

Meeting the Baccalaureate Needs of the Twin Cities Metro Area



November 19, 2014

Minnesota State Colleges and Universities

The Minnesota State Colleges and Universities system is an Equal Opportunity employer and educator.



The challenge: meet the Twin Cities metro area's growing need for a well-educated workforce

- Over the next three decades, the Twin Cities area population will increase by nearly 1 million people creating an incremental 570,000 jobs.
- 421,800 of these incremental jobs will need to be filled with employees who hold a post-secondary credential.
- 216,805 of these incremental jobs will need to be filled with employees who hold a baccalaureate degree.

There is a growing need for an educated workforce – 420,000 jobs require post-secondary credentials

	2010	2020	2030	2040
Population	2,850,000	3,144,000	3,447,000	3,743,000
Employment	1,548,000	1,743,000	1,943,000	2,118,000
Incremental employment		195,000	395,000	570,000
Incremental employees needed with post-secondary credentials		144,300	292,300	421,800
Incremental employees needed with baccalaureate degrees		74,170	150,242	216,805

Metro area leads Minnesota job growth in the last 12 months...

- St. Cloud: 2,894 new jobs
- **Minneapolis-St. Paul: 46,339 new jobs**
- Mankato: 1,236 new jobs
- Rochester: 1,054 new jobs
- Duluth-Superior: 1,145 new jobs

August 14, 2014 DEED data

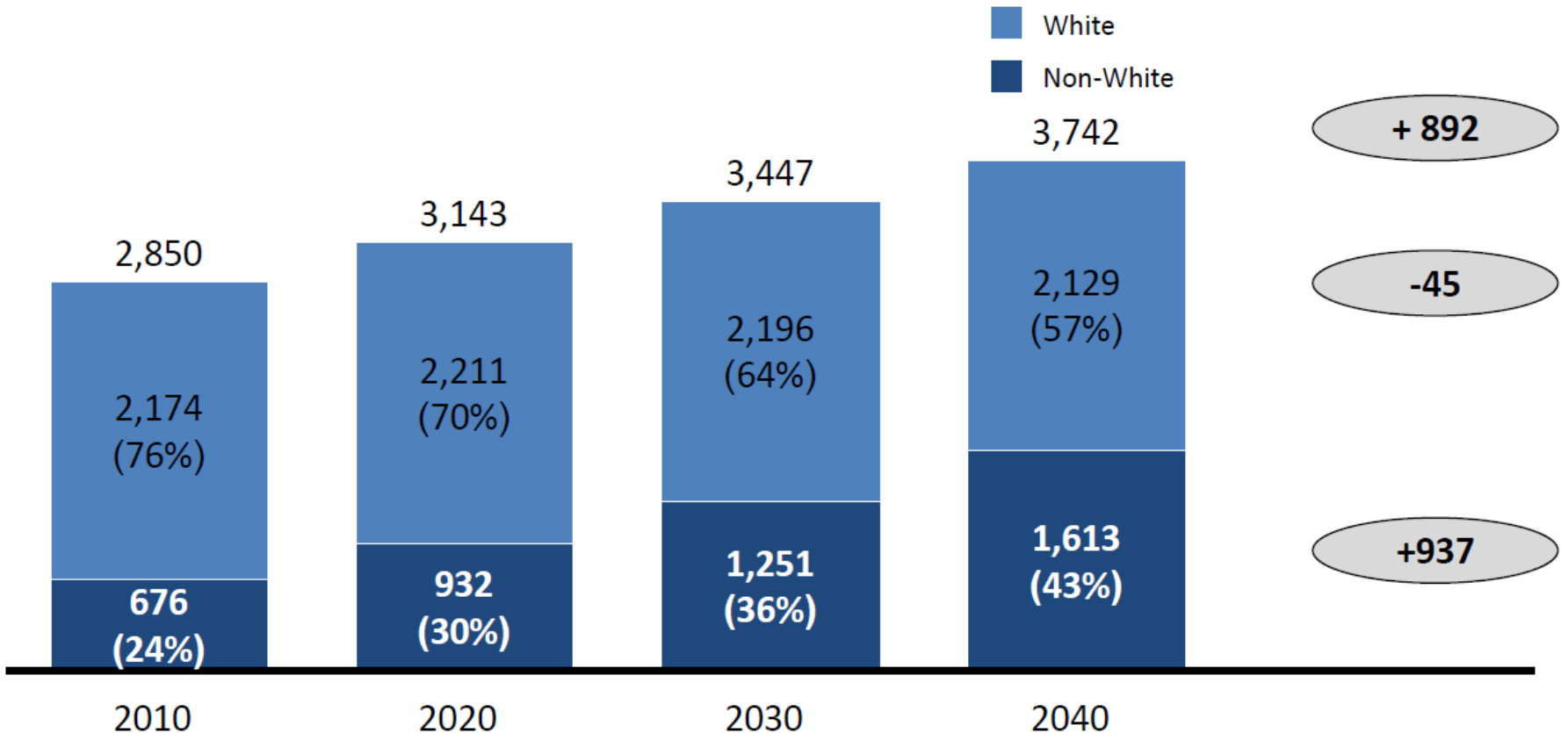
Under-represented are 100% of projected metro area growth

Metro population demographics

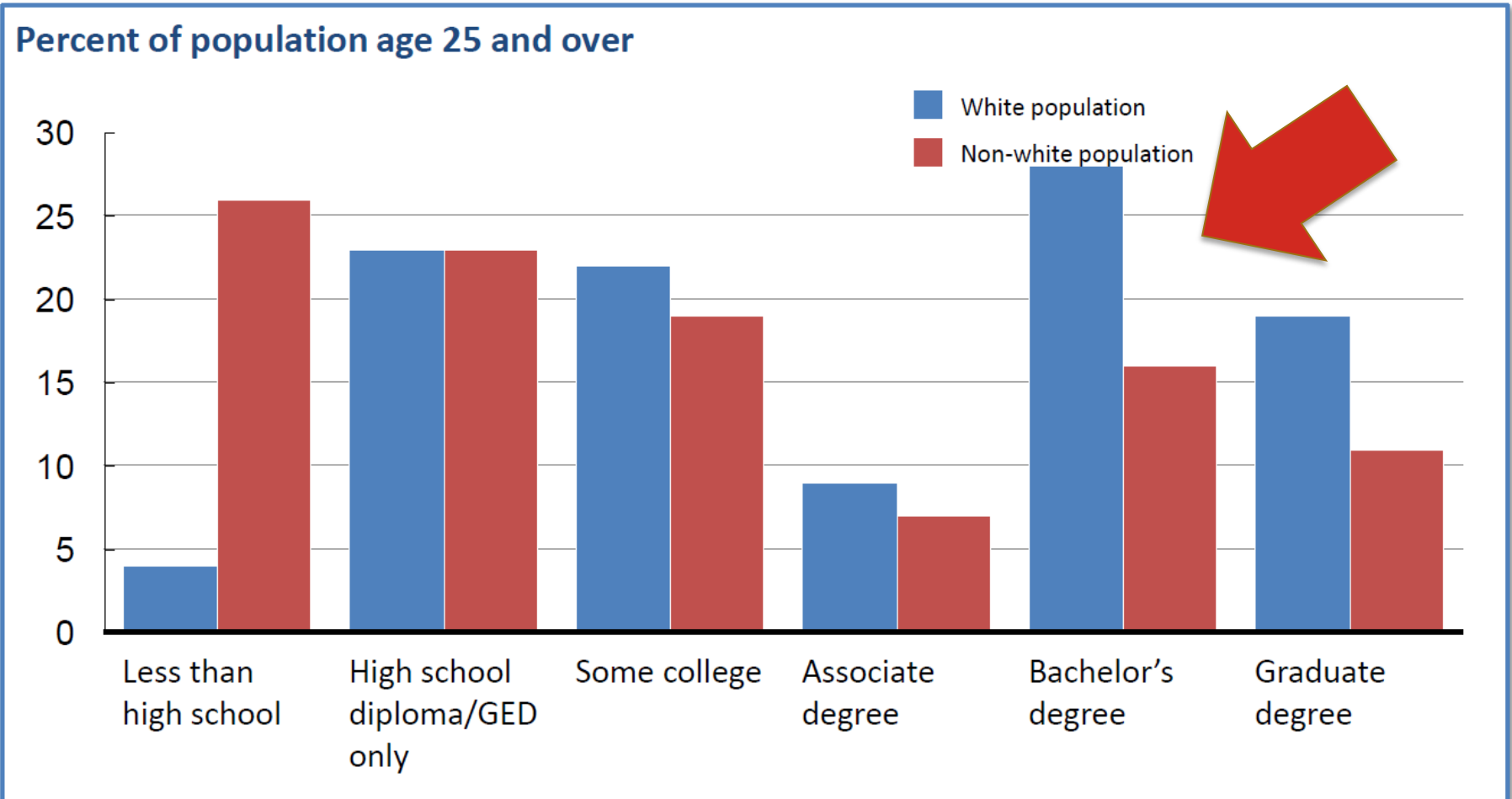
Total individuals in thousands (Percent of population)

2010-2040 change

Thousands



Fastest growing populations are least likely to participate in post-secondary ed.



