

Increasing the Global Competiveness of the Twin Cities Metro Area



Draft / June 19, 2013

Minnesota State Colleges and Universities

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

Milestones

- June 2009 - Board of Trustees discussion of *Metropolitan Area Planning* report
- Fall 2012 - Draft report *Increasing the Global Competitiveness of the Twin Cities Metro Area* shared with faculty and student leadership, Leadership Council, and Academic Council (input incorporated into June 2013 draft)
- FY14-15 funding for “high demand” academic programs, including metro programs, requested from legislature—but not funded
- Redraft of report
- Today - Review concept: is the assessment correct? What is your feedback on the suggested strategy?

The challenge: meet the increased demand 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.
- 399,000 of these incremental jobs will need to be filled with employees who hold a post-secondary credential.
- 199,500 of these incremental jobs will need to be filled with employees who hold a baccalaureate degree.

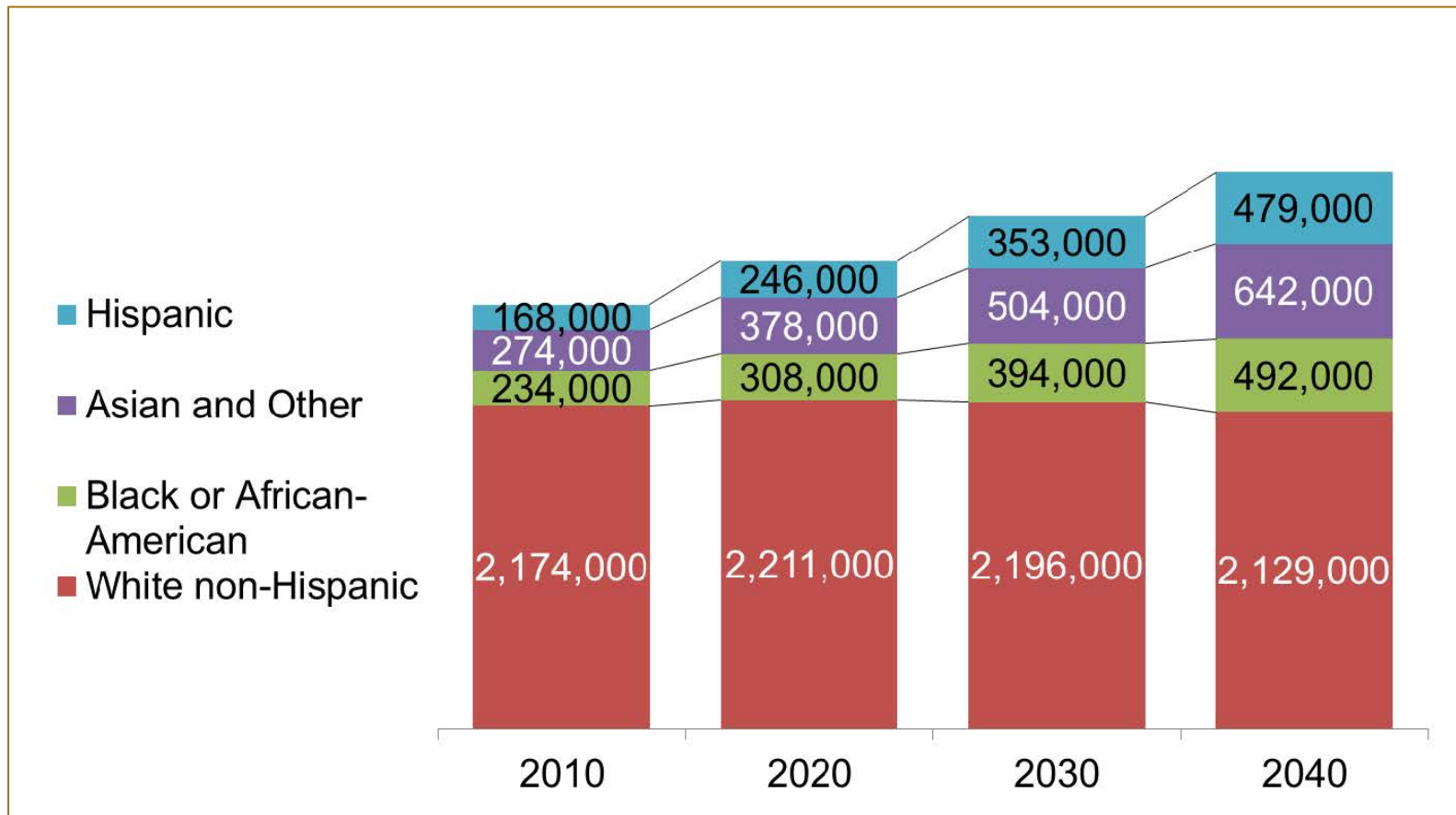
The challenge: meet the increased demand for a well-educated workforce

