

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

Agenda Item Summary Sheet

Committee: Academic and Student Affairs

Date of Meeting: November 18, 2008

Agenda Item: Minnesota State Community and Technical College Mission Approval

- 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 Institutional Missions, Part 2: Review and Approval of Institutional Missions requires institutions to have new missions approved by the Board. As required by procedure, the institution must indicate:

- a. How its mission and vision respond to the definitions in procedure 3.24.1.
- b. The extent to which the institution will meet expectations of law, how it relates to other institutions of higher education, and how its mission, vision and purposes support fulfillment of the system mission and vision.
- c. Its purposes and the array of awards it offers.
- d. How the new mission compares with the former mission.
- e. Ample consultation with faculty, students, employers and other essential stakeholders.

Scheduled Presenter(s):

Ann Valentine, President, Minnesota State Community and Technical College
Linda L. Baer, Senior Vice Chancellor for Academic and Student Affairs

Outline of Key Points/Policy Issues:

The proposed vision, mission and purposes of Minnesota State Community and Technical College meet the criteria identified in MnSCU Board Policy 3.24 System and Institutional Missions, Part 2: Review and Approval of MnSCU Institutional Missions. The Higher Learning Commission requires accredited institutions to get approval from their governing boards for new missions.

Background Information:

The mission for Minnesota State Community and Technical College has been reviewed and found to meet all Board requirements for institutional missions.

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

**MINNESOTA STATE COMMUNITY AND TECHNICAL COLLEGE
MISSION APPROVAL**

EXECUTIVE SUMMARY

The proposed vision, mission and purposes of Minnesota State Community and Technical College meet the criteria identified in Board Policy 3.24 System and Institutional Missions, Part 2: Review and Approval of Institutional Missions.

Minnesota State Community and Technical College’s vision, mission, purposes and array of awards are:

Vision: MSCTC will be a regionally recognized organization focused on and partnering for innovation, learning, and your future.

Mission: MSCTC’s mission is to provide accessible education with vigor and integrity to diverse learners, preparing them for dynamic learning, living, working, and serving.

Purpose 1 Create and deploy an Academic Strategy.

- Coordinate Center for College Readiness.
- Collaborate with regional K-12 partners in education and career ladders.
- Update curricula and programming to reflect regional needs.

Purpose 2 Create and deploy a Marketing Strategy.

- Employ marketing research firm to provide information and marketing strategy ideas.
- Invest resources in marketing strategy.

Purpose 3 Increase diversity in all aspects of MSCTC

- Support retention strategies, particularly for students at higher risk.
- Recruit diverse workforce.
- Provide curricular and co-curricular experiences with emphases on diversity.
- Identify and recruit populations we are currently underserving.

Purpose 4 Seek distinction

- Increase interactions with League for Innovation and NISOD.
- Reward excellent teaching with NISOD distinction.
- Provide current, relevant, supportive technologies for academic, administrative, and service areas.
- Provide faculty training and support for current technologies.

1 **Array of Awards:** Minnesota State Community and Technical College offers the Associate in
2 Arts, Associate in Applied Science and Associate in Science degrees as well as a variety of
3 technical certificates and diplomas.

4
5 **An institution’s mission, vision and purposes shall support achievement of the system**
6 **mission and vision:** Minnesota State Community and Technical College’s mission “to provide
7 accessible education with vigor and integrity to diverse learners, preparing them for dynamic
8 learning, living, working, and serving.” supports the system mission by focusing on accessibility
9 that “enhances the quality of life” for Minnesotans in our region and “sustains vibrant
10 economies” through ongoing workforce development. The mission supports the system strategic
11 directions of access to quality education in support of the communities and surrounding region
12 for Minnesota State Community and Technical College.

13
14 **An institution’s mission, vision, and purposes shall provide a foundation for evaluation,**
15 **accountability, and regional accreditation:** Minnesota State Community and Technical
16 College’s vision, mission, and purposes provide a basis for evaluation, accountability, and
17 regional accreditation.

18
19 **Compliance:** Minnesota State Community and Technical College’s vision, mission, and
20 purposes are consistent with statute, policy, and regional accreditation requirements.

21 22 **BACKGROUND**

23
24 MSCTC officially became a college on July 1, 2003. The College has four campuses: Detroit
25 Lakes, Fergus Falls, Moorhead and Wadena. A business and online service center is located in
26 Perham. The predecessor institution to MSCTC achieved HLC candidacy status in 1969. The
27 college’s last PEAQ evaluation was in 2002-2003; next visit will be due 2012-2013.

28 29 **Mission, Vision and Purposes Application Analysis**

30 The proposed vision, mission, and purposes of Minnesota State Community and Technical
31 College meet the criteria identified in Board Policy 3.24 System and Institutional Missions, Part
32 2: Review and Approval of System Institutional Missions.

33
34 As required by procedure, the institution must indicate:

- 35 a. How its mission and vision respond to the definitions in procedure 3.24.1.
 - 36 b. The extent to which the institution will meet expectations of law, how it relates to other
37 institutions of higher education, and how its mission, vision and purposes support fulfillment
38 of the system mission and vision.
 - 39 c. Its purposes and the array of awards it offers.
 - 40 d. How the new mission compares with the former mission.
 - 41 e. Ample consultation with faculty, students, employers and other essential stakeholders.
- 42 Additionally, the institution’s mission must be compliant with statute, policy, and regional
43 accreditation requirements.

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1 **Review of Minnesota State Community and Technical College’s Mission, Vision and**
2 **Purposes**

3 Minnesota State Community and Technical College’s vision, mission and purposes meet these
4 requirements.

5
6 a. The mission and vision respond to the definitions in the procedure:
7

8 Minnesota State Community and Technical College’s mission “to provide accessible education
9 with vigor and integrity to diverse learners, preparing them for dynamic learning, living,
10 working, and serving.”, focuses the institution on the following areas:

- 11 • “Diverse learners” will be served at MSCTC, an inclusive term that refers to ethnicity,
12 learning style, gender orientation, age, economic status, and other human differences.
- 13 • MSCTC prepares our students for “dynamic learning, living, working, and serving.” We
14 recognize that our graduates will live in a changing society and economy. We prepare
15 students to respond positively to change in their living and working environments.
- 16 • MSCTC provides “accessible education with vigor and integrity.” As noted, we prepare
17 our students for their changing, dynamic work and personal lives.

18
19 The mission for Minnesota State Community and Technical College is guided by a vision that
20 reads “MSCTC will be a regionally recognized organization focused on and partnering for
21 innovation, learning, and your future.”
22

23 Minnesota State Community and Technical College envisions a future in which:

- 24 • The college would be widely recognized as a resource for education and training and
25 would deliver its services in close partnerships with regional businesses, industries, K-12,
26 and other higher education institutions.
- 27 • The Moorhead campus continues to grow in concert with economic and residential
28 development in that area. Other MSCTC communities are seeing demographic shifts
29 (smaller K-12 class cohorts). MSCTC envisions itself as an innovative provider of
30 solutions for economic and individual growth, resulting in a bright future for the region.
31 Each campus is developing its service and curricular niche to help MSCTC use resources
32 to the region’s best advantage.
- 33 • The College responds to business needs through a highly innovative Customized Training
34 Services unit along with traditional academic programming on the campuses. MSCTC
35 collaborates with a large number of advisory committees who inform the curriculum and
36 often provide equipment or facility partnerships.

37
38 b. The extent to which the institution will meet expectations of law, how it relates to other
39 institutions of higher education, and how its mission, vision and purposes support fulfillment
40 of the system mission and vision:
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1 Minnesota State Community and Technical College is a regionally accredited institution of
2 higher education that has consistently worked with many other colleges and universities,
3 community organizations, and K-12 schools.

4
5 The MSCTC mission supports the system mission in the following ways:

- 6 • Accessibility: MSCTC maintains four campuses in greater Minnesota as well as a robust
7 online presence. This “enhances the quality of life” for Minnesotans in our region and
8 “sustains vibrant economies” through ongoing workforce development.
- 9 • Meeting the “personal and career goals of a wide range of individual learners” from the
10 system mission is directly supported by the language in the College mission.

11
12 The MSCTC vision supports the system vision in the following ways:

- 13 • MSCTC will continue to be accessible to the people of greater Minnesota through the
14 continued development of partnerships and innovative strategies.
- 15 • MSCTC seeks distinction (regional recognition) through responsiveness and creative
16 delivery options for the people and businesses of Minnesota.
- 17 • Our vision statement’s focus on the future supports the system vision of enabling the
18 people of Minnesota to succeed through education.

19
20 c. Its purposes and the array of awards it offers:

21
22 Minnesota State Community and Technical College’s purposes are:

23
24 **Purpose 1 Create and deploy an Academic Strategy.**

- 25 • Coordinate Center for College Readiness.
- 26 • Collaborate with regional K-12 partners in education and career ladders.
- 27 • Update curricula and programming to reflect regional needs.

28
29 **Purpose 2 Create and deploy a Marketing Strategy.**

- 30 • Employ marketing research firm to provide information and marketing strategy ideas.
- 31 • Invest resources in marketing strategy.

32
33 **Purpose 3 Increase diversity in all aspects of MSCTC**

- 34 • Support retention strategies, particularly for students at higher risk.
- 35 • Recruit diverse workforce.
- 36 • Provide curricular and co-curricular experiences with emphases on diversity.
- 37 • Identify and recruit populations we are currently underserving.

38
39 **Purpose 4 Seek distinction**

- 40 • Increase interactions with League for Innovation and NISOD.
- 41 • Reward excellent teaching with NISOD distinction.
- 42 • Provide current, relevant, supportive technologies for academic, administrative, and service areas.
- 43 • Provide faculty training and support for current technologies.

44

1 The purposes are designed to advance Minnesota State Community and Technical College
2 efforts in support of the system goals in the following areas:

- 3 • Advancing a diversity goal in support of the system’s service to “all Minnesotans.”
- 4 • Creating an Academic Strategy supports the mission of the system by providing responsive
5 higher education to meet regional needs.
- 6 • Creating a Marketing Strategy supports the vision of the system in providing accessible, high
7 quality education. The Marketing Strategy will increase business efficiencies that support
8 innovative, continued delivery of services.
- 9 • Seeking distinction supports the system mission statement in that the College is part of the
10 “system of distinct and collaborative institutions” in Minnesota. This also supports the system
11 vision of providing the “most accessible, highest value education in the nation.” MSCTC seeks
12 to provide outstanding education that prepares our students for dynamic lives.

13
14 Minnesota State Community and Technical College offers the Associate in Arts, Associate in
15 Applied Science and Associate in Science degrees as well as a variety of technical certificates
16 and diplomas.

17
18 Minnesota State Community and Technical College’s primary niche is in giving students who
19 enroll at MSCTC all the advantages of a much larger college on four campuses that offer a
20 comfortable, manageable fit for persons in greater Minnesota. We offer smaller classes,
21 supportive instructors, and strong job placement success. Our Customized Training Services unit
22 responds to the emerging needs of business and industry in the region, customizing curricula to
23 encourage economic growth and retention of good jobs in the region.

24
25 The Minnesota State Community and Technical College vision, mission, and purposes are
26 consistent with statute, policy, and regional accreditation requirements.

27
28 d. Ample consultation with faculty, students, employers and other essential stakeholders:

29
30 In 2005 to 2006 meetings were held with all college and campus employee groups leading to
31 refinement of the strategic plan by administration and faculty division chairs. Discussions were
32 facilitated by one of the College’s instructors from Customized Training Services. The College
33 reviewed Mission and Vision statements in the process of creating a strategic plan.

34
35 **RECOMMENDED COMMITTEE MOTION**

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37 The Academic and Student Affairs Committee recommends that the Board of Trustees approve
38 the Minnesota State Community and Technical College vision, mission, purposes, and array of
39 awards as listed in the executive summary.

40
41 **RECOMMENDED MOTION**

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43 The Board of Trustees approves the request by Minnesota State Community and Technical
44 College to approve its vision, mission, purposes, and array of awards as listed in the executive
45 summary.