

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

Agenda Item Summary Sheet

Committee: Academic and Student Affairs

Date of Meeting: May 15, 2012

Agenda Item: Mission Approval/Campus Profile: Rochester Community and Technical College

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 institutions to have their missions approved by the Board at least once every five years.

Scheduled Presenter(s):

Don Supalla, President, Rochester Community and Technical College

Dave Weber, Chief Student Affairs and Strategic Operations Officer, Rochester CTC

John Wade, President, Rochester Area Chamber of Commerce

Outline of Key Points/Policy Issues:

The vision, mission and purposes presented by Rochester Community and Technical College reaffirm the institutional mission approved by the Board of Trustees in December 2000. The reaffirmed statements 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. RCTC will provide a combined mission reaffirmation and campus profile presentation to provide additional context for Board approval.

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

**MISSION APPROVAL/CAMPUS PROFILE:
ROCHESTER COMMUNITY AND TECHNICAL COLLEGE**

EXECUTIVE SUMMARY

The vision, mission and purposes of Rochester Community and Technical College 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. The college is reaffirming its mission and vision (previously approved by the Board of Trustees in December, 2000) under the new Board policy requirement that colleges and universities seek Board approval at least once every five years.

Rochester Community and Technical College’s vision, mission, purposes, and awards are:

Vision

Rochester Community and Technical College will be a universal gateway to world class learning.

Mission

Rochester Community and Technical College provides accessible, affordable, quality learning opportunities to serve a diverse and growing community.

Purposes

Purpose 1: Grow participation rates and market share among targeted and emerging markets.

Purpose 2: Provide academic programs, services, and graduates that align with the needs of our students, employers, the community, and other key stakeholders.

Purpose 3: Achieve learning and performance excellence through continuous improvement, service, engagement, and innovation with accountability for results.

Purpose 4: Create value by improving student lives and meeting the needs of stakeholders.

Purpose 5: Actively partner with PK-16, business and community organizations to ensure student success and the availability of a competitive workforce.

Purpose 6: Create a culture committed to our values (Learner-Centered, Excellence, Innovation, Respect, Teamwork, and Fun).

Purpose 7: Advance the social and economic vitality of the greater Rochester area.

Purpose 8: Strengthen the capability of RCTC’s workforce.

1 **Purpose 9:** Advance the college through strengthened shared governance and leadership
2 systems.

3
4 **Purpose 10:** Demonstrate financial viability, fiscal stewardship, and effective use of resources.

5
6 **Awards**

7 Associate in Science degrees, Associate in Applied Science degrees, Associate in Arts degrees,
8 Associate in Fine Arts degrees, Certificates and Diplomas

9
10 **BACKGROUND**

11 The college is requesting reaffirmation of its mission in compliance with the Board policy
12 requirement that an institution have its mission approved at least once every five years.

13
14 **OVERVIEW OF MISSION, VISION AND PURPOSES**

15 The proposed vision, mission, and purposes of Rochester Community and Technical College
16 meet the criteria identified in Board Policy 3.24 System and College and University Missions,
17 Part 4: Review and Approval of College and University Mission and Vision Statements. As
18 required by procedure, the institution must:

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

28 Additionally, the institution’s mission must be compliant with statute, policy, and regional
29 accreditation requirements.

30
31 **REVIEW OF ROCHESTER COMMUNITY AND TECHNICAL COLLEGE’S MISSION,
32 VISION AND PURPOSES**

33
34 **The mission, vision, and purposes respond to the system procedure.** Rochester Community
35 and Technical College’s vision, mission, and purposes are consistent with statute, policy, and
36 regional accreditation requirements. The college mission, vision, and purposes demonstrate
37 alignment with the system mission and vision.