Twin Cities Metro Area

	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		136,550	276,500	399,000
Incremental employees needed with baccalaureate degrees		68,250	138,250	199,500

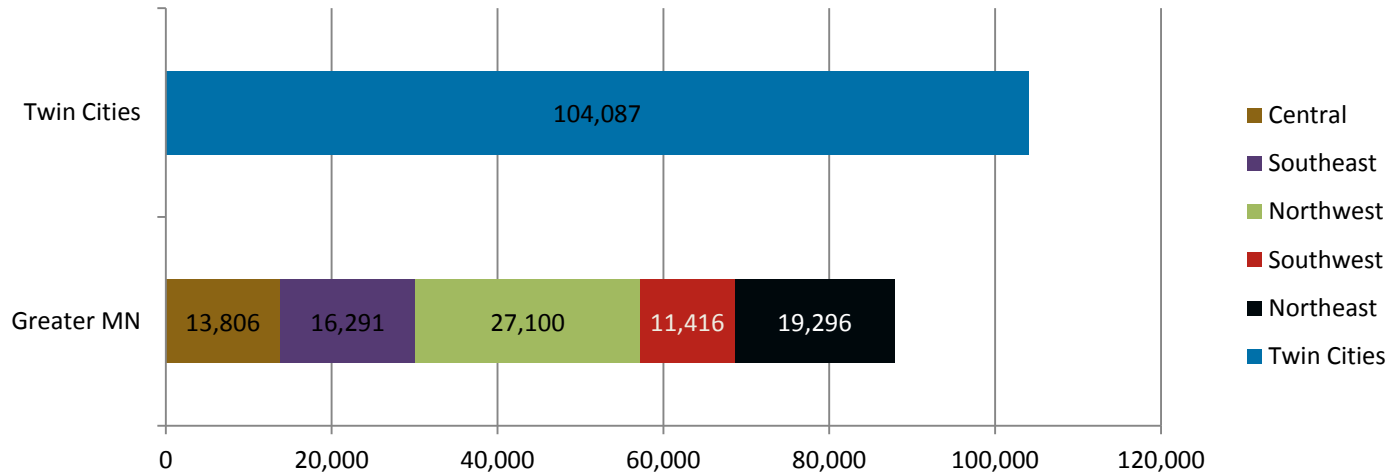
The focus: an increasingly diverse population

Projected Growth in the Diversity of the Twin Cities Metro Population

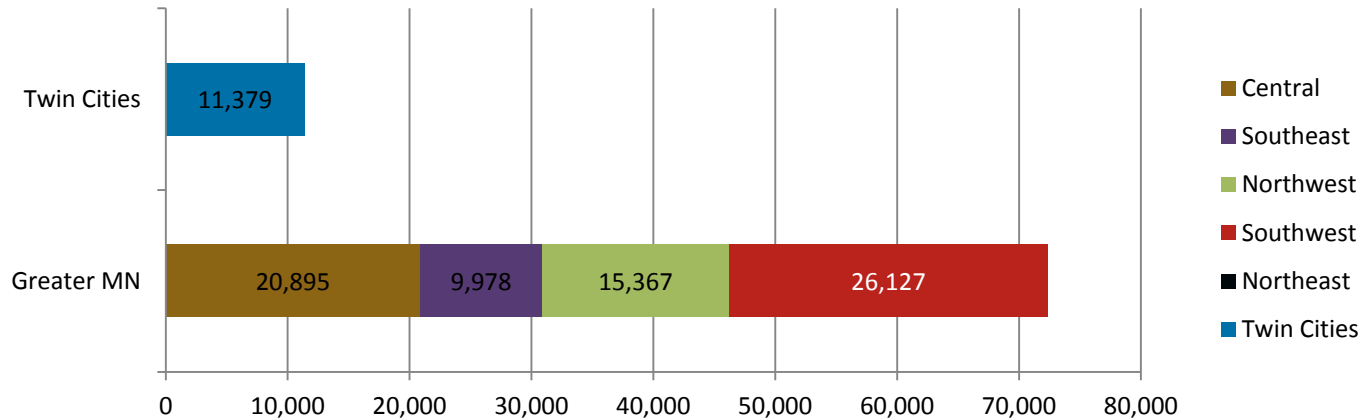


Headcount by region

College Headcount, 2012



University Headcount, 2012



Current metro strategy

(as presented to Board of Trustees in June 2009)

- Strengthen Metropolitan State University
- “Because Metropolitan State is not able to meet all student and workforce needs...academic strengths in other state universities need to be part of the mix of programs offered in the region.”
- Encourage bilateral college partnerships with other state universities, such as:
 - Normandale Community College – MSU Mankato
 - North Hennepin Community College – MSU Moorhead