Key value: access

We must...

- Serve all high school graduates, not just the top 10%
- Make courses, resources, and support services more easily available through flexible delivery options
- Ensure geographical accessibility
- Ensure greater accessibility by greater affordability...

We must meet Minnesota's
need in the most affordable
way possible

Affordability: The Price of Alternative Paths to a Baccalaureate Degree in 2012-2013*

SCENARIO	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL TUITION
A	PSEO / Concurrent enrollment	PSEO / Concurrent enrollment	MnSCU university	MnSCU university	\$ 14,630
B	PSEO / Concurrent enrollment	MnSCU college	MnSCU university	MnSCU university	\$ 20,101
I	MnSCU college	MnSCU college	MnSCU university	MnSCU university	\$ 25,390
II	MnSCU university	MnSCU university	MnSCU university	MnSCU university	\$ 29,260
III	MnSCU college	MnSCU college	University of Minnesota	University of Minnesota	\$ 36,472
IV	University of Minnesota	University of Minnesota	University of Minnesota	University of Minnesota	\$ 51,524
V	MnSCU college	MnSCU college	Private college or university	Private college or university	\$ 78,340
VI	Private college or university	Private college or university	Private college or university	Private college or university	\$ 135,260

We must increase metro area graduates in high-growth, high-demand sectors

Financial Services and Insurance

- Financial advisory
- Banking
- Insurance

Health and Life Sciences

- Biotechnology
- Medical devices
- Healthcare IT
- Healthcare providers

Innovation Technology & Advanced Manufacturing

- Advanced manufacturing
- R&D centers
- Software/IT development
- Energy/renewables

Headquarters & Business Services

- Business headquarters
- Creative services
- Professional services
- Data centers

Food and Agribusiness

- Agribusiness
- Nutrition
- Agrichemicals
- Seed production
- Water filtration
- Water purification
- Food processors
- Food production

Baccalaureate graduates are needed to advance every sector of Minnesota's economy. Graduates who...

- are creative, innovative, and able to respond with agility to new ideas, new technologies, and new global relationships;
- have the ability to think independently and critically;
- are able to resourcefully apply knowledge to new problems;
- proactively expect the unexpected, embrace change and be comfortable with ambiguity;
- are able to communicate and work effectively across cultural and geographic boundaries.



For example...

The “headquarters & business services” sector might include some new baccalaureate programs, but it would certainly also require more graduates with the skills learned from baccalaureate degrees in such areas as...

- World languages
- International business
- Communications
- Business writing
- Accounting
- STEM



Limitations of existing strategies

- Though it is growing, Metropolitan State University alone cannot meet the projected baccalaureate needs
 - Key academic programs essential to meeting the needs of high growth, high demand sectors are not offered at Metropolitan State University
 - For example, no current academic programs in cognitive science, biochemistry, physics, statistics (minor, but no major), engineering (civil, composite, software, manufacturing, or mechanical), or world languages
- “Bilateral” college-university partnerships alone are not making up the gap (125 FYE enrolled in non-Metropolitan State University baccalaureate programs – down from 220 in FY12)

Baccalaureate Student Pathways

Students seeking residential experience

Students starting as freshman or seeking programs not offered at Metropolitan State University

Transfer students

Students with location constraints:

- low income
- limited transportation
- working/part-time study
- family obligations

**THE
CHALLENGE:**
Provide enhanced baccalaureate pathways that together meet widely divergent student needs

76,000 metro area students at MnSCU
two-year colleges are on the road to
baccalaureate degrees



When they transfer, where do these students go?



Only 30% stay in the system:

- 14% go to Metropolitan State
- 16% go to Greater MN universities

48% leave MnSCU:

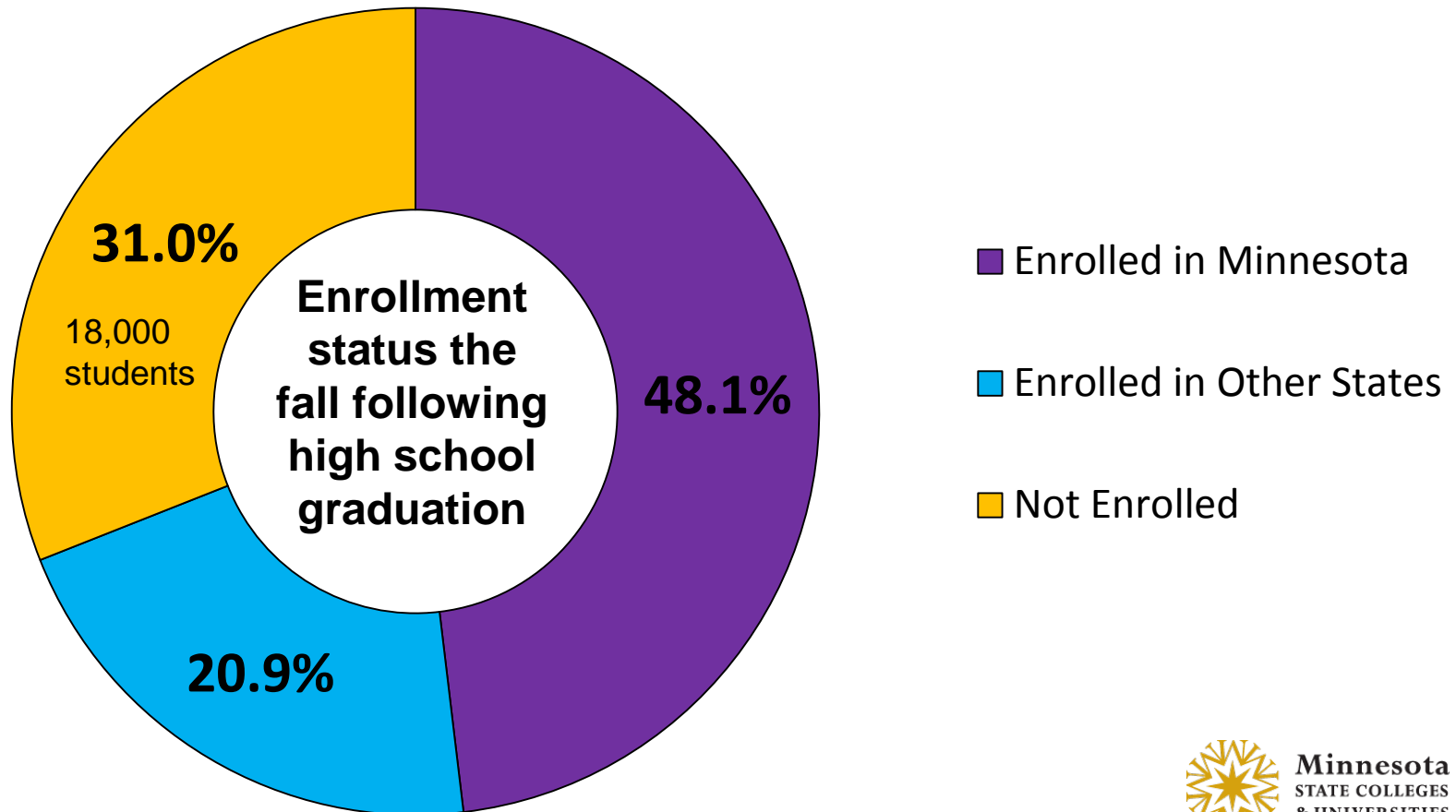
- 14% to MN for-profits
- 20% to MN non-profit privates
- 14% to the U of MN

22% attend in other states

Note:

53,000 transfer-minded students who attended a MnSCU college do not enroll in any university within four years

Less than half of Minnesota high school graduates are attending colleges or universities in the state



The opportunity – we should...

- Earn back large number of students at for-profit institutions
- Expand capacity to serve high school graduates who are leaving the state to pursue baccalaureate degrees
- Expand capacity to serve college students who are leaving the state to pursue baccalaureate degrees
- Step up where the University of Minnesota has stepped back (accepting 7.9% fewer transfers from MnSCU since 2011)

...not at the expense of greater Minnesota university enrollments

What do we need to accomplish?

- Increase baccalaureate degree completion for Twin Cities metro area students to better meet the current and future baccalaureate needs of students—but not at the expense of Greater Minnesota university enrollments
- Address the unique needs of communities under-represented in higher education
- Create programs that prepare students for high-demand, high-growth sectors
- Provide accessible, affordable, and flexible program pathways—students move seamlessly from lower division to upper division without the loss of momentum
- Grow Metropolitan State University, strengthen Greater Minnesota universities, and significantly expand collaborative baccalaureate partnerships among system colleges and universities

Draft Proposal for Discussion

The proposed action involves three elements:

1. Build on existing strengths
2. Deploy new strategies
3. Create an additional location accessible to students across the region via public transportation

Element 1 – build on existing strengths

- Metropolitan State University should continue to grow – its growth can meet about 50% of the increased needed capacity with the necessary additional facilities
- Twenty-eight percent of Greater Minnesota universities' enrollments are students from the Twin Cities metro area, and this service to metro area students should grow
- Partnerships between a university and a college/multiple colleges should grow, especially to deliver specialized (and high cost) programs to metro area students

Element 2 – deploy innovative strategies

- Comprehensive support service: create student support services that serve all metro area students, not only students at a single college or university (sometimes called “concierge service”)
- Dual admission – develop dual admission* programs in the metro area to strengthen pathways from colleges to baccalaureate completion
- Program development – more intentional collaborative development of new academic programs

* dual admission students are initially admitted to both a MnSCU college and university to strengthen the pathway to baccalaureate completion

How will new programs be developed?

- A collaborative academic planning group will
 - Identify new program needs
 - Facilitate collaborative program development
- This process will not supplant an individual institution's program development and approval processes

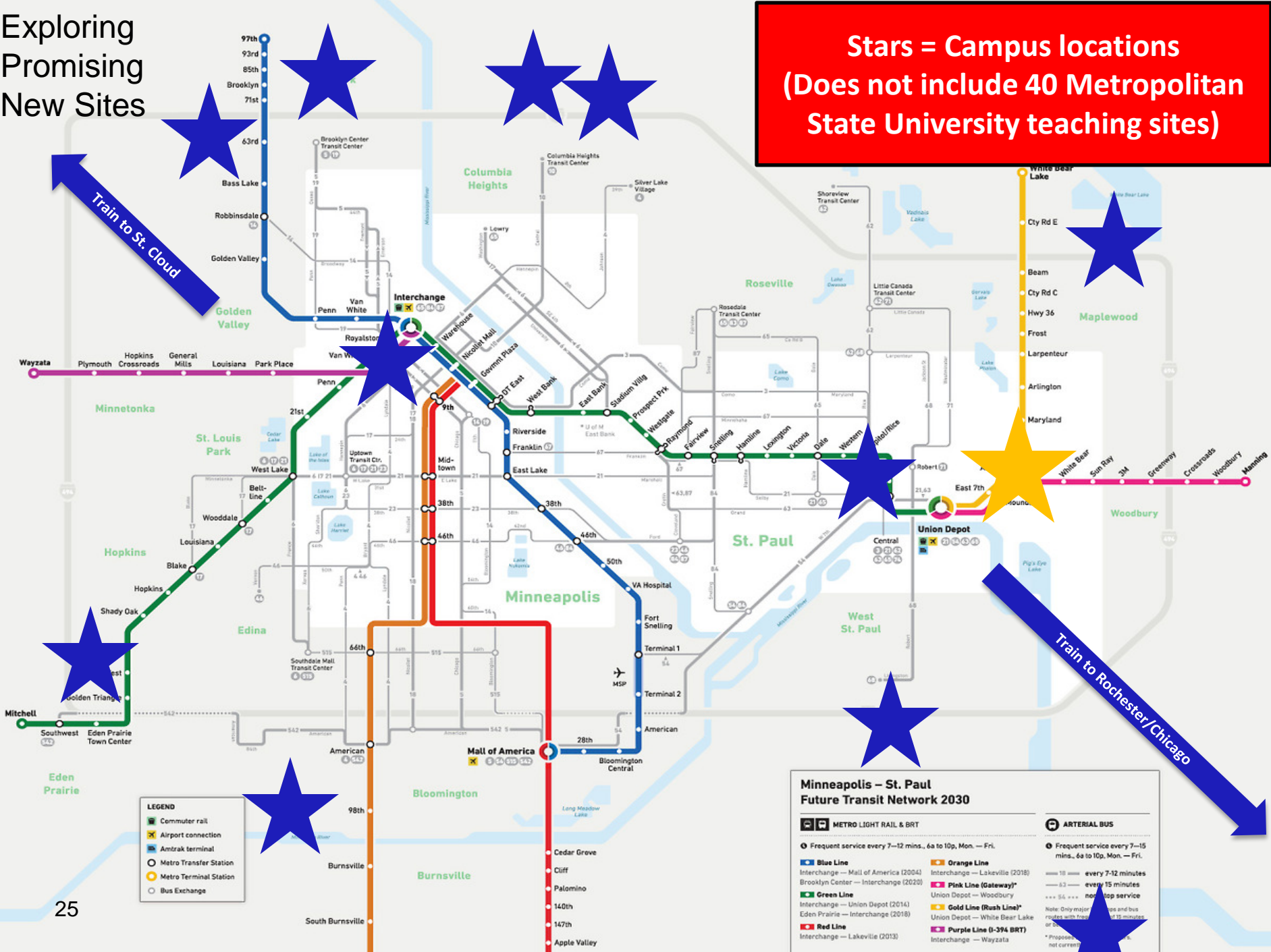
Element 3 – an additional location (“going big”)

Explore potential sites accessible by public transportation and capable of serving the projected growth in baccalaureate needs for the entire Twin Cities metro region.

This location would be used by both Metropolitan State University and Greater Minnesota universities offering programs in the metro area.

Exploring Promising New Sites

Stars = Campus locations (Does not include 40 Metropolitan State University teaching sites)



LEGEND

- Commuter rail
- Airport connection
- Amtrak terminal
- Metro Transfer Station
- Metro Terminal Station
- Bus Exchange

Minneapolis – St. Paul Future Transit Network 2030

METRO LIGHT RAIL & BRT

- Blue Line**
Interchange — Mall of America (2004)
- Green Line**
Interchange — Union Depot (2014)
Eden Prairie — Interchange (2018)
- Orange Line**
Interchange — Lakeville (2018)
- Pink Line (Gateway)***
Union Depot — Woodbury
- Gold Line (Rush Line)***
Union Depot — White Bear Lake or Centerville
- Purple Line (I-394 BRT)**
Interchange — Wayzata

ARTERIAL BUS

- Frequent service every 7–12 mins., 6a to 10p, Mon. — Fri.
- every 15 minutes
- every 7–12 minutes
- every 15 minutes
- non-stop service

Note: Only major routes with travel times of 15 minutes or less.
*Proposed, not current



Examples

- **PASSHE City Center – Philadelphia**
- **Universities Center – Dallas**
- **Arizona State U – Phoenix Campus**

Features of ASU – Phoenix Campus

- Went from planning to 10,000 students in a decade; 15,000 students projected by 2020
- 2nd site for university
- Built on downtown light rail
- Started with existing programs (Colleges of Public Programs, Nursing and Healthcare Innovation and University College)
- Now 9 colleges (including graduate)
- Significant university/city benefit
- Significant city bond funding provided

Regardless of the location, the new site will offer...

- Full array of student support services (“one-stop”) available to all metro area students, not just one institution
- All instructional modes: face-to-face, hybrid, online
- Smart classrooms
- Focus on the capabilities of graduates
- Experiential focus (problem-based learning, internships, apprenticeships, etc.)
- Programs aligned with career opportunities in high demand/high growth sectors
- Focus on multiculturalism/diversity, creating culturally and globally competent graduates
- National best practices for student success

Projected Results

Proposal Element

Projected Results

Grow Metropolitan State University

~50% of need by 2040

Grow Greater Minnesota programs offered outside the metro area

15-20% of need by 2040

Grow Greater Minnesota programs offered in the metro area

20-30% of need by 2040

Innovative strategies, including collaborative program development, comprehensive support service, dual admission, and coordinated metro area-wide marketing

Included in above projections

Baccalaureate Student Pathways

Students seeking residential experience

- **Greater Minnesota universities**

Students starting as freshman or seeking programs not offered at Metropolitan State University

- **Metro area colleges (lower division)**
- **Greater Minnesota universities**
- **Greater Minnesota offerings at metro area location**

Transfer students

- **Metropolitan State University**
- **Existing bi-lateral partnerships**
- **Greater Minnesota offerings in metro area location**

Students with location constraints:

- **low income**
- **limited transportation**
- **working/part-time study**
- **family obligations**

- **Metropolitan State University**
- **Metro area colleges (lower division)**
- **Existing bi-lateral partnerships**
- **Greater Minnesota offerings at metro area location**

To be figured out...

Branding

Naming

Collaborative
Marketing



Discussion

What is the committee's sense of this approach and strategies for meeting baccalaureate needs in the Twin Cities metropolitan area?

How would you like to be kept updated on progress?