38
39 The *Mission* of the college is “Rochester Community and Technical College provides accessible,
40 affordable, quality learning opportunities to serve a diverse and growing community.” The focus
41 of the college mission on providing opportunities to serve a diverse and growing community
42 directly supports the system mission to meet the personal and career goals of a wide range of
43 individual learners. The college exists to offer educational opportunities in three categories 1)
44 Career and technical education; 2) Transfer education; and 3) Business and workforce education.
45 The college, by its nature of being a public two-year institution, is an open access institution with

1 a mission to serve diverse students from all backgrounds and at varying levels of college
 2 readiness. The college’s core outcomes are:

- 3 • **Communication:** Students will read, write, speak and listen professionally;
- 4 • **Critical Thinking:** Students will think systematically by integrating skills and using a
 5 variety of appropriate resources and methods;
- 6 • **Global Awareness/Diversity:** Students will demonstrate understanding of respect for
 7 human diversity through their words and actions;
- 8 • **Civic Responsibility:** Students will understand larger social issues, demonstrate social
 9 responsibility, and contribute to positive community change through civic engagement;
- 10 • **Personal and Professional Accountability:** Students will take ultimate responsibility
 11 for achieving their education and personal goals;
- 12 • **Aesthetic Response:** Students will make and support personal judgments from an
 13 informal perspective.

14
 15 The *Vision* for the college states “Rochester Community and Technical College will be a
 16 universal gateway to world class learning.” The college notes that the vision is aspirational in its
 17 focus to create the highest value for students and stakeholders by being a gateway to world class
 18 learning. This aligns with the system vision to provide the most accessible, highest value
 19 education in the nation.

20
 21 Rochester Community and Technical College envisions a future in which the college will be the
 22 preferred choice, a premier destination site for educational opportunities and employment, and
 23 the community center for recreational, cultural and social activities. The college also envisions
 24 substantial changes as state funding continues to decline as well as continuing partnerships grow
 25 with PK-16, business and industry, and community organizations to ensure student success and
 26 the availability of a competitive workforce. The college notes its distinctiveness in its unique
 27 culture that it is a comprehensive community college with the feel of a university-like learning
 28 environment by virtue of the University Center Rochester (UCR) partnership.

29
 30 The *Purposes* of Rochester Community and Technical College and their alignment with the
 31 strategic priorities of the system are as follows:

System Strategic Framework	RCTC Strategic Goals
Ensure access to an extraordinary education for all Minnesotans	
<p>Our faculty will provide the best education available in Minnesota, preparing graduates to lead in every sector of Minnesota’s economy.</p> <p>We will continue to be the place of opportunity, making education accessible to all Minnesotans who seek a college, technical or university education; those who want to update their skills; and those who need to prepare for new careers.</p>	<p>RCTC Goal 2.2: Achieve learning and performance excellence through continuous improvement, service, engagement, and innovation with accountability for results.</p> <p>RCTC Goal 1.1: Grow participation rates and market share among targeted and emerging markets.</p>
Be the partner of choice to meet Minnesota’s workforce and community needs	
<p>Our colleges and universities will be the partner of choice for businesses and communities across</p>	<p>RCTC Goal 2.1: Provide academic programs, services, and graduates that align with the needs of</p>

<p>Minnesota to help them solve real-world problems and keep Minnesotans at the leading edge of their professions.</p> <p>Our faculty will enable Minnesota to meet its need for a substantially better educated workforce by increasing the number of Minnesotans who complete certificates, diplomas and degrees.</p>	<p>our students, employers, the community and other key stakeholders.</p> <p>RCTC Goal 3.1: Actively partner with PK-16, business and community organizations to ensure student success and the availability of a competitive workforce.</p> <p>RCTC Goal 3.2: Advance the social and economic vitality of the greater Rochester area.</p>
<p>Deliver to students, employers, communities and taxpayers the highest value / most affordable option</p>	
<p>Our colleges and universities will deliver the highest value to students, employers, communities and taxpayers.</p> <p>We will be the highest value / most affordable higher education option.</p>	<p>RCTC Goal 2.3: Create value by improving student lives and meeting the needs of all stakeholders.</p> <p>RCTC Goal 4.1: Create a culture committed to our values (Learner-Centered, Excellence, Innovation, Respect, Teamwork and Fun).</p> <p>RCTC Goal 4.2: Strengthen the capability of RCTC’s workforce.</p> <p>RCTC Goal 4.3: Advance the college through strengthened shared governance and leadership systems.</p> <p>RCTC Goal 5.1: Demonstrate financial viability, fiscal stewardship, and effective use of resources.</p>

1 The *awards* offered by Rochester Community and Technical College include Associate in
2 Science degrees, Associate in Applied Science degrees, Associate in Arts degrees, Associate in
3 Fine Arts degrees, Certificates and Diplomas.