Limitations of Metropolitan State model

- Limited options for development of St. Paul campus of Metropolitan State University limits potential growth
- Strong track record of reaching underserved and adult student populations—less strong in reaching student populations attracted to other types of universities
- Lack of programs in key workforce areas; for example, Metropolitan State University does not have academic programs in chemistry, cognitive science, biochemistry, physics, statistics, engineering (civil, composite, software, manufacturing, or mechanical), or world languages
- Expansion of Metropolitan State University cannot be the exclusive approach to meeting future student and workforce needs

Limitations of the bilateral partnership model

- Based on institutional initiative, not a system response
- Provides students of a particular college access to a very limited number of baccalaureate program, not a broad array of offerings
- Serves a small number of students (209 FYE) enrolled in non-Metropolitan State baccalaureate programs in FY12
- Does not leverage collective resources or the creative capacity of university faculty across the system

Meeting the challenge: a three-part strategy

Partner with business and industry
to prepare graduates for the
high demand jobs and professions

Deliver an extraordinary education that will
support student success

Make it affordable and accessible to the
metro area's diverse student populations

Focus on Growing Academic Programs in High Demand, High Growth Metro Sectors

Health and life sciences

- bio-tech industries
- healthcare providers
- healthcare payers and IT providers
- medical device companies

Information and communication technology

- R&D centers
- software and IT development

Business headquarters and services

- business administration
- entrepreneurship and international businesses
- creative and professional services
- data centers

Advanced manufacturing and energy

- engineering firms
- precision manufacturing
- automation and robotics
- traditional and renewable energy development

Food and agribusiness

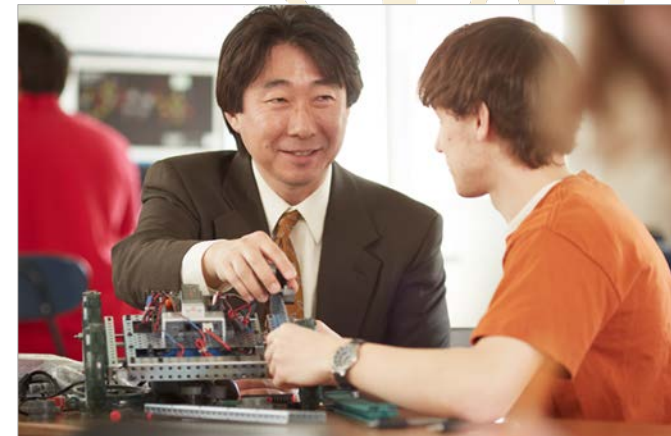
- food processing and production
- agrichemicals
- seed production

Financial services and insurance

- financial advisory
- banking
- insurance

Partner with business and industry

- Create industry councils to advise on curriculum and help identify graduate competencies
- Create internships, apprenticeships, project-based learning, and practicums to provide graduates with experience solving real world problems



Extraordinary education

- Experientially-based: learning by doing, multidisciplinary, and applied
- Innovative approaches to learning, including technology-enhanced interaction and innovation
- Globally focused: graduates capable of communicating across geographic and cultural boundaries to serve diverse populations and reach global markets

Accessible

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

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

Implementation

Features to consider



Create several academic centers

- Smart Classrooms
- Full array of support services
- All instructional modes: face-to-face, hybrid, online
- Open to all system institutions

Academic centers do not...

- Call into question the crucial role of Metropolitan State University
- Replace or constrain existing or planned university partnerships

Academic centers - pathways to timely degree completion

- Seamless, integrated program pathways that enable students to move from lower division to upper division classes without the loss of momentum
- PSEO, IB, AP, and concurrent enrollment opportunities to enable high school students to complete introductory college courses while in high school
- Expand credit for prior learning opportunities

Location – basic assumptions

- Leased space
- Locations near high student demand
- Easily accessible via public transportation

Academic programming

- Credit based
- “Two-plus-two” configuration
- Offerings on site and online
- Students without associate’s degree jointly admitted to associate’s and baccalaureate degree programs

Academic programming: focus on six high demand areas

- Health/life sciences
- Business and business services
- Food and agribusiness
- Information and communication technology
- Financial services and insurance
- Advanced manufacturing and energy

Curriculum design possibilities

- Jointly developed by college and university faculty to the extent possible
- Competency driven outcomes
- Experiential focus (problem-based, internships, apprenticeships, etc.)

Curriculum design possibilities

- Business/industry advisory group role
- Aligned with K-12 Career and Technical Education (CTE)
- Intentional focus on multiculturalism, diversity, and global awareness

Student support services

- Full array of seamless support services
- National best practices for student success
- Individual staff support all students
- Focus on diverse and diverse-minded faculty, staff, and administrators

Marketing

- Status quo marketing will not be sufficient
- Key future conversations:
 - Branding
 - Naming

Increasing the global competitiveness of the Twin Cities metro area

- Partner with business and industry to prepare graduates for the high demand jobs and professions
- Deliver an extraordinary education that supports student success
- Make baccalaureate programs affordable and accessible to the metro area's diverse student population



Discussion...

- Is the assessment correct?
- What is your feedback on the suggested strategy?

