

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
Agenda Item Summary Sheet**

Committee: Academic and Student Affairs

Date of Meeting: January 22, 2014

Agenda Item: Mesabi Range Community & Technical College: Proposed Name Change

Purpose (check one):

Proposed
New Policy or
Amendment to
Existing Policy

Approvals
Required by
Policy

Other
Approvals

Monitoring /

Information

Brief Description:

Board Policy 3.23 requires Board approval of changes in the naming of colleges and universities.

Scheduled Presenter(s):

Sue Collins, President, Northeast Higher Education District
Carol Helland, Interim Provost, Mesabi Range Community & Technical College
John O'Brien, Interim Vice Chancellor for Academic and Student Affairs
Leslie Mercer, Associate Vice Chancellor for Research, Planning and Policy

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

BOARD ACTION ITEM

Mesabi Range Community & Technical College: Proposed Name Change

EXECUTIVE SUMMARY

Proposed Name Change

Mesabi Range Community & Technical College requests a name change, in accord with Minnesota State Colleges and Universities Board of Trustees Policy 3.23, Procedure 3.23.1 Naming Colleges and Universities.

New Name: Mesabi Range College

Current Name: Mesabi Range Community & Technical College

The rationale for the name change is the support from the internal and external college community support for the new name. While the Board approved name of Mesabi Range Community & Technical College is noted in formal communications from the college, it is not as commonly referenced within the region by various constituent groups.

Under Board Policy 3.23, Part 2, Subpart A, “If a state college or university requests a change to its official name, or if a new institution is created through merger or other means, the college or university president shall forward the proposed name to the Chancellor for recommendation to the Board. The Board shall establish a name after receiving a recommendation from the Chancellor.”

“A state college or university seeking to change its name, or a new institution seeking to create a name, must clearly state the rationale for the name change or new name. The institution must conduct market research and consult with key stakeholders within the campus or campuses and the surrounding communities. The rationale and the results of the market research and consultation must be presented to the chancellor at the time the request is made.”

President Sue Collin’s letter requesting the name change, which outlines the consultation and research the college has undertaken, is attached.

According to Board Policy 3.23, Part 2, Subpart D, “Approval of a name change by the board under this policy shall constitute an amendment of Board policy 1A.11 to reflect the approved name, with no further action of the board required.”

RECOMMENDED COMMITTEE MOTION

Upon the recommendation of the Chancellor, the Academic and Student Affairs Committee recommends that the Board of Trustees change the name of Mesabi Range Community & Technical College to Mesabi Range College.

RECOMMENDED MOTION

The Board of Trustees approves changing the name of Mesabi Range Community & Technical College to Mesabi Range College.

Date Presented to the Board of Trustees: January 22, 2014

MEMBER COLLEGES:

HIBBING
COMMUNITY COLLEGE

1515 East 25d1 St.
Hibbing, MN 55746
2 18-262-7200
800-224-4422

ITASCA
COMMUNITY COLLEGE

1851 E. Hwy. 169
Grand Rapids, MN 55744
218327-4460
800-9966422

MESABI RANGE
COMMUNITY &
TECHNICAL COLLEGE

Virginia Campus:

1001 Chestnut St. W.
Virginia, MN 55792
218-749-0313
800-657-3860

&

Eveleth Campus:

1100 Industrial Park Drive
Eveleth, MN 55734
2 18-744-7495
800657-3860

RAINY RIVER
COMMUNITY COLLEGE

1501 Hwy 71
International Falls, MN 56649
218-285-7722
800-456-3996

VERMILION
COMMUNITY COLLEGE

1900 East Camp St.
Ely, MN 55731
218-365-7200
800.657-3608

NHED

NORTHEAST HIGHER EDUCATION DISTRICT

O F F I C E O F T H E P R E S I D E N T

December 18, 2013

Chancellor Steven Rosenstone
Minnesota State Colleges and Universities
30 7th Street E., Suite 350
St. Paul, MN 55101

Dear Chancellor Rosenstone:

I write to formally forward a name change request for Mesabi Range Community and Technical College. As you know, Board Policy 3.23, Part 2, Subpart A instructs me to forward the proposed new name to you for recommendation to the Board of Trustees. Last year, we surveyed college and community members to get their opinion about Mesabi Range College. This year, Ms. Carol Helland, Interim College Provost, expanded our consultation efforts with internal constituents as noted below and has recommended "Mesabi Range College" as the new, official name for consideration by the Board.

As per Board Policy, Provost Helland provided the following information as rationale for the proposed name change:

- A survey was sent to 425 community leaders connected with the college (including advisory board members, alumni association members and foundation board members). The survey found that 77% of the respondents supported the name change, 18% preferred the Board approved name; and 5% suggested other options. This study was conducted to satisfy the policy requirement to conduct market research and consult with key stakeholders within the college and surrounding communities.
- A ballot was distributed internally on both campuses to faculty, staff, and students with 49% selecting Mesabi Range College (MRC) as their preference. Thirty-six percent preferred keeping the current name as the official/legal name (MRCTC) and using a moniker (MRC), and 14% preferred keeping the current name (MRCTC).
- In addition, bargaining unit leaders further canvassed their constituents and we received letters of support from MAPE, AFSCME, MMA and MSCF for the change to "Mesabi Range College."
- State signs along Highway 53 (the major thoroughfare connecting Eveleth and Virginia) identify the college as Mesabi Range College-Eveleth campus and Mesabi Range College-Virginia Campus.

1001 Chestnut Street West · Virginia, MN 55792
218-471-0015 · FAX: 218-471-0017 · e-mail: scollins@nhed.edu

Member of Minnesota State Colleges and Universities

Chancellor Steven Rosenstone
December 18, 2013
Page 2

- The change positions the official name to align better with community perception of college identity.
- While we continue to use the Board-approved name in all official communications, Mesabi Range College has become a more commonly referenced name by community members and students in and around the region.

Given the support expressed by key constituents and stakeholders, I am in support of this requested name change. I therefore ask for your consideration of the name Mesabi Range College and your recommendation of this abbreviated version of the current name to the Board of Trustees to be included in their January Board agenda. Please do not hesitate to contact me or Interim Provost Helland if you have any questions regarding this request.

Most sincerely,

M. Sue Collins, President
Northeast Higher Education District

pc: Carol Helland, Interim Provost/Chief Academic Officer