4
5 Aspects of RCTC’s *consultation with stakeholders* include revisiting the strategic plan every
6 three years to focus on a review of the vision, mission, and values statements, which collectively
7 are known as the college’s Signature Statements. The 2004 Strategic Planning Task Force
8 recommended refinements to each of the Signature Statements. The new vision statement had a
9 greater focus on RCTC being a universal gateway to world-class learning opportunities; this
10 reflected the college’s growth in online learning, the University Center Rochester partnership,
11 collaborations with the Mayo Clinic, Rochester Public Schools, and others. In 2008, the college
12 also adopted, through a college-wide participatory process, the creation of six student core
13 learning outcomes and service attributes, later called “Standards of Excellence” that define the
14 RCTC brand and student learning experience.

15
16 **RECOMMENDED COMMITTEE MOTION**

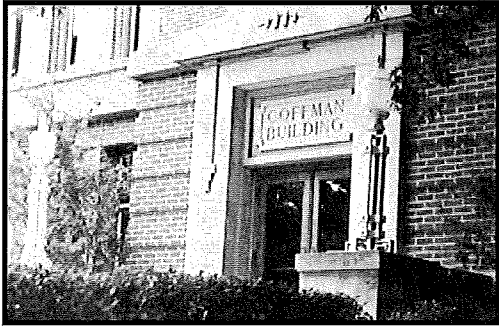
17 The Academic and Student Affairs Committee recommends that the Board of Trustees approve
18 the request by Rochester Community and Technical College to reaffirm its vision, mission,
19 purposes, and awards as listed in the executive summary.

20
21 **RECOMMENDED MOTION**

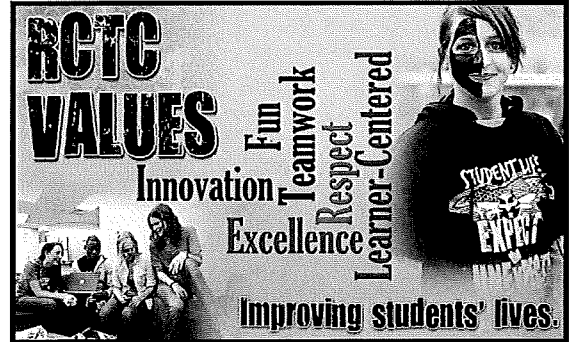
22
23 The Board of Trustees approves the request by Rochester Community and Technical College to
24 reaffirm its vision, mission, purposes, and awards as listed in the executive summary.

Banterings - STRATEGIC PROFILE EDITION

FY12 - MAY 2012



**EXPECT
STUDENT-CENTERED**
*Fostering Student
Success through Mission,
Vision, Values*



Historical Information

Rochester Community and Technical College is the oldest public two-year college in Minnesota, and one of the nation's oldest original community colleges. The College, originally known as University Department or Southern University, was founded in 1915 on a motion by Dr. Charles Mayo to the Rochester School Board.

Classes began on September 14, 1915 with seventeen students. The College was originally housed in downtown Rochester in what was known as the Coffman Building, but moved to its current campus during the summer of 1968. A year later the vocational technical institute was created with 15 program offerings.

RCTC was established on July 1, 1996 when legislation required state community colleges and technical colleges collocated in the same city be merged into a consolidated college.

RCTC Mission, Vision and Values

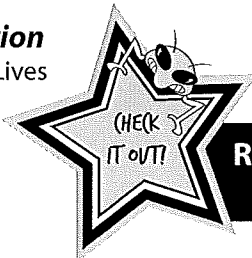
Mission: Rochester Community and Technical College provides accessible, affordable, quality learning opportunities to serve a diverse and growing community.

Vision: Rochester Community and Technical College will be a universal gateway to world class learning opportunities.

Values: Learner-Centered, Excellence, Innovation, Respect, Teamwork and Fun

Value Proposition

Improve Student Lives



EXPECT STRATEGIC ALIGNMENT

MnSCU Strategic Framework 2011	RCTC Strategic Goals
<i>Ensure access to an extraordinary education for all Minnesotans</i>	
Our faculty will provide the best education available in Minnesota, preparing graduates to lead in every sector of Minnesota's economy. We will continue to be the place of opportunity, making education accessible to all Minnesotans who seek a college, technical or university education; those who want to update their skills; and those who need to prepare for new careers.	RCTC Goal 2.2: Achieve learning and performance excellence through continuous improvement, service, engagement, and innovation with accountability for results. RCTC Goal 1.1: Grow participation rates and market share among targeted and emerging markets.
<i>Be the partner of choice to meet Minnesota's workforce and community needs</i>	
Our colleges and universities will be the partner of choice for businesses and communities across Minnesota to help them solve real-world problems and keep Minnesotans at the leading edge of their professions. Our faculty will enable Minnesota to meet its need for a substantially better educated workforce by increasing the number of Minnesotans who complete certificates, diplomas and degrees.	RCTC Goal 2.1: Provide academic programs, services, and graduates that align with the needs of our students, employers, the community and other key stakeholders. RCTC Goal 3.1: Actively partner with PK-16, business and community organizations to ensure student success and the availability of a competitive workforce. RCTC Goal 3.2: Advance the social and economic vitality of the greater Rochester area.
<i>Deliver to students, employers, communities and taxpayers the highest value / most affordable option</i>	
Our colleges and universities will deliver the highest value to students, employers, communities and taxpayers. We will be the highest value / most affordable higher education option.	RCTC Goal 2.3: Create value by improving student lives and meeting the needs of all stakeholders. RCTC Goal 4.1: Create a culture committed to our values (Learner-Centered, Excellence, Innovation, Respect, Teamwork and Fun). RCTC Goal 4.2: Strengthen the capability of RCTC's workforce. RCTC Goal 4.3: Advance the College through strengthened shared governance and leadership systems. RCTC Goal 5.1: Demonstrate financial viability, fiscal stewardship, and effective use of resources.

RCTC CONTINUOUS IMPROVEMENT WEBSITE:
<http://www.rctc.edu/ci>

Banterings

- EXTRAORDINARY EDUCATION

FY12 - MAY 2012 - PAGE 2



Standards of Excellence

"You are the reason for our work, not an interruption of our work."

RCTC employees will:

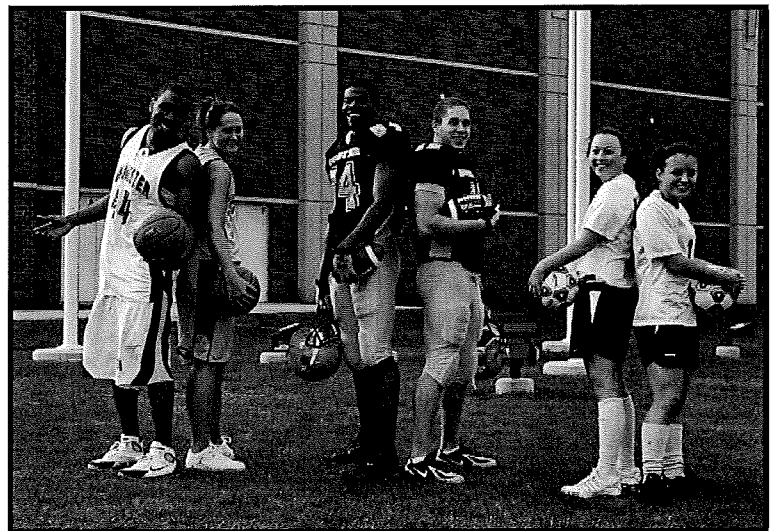
- Welcome stakeholders with warmth and enthusiasm, and maintain a safe and respectful environment.
- Be a positive representative of RCTC.
- Meet the needs of our stakeholders by exceeding their expectations.
- Follow College guidelines for communication.
- Protect confidentiality.
- Build positive and supportive relationships.
- Take pride in campus facilities.
- Welcome feedback for continuous improvement.

EXPECT STUDENT EXPERIENCE

Promoting Values

RCTC Offers:

- A comprehensive student life program.
- A student senate (established in 1921).
- Comprehensive performing and fine arts programs with theatre, band and choir opportunities.
- Ten NJCAA Division III sports with over 175 All-Americans in its legacy of championship athletes and teams.
- Over 30 student clubs.



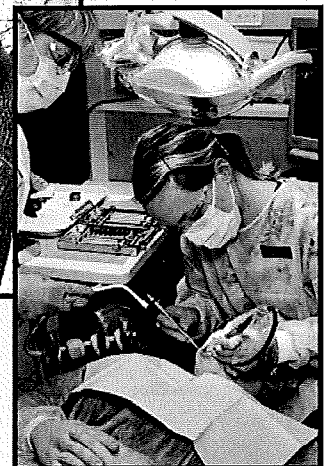
EXPECT ACCESS AND OPPORTUNITIES

Unique Programs

- Dental Hygiene
- Equine Science
- Horticulture Technology
- Occupational Skills
- Surgical Technology
- Veterinary Technology

Online

- In FY12, over 24% of the credits sold were offered entirely online (an additional 20% were offered through hybrid).
- Nineteen awards can be earned through online learning in programs such as Administrative Assistant, Healthcare Informatics, Interaction Design, Liberal Arts – AAS, Medical Transcription, and Software Application Specialist.
- Designed an academic based e-learning solution featuring cutting edge training for the home health care industry. For over 10 years, RCTC has delivered online courses nationally and currently delivers courses in 19 states.



Banterings - DELIVER VALUE

FY12 - MAY 2012 - PAGE 3

EXTRAORDINARY EXCELLENCE

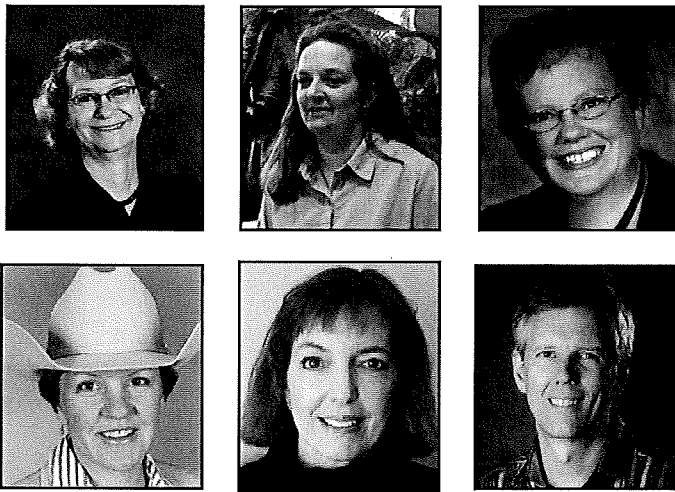
Board of Trustees Awards for Excellence in Teaching

Six faculty members have been recognized as Educators of the Year since 2007 (pictures listed in order below).

- 2007 - Julie Rodakowski, English
- 2008 - Robin Fruth-Dugstad, Horticulture Technology
- 2010 - Lori Halverson-Wente, Speech
- 2010 - Pam Whitfield, English and Equine Science*
- 2011 - Catherine Egenberger, Art
- 2012 - Rod Milbrandt, Physics

Other Awards

- * Pam Whitfield was named 2011 Minnesota Professor of the Year by the Carnegie Foundation



Fulbright Scholars

RCTC is one of a very few number of community and technical colleges in the country to have had several Fulbright Scholars. The Fulbright Program, the most prestigious educational award program in the country, is the flagship international educational exchange program sponsored by the U.S. government and is designed to "increase mutual understanding between the people of the United States and the people of other countries."

- Lillyam Arroyave, Paraguay
- Lynn Guenette, China
- Lori Halverson-Wente, Denmark
- Laurel Panser, Morocco
- Julie Rodakowski, India
- Darlene Voeltz, Peru, Argentina and Morocco
- Virginia Wright-Peterson, Algeria

EXPECT INNOVATION

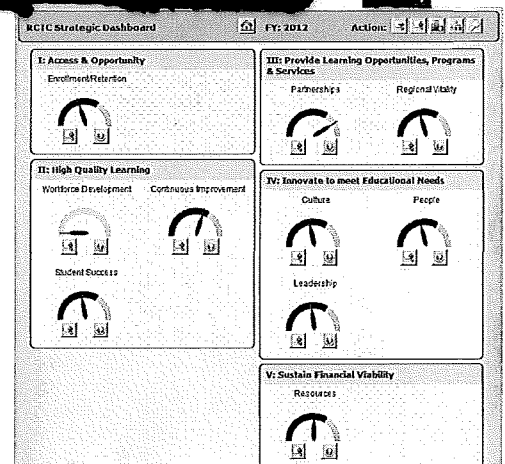
Ensure Quality and Excellence - Value

- Received the Achievement Award from the Minnesota Quality Council. One of eight institutions that are part of the Higher Learning Commission's AQIP/Baldrige Pilot.
- Recognized nationally for our Integrated Planning Process (IPP) in such publications as Business Manager Magazine and the University Business Executive Roundtable.
- Awarded Alfred P. Sloan Award for Business Excellence in Workplace Flexibility in 2009 and 2011.
- Earned four-star chapter status by Phi Theta Kappa Honor Society.
- Designated first two-year MnSCU College Beyond the Yellow Ribbon Campus.



THE AQIP SYSTEMS APPRAISAL-BALDRIGE OPTION

It is a pilot program for 2010-12 permitting experienced AQIP institutions in four states (Illinois, Iowa, Michigan, and Wisconsin) to use a state or national Baldrige-type award application and review to replace portions of a traditional AQIP Systems Portfolio Appraisal. If the pilot works well, AQIP hopes to expand the program to all 19 states in which HLC-accredited institutions are located.



Banterings - PARTNER OF CHOICE

FY12 - MAY 2012 - PAGE 4



EXPECT COMMUNITY

Partnerships

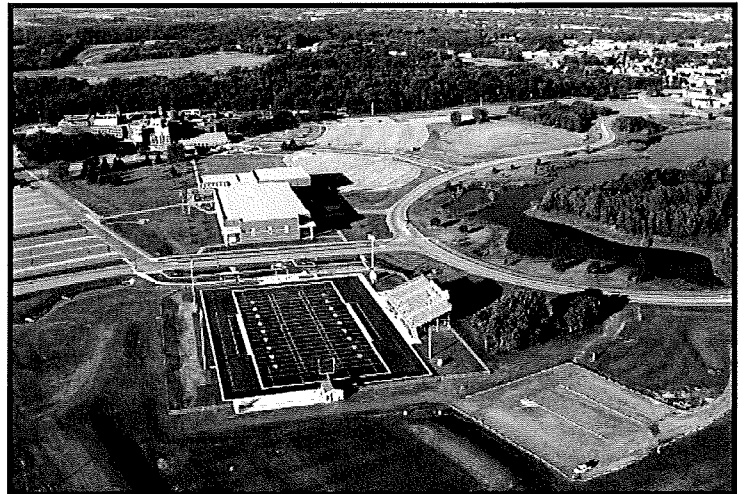
- The Rochester Local Option Sales Tax has contributed \$16.71 million for campus development with another \$12.5 million proposed.
- Partnered with Winona State University to make available a unique Path to Purple partnership.
- Established the Collaboration Among Rochester Educators (CARE) Committee with Rochester Public Schools.
- Partnered with the Rochester Area Chamber of Commerce in numerous initiatives, including Workforce 2020.
- Collaborated with Mayo Clinic, Rochester Public Schools, and others on such efforts as the Rochester Area Math Science Partnership and the Health Care Center.
- Established Joint Powers Agreements with City of Rochester and Olmsted County to be disaster emergency site.



EXPECT COMMUNITY

A Two-Year College with the Feel of a University

- Recognized as the educational, recreational, social, and cultural hub for the community.
- Co-developed multiple athletic facilities on campus with the City of Rochester/Park and Recreation.
- Co-Hosted USA Wrestling National Cadet Dual Meet and numerous NJCAA tournaments (Wrestling, Women's Volleyball, Basketball, and Softball) with the Rochester Amateur Sports Commission, thereby increasing the economic impact through new visitor dollars to the City.



Rochester
COMMUNITY AND TECHNICAL
College

GET THERE.

Expect the Unexpected

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www.rctc.edu | facebook.com/MyRCTC | youtube.com/RochesterCTC

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