'S PERSPECTIVE**

"As one of the largest employers of St. Cloud State students and graduates, I continue to be impressed with the quality of students that St. Cloud State University produces. They are ready to work and regardless of their major, add value to our organization. St. Cloud State University is truly an asset in our community and greatly contributes to the economic vitality of Central Minnesota and to the growth of ING DIRECT USA in the State of Minnesota."

*Brian H. Myres,  
Head of Sales, ING DIRECT USA*

**THE "MINNEAPOLIS ST. PAUL  
BUSINESS JOURNAL" RECENTLY  
PUBLISHED THE TOP 25  
ACCOUNTING FIRMS --  
4 ARE RUN BY SCSU ALUMNI**

- #2 ranked Larson Allen, top metro exec alumnus *Gordon Viere, B.S. 1975, Accounting*
- #10 ranked KDV, top metro exec alumnus *Loren Viere, B.S. 1976, Accounting*
- #21 ranked Boyum & Barencheer, top metro exec alumnus *Thomas Margarit, M.B.A. 1983*
- #23 ranked Froehling Anderson, top metro exec is alumnus *David Benusa, B.S. 1991, Accounting*

- » St. Cloud State University had a \$369 million economic impact on the economy in 2006 when it enrolled 15,444 students. Today's enrollment is more than 18,300 students.
- » The Microloan Program through the G.R. Herberger College of Business provides small loans to individuals interested in starting a business but who do not meet the eligibility criteria for a traditional bank loan. University partners, such as ING Direct and US Bank, provided capital, and SCSU students serve as consultants to the microloan recipient. The program remains relatively unique in its focus to involve students with microenterprises to enhance business development. Universities such as Yale and Rutgers have similar programs; we believe SCSU's program is the only Midwest program of its kind.

**INSTITUTIONAL CAPACITY FOR EXCELLENCE AND INNOVATION:**

The changing environment and expectations of public higher education requires SCSU to operate very differently in order to operate in the "new normal" of public higher education. Through this priority, SCSU will develop internal structures and capacities that support the achievement of our mission, vision and Strategic Action Plan and support the Board's priorities of innovation and financial sustainability.

**SCSU Strategic Initiatives:**

- » Recruit, develop, and retain a high-quality, diverse workforce to meet current and future educational needs
- » Develop planning, assessment and data infrastructures to support decision-making and continuous improvement
- » Leverage technology to enhance student access, learning and service and organizational efficiency and effectiveness
- » Create facilities and spaces designed to house critical current and future programs
- » Expand private support for university priorities and to support student achievement and success
- » Strengthen our approach to alumni relations to encourage active engagement of our graduates with the university for life

**Evidence of success:**

- » SCSU's approach to strategic program appraisal and reorganization is being presented at national conferences and is receiving recognition by peer institutions as a model for collaborative strategic planning in higher education.
- » As a demonstration of our commitment to accountability and student learning and success, SCSU was a founding member in both the AACSB/ APLU Voluntary System of Accountability and the National Institute for Learning Outcomes Assessment's President's Alliance for Student Learning & Accountability.
- » The Strategic Analytics & Management Systems (SAMS), SCSU's approach to business intelligence and performance management data and analysis, is being seen as a model within the Minnesota State Colleges & Universities system and at universities across the country.
- » The renovation of Riverview, built in 1911 and the only campus building listed on the National Register of Historic Places, has received local and state preservation awards. Once the home of a laboratory school where



### COBORN PLAZA COMES ALIVE

St. Cloud State's new front door, the 12,000-square-foot Welcome Center, opened last fall as home to University offices that interface with the community such as Continuing Studies, the Central Minnesota Small Business Development Center, the university's micro-loan program, Admissions and a satellite bookstore. Meeting rooms are being used by community organizations related to the university. St. Cloud State's unique residence hall, the Coborn Plaza Apartments, is in the upper three floors of two four-story buildings that are part of Coborn Plaza, the first phase of the Fifth Avenue Live! development plan for a revitalized Fifth Avenue corridor from the Civic Center downtown to the National Event and Hockey Center on the south end of campus. Coborn Plaza also includes several retail shops. The apartments and the Welcome Center are leased from J.A. Wedum, a Minneapolis-based foundation which has developed student and senior housing in several Minnesota communities.

- St. Cloud Normal School students honed their teaching skills to the benefit of local schoolchildren, the building now houses the Communication Studies Department. This campus gem, reopened in the fall of 2009, is a stunning reminder of both our strong heritage and our promising future.
- » Biology and Chemistry departments moved physically into the 21st century with safer and more modern classrooms, laboratories and offices in the Wick Science Center Addition, opened in 2009. This important move was the first in a three-step science initiative that will strongly support campus leadership in science and engineering education with facilities that support academic excellence and service to students and faculty.
- » Brown Hall, renovated and reopened in spring 2010, is home to St. Cloud State's growing Nursing Sciences program, as well as Continuing Studies and Communication Sciences and Disorders. The renewed facilities will allow the campus to double its nursing enrollment in order to address one of Minnesota's most pressing workforce needs.
- » 15,000 unique St. Cloud State students had at least one course via D2L (Desire2Learn) during spring semester 2010.

### COLLABORATIONS

St. Cloud State University actively seeks collaborations and partnerships that further the mission of the university and provides mutual benefits for both partners. SCSU has more than 300 active partnerships and agreements with system institutions, school districts, clinical sites, international universities, and public agencies that support student learning and experiences.

- The St. Cloud Technical & Community College Connection (SCTCCC) Program provides an excellent opportunity to begin the college experience. The program is offered to freshman applicants who do not qualify for admission to St. Cloud State University programs. Students accepted into the program take classes taught by St. Cloud Technical & Community College faculty on the campus of St. Cloud State University. St. Cloud State also provides for SCTCC students: Comprehensive Student Health Services; Public Safety services; living space and service in residence halls; satellite U-Choose Program; coordination relating to St. Cloud Police Reports (sharing daily police reports that involve their students and inviting their personnel to attend St. Cloud State's monthly meeting with police personnel; Metro Bus service; telephone and voice mail service; parking and recreation programs; Learning Resources facilities and support services; and Campus Card service.
- In partnership with Metropolitan State University, SCSU offers the Masters in Engineering Management degree.
- SCSU has formed strategic partnerships with Nelson Mandela Metropolitan University in Port Elizabeth, South Africa, Universidad de Concepción in Concepción, Chile, and Nankai University/Binhai College, China. These strategic international partnerships provide global learning and research opportunities for SCSU students and faculty.
- SCSU is engaged as a partner with local agencies on the continued development and implementation of the St. Cloud region's cultural plan, including the ArtWORKS Initiative to creatively engage, transform and enhance the community through the arts.
- The Communication Sciences and Disorders Department provides clinical experiences for its students and clinical services to the community through its audiology, speech therapy and autism programs. They engage in partnerships

