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):
David Danahar, President, Southwest Minnesota State University
Linda L. Baer, Senior Vice Chancellor for Academic and Student Affairs

Outline of Key Points/Policy Issues:
The proposed vision, mission and purposes of Southwest Minnesota State University 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 new mission for Southwest Minnesota State University has been reviewed and found to meet all Board requirements for institutional missions.
The vision, proposed mission and purposes of Southwest Minnesota State University meet the criteria identified in System Board Policy 3.24 System and Institutional Missions, Part 2: Review and Approval of Institutional Missions.

Southwest Minnesota State University’s vision, mission, purposes and array of awards are:

Vision: Southwest Minnesota State University is a university of choice.

Mission: Southwest Minnesota State University prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities. Our comprehensive degree programs, taught in the liberal arts tradition, are dedicated to connecting students’ academic and practical professional development experiences in southwestern Minnesota to the wider world.

Purposes: Southwest Minnesota State University’s purposes are:
1. To be the higher education institution of first choice in southwest Minnesota.
2. To create comprehensive learning experiences for students.
3. To develop students’ talents to prepare them to be successful in life.
4. To establish a distinguished record as a student-centered higher education institution.
5. To contribute significantly to the quality of life in southwestern Minnesota.
6. To decrease the University’s environmental footprint by reducing energy use and the waste stream, and by seeking renewable energy sources.
7. To optimize the University’s human, fiscal, and physical resources.

Array of Awards: Southwest Minnesota State University offers the Associate in Science, the Bachelor of Science, the Bachelor of Applied Science, the Bachelor of Arts, the Master of Business Administration, and the Master of Science.

An institution’s mission, vision and purposes shall support achievement of the system mission and vision: Southwest Minnesota State University’s proposed mission is “Southwest Minnesota State University prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities. Our comprehensive degree programs, taught in the liberal arts tradition, are dedicated to connecting students’ academic and practical
professional development experiences in southwestern Minnesota to the wider world.” The proposed Southwest Minnesota State University mission supports System mission by envisioning:

- Innovative and efficient education programs that meet students’ personal and career goals as well as the economic needs of the state and region.
- Access and opportunity for a wide range of students who will enroll at SMSU.
- High quality programs and services leading to academic and professional development experiences for students.
- Preparing students to be engaged citizens in local communities, the state, and the region, as well as in the wider world.

The mission supports the following system strategic directions:

- **Strategic Direction One – Increase Access and Opportunity** by providing access and opportunity for a wide range of students who will enroll at SMSU.

- **Strategic Direction Two – Expand High-Quality Learning Programs and Services** by offering high quality programs and services leading to academic and professional development experiences for students.

- **Strategic Direction Three – Strengthen Community Development and Economic Vitality** by preparing students to be engaged citizens in local communities, the state, and the region, as well as in the wider world.

- **Strategic Direction Four – Innovate to meet current and future needs** through innovative and efficient education programs that meet students’ personal and career goals as well as the economic needs of the state and region.

1. **An institution’s mission, vision, and purposes shall provide a foundation for evaluation, accountability, and regional accreditation:** Southwest Minnesota State University’s proposed vision, mission, and purposes provide a basis for evaluation, accountability, and regional accreditation.

2. **Compliance:** Southwest Minnesota State University’s vision, proposed mission, and purposes are consistent with statute, policy, and regional accreditation requirements.

**BACKGROUND**

Southwest Minnesota State College was created by the Minnesota legislature in 1963. After the Minnesota State College Board recommended a curriculum for the college, the board named a director of planning who, in 1965, became the first president. The college’s first mission statement was approved by the board in March 1966, and the first North Central Association accreditation visit occurred in 1969. In April 1970, the college was granted candidacy for accreditation and received accreditation in March 1972.
The institution’s name has changed three times. Although the word Minnesota was included in the college’s name to begin with, the name was later changed to Southwest State College. When the State College Board became the State University Board in 1975, the title became Southwest State University, and then in July 2003 the university changed its name to Southwest Minnesota State University, with the approval of the system Board of Trustees.

Southwest Minnesota State University’s most recent evaluation visit by the Higher Learning Commission was in February 2004. The next visit is scheduled for 2013-14.

**Mission, Vision and Purposes Application Analysis**

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

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.

Additionally, the institution’s mission must be compliant with statute, policy, and regional accreditation requirements.

**Review of Southwest Minnesota State University’s Mission, Vision and Purposes**

Southwest Minnesota State University’s proposed vision, proposed mission and purposes meet these requirements.

a. **The mission and vision respond to the definitions in the procedure:**

Southwest Minnesota State University’s proposed mission is “Southwest Minnesota State University prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities. Our comprehensive degree programs, taught in the liberal arts tradition, are dedicated to connecting students’ academic and practical professional development experiences in southwestern Minnesota to the wider world.” Southwest Minnesota State University’s proposed mission emphasizes that the institution will prepare students to become engaged citizens whose academic and professional lives in the state and region are connected to the wider world.

The proposed mission for Southwest Minnesota State University is guided by a vision that reads “Southwest Minnesota State University is a university of choice.”

Southwest Minnesota State University envisions a future in which:

- The institution continues to serve first-generation students from the area as well as physically challenged students; continue to serve a high percentage of international students; and serve
an increasing percentage of minority students, through offering innovative, high-quality programs and services.

- The institution enhances its academic reputation and environment; maintain its long tradition of providing a broad-based liberal arts education; develop innovative programs such as the highly sought after concurrent enrollment program; continue to develop cooperative educational programs with 2-year campuses; offