

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** June 15, 2010

**Agenda Item:** Alexandria Technical College Name Change Request (First Reading)

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

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

The board must approve changes in the naming of colleges and universities under Board Policy 3.23.

**Scheduled Presenter(s):**

Kevin Kopischke, president Alexandria Technical College

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

See attached

**Background Information:**

See attached

1  
2  
3  
4  
**BOARD OF TRUSTEES  
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

**BOARD ACTION**

**Alexandria Technical College Name Change Request**

5  
6 **EXECUTIVE SUMMARY**

7 **Proposed Name Change**

8 Alexandria Technical College requests a name change, in accord with Minnesota State Colleges  
9 and Universities Board of Trustees Policy 3.23, Procedures 3.23.1: Naming Colleges and  
10 Universities.

11 *New Name: Alexandria Technical and Community College*

12 *Current Name: Alexandria Technical College*

13 The rationale for the name change is the pending approval of the college’s mission expansion  
14 from a technical college to a comprehensive technical and community college. Chancellor James  
15 H. McCormick recommends approval of the name change, pending approval of the mission  
16 change.

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

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

27 President Kevin Kopischke’s letter requesting the name change, which outlines the consultation  
28 and research the college has undertaken, is attached.

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

32 **Recommended committee motion:** Upon the recommendation of the Chancellor, the  
33 Advancement Committee recommends that the Board of Trustees change the name of Alexandria  
34 Technical College to Alexandria Technical and Community College.

35 **Recommended Board of Trustees motion:** The Board of Trustees recommends changing the  
36 name of Alexandria Technical College to Alexandria Technical and Community College.

37 *Date presented to the Board of Trustees, first reading: June 15, 2010.*



May 25, 2010

Chancellor James McCormick  
 Minnesota State Colleges and Universities  
 Wells Fargo Place  
 30 7<sup>th</sup> Street E  
 St. Paul, MN 55101-7804

Dear Chancellor McCormick:

Alexandria Technical College is requesting 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. The rationale for the name change is the expected approval of the college's mission expansion from a technical college to a comprehensive technical and community college.

The college had identified four prospective names in accord with policy 3.23. In our efforts to arrive at a preferred college name, market research initiatives were completed, focus groups were convened, and survey tools were utilized with the following constituent groups:

- All college advisory committees,
- Alexandria Technical College Foundation Board members,
- Alexandria Technical College Futures Team,
- Regional high school administrators and Educational District leaders,
- Regional high school students,
- Alexandria Technical College Student Senate, Student Ambassadors, and Student Club leaders,
- Alexandria Technical College Senior College participants, and
- Alexandria Technical College staff, faculty, and administration.

As we have testified to the Board of Trustees, this college has been historically, and will be in the future, committed to career and technical education. The mission expansion and name change will provide us with an opportunity to stay in touch with the marketplace as we attract students to both technical and transfer learning opportunities.

As a result of its historical success and continued commitment to technical education, the college community chose the following name: **Alexandria Technical and Community College.**

Community support for mission expansion, the move to comprehensive college status, and the resulting name change continues to drive the efforts of this campus. Alexandria Technical College is committed to providing highest quality liberal arts and science and technical programs that meet the needs of its students and community.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Kopsischke".

Kevin Kopsischke  
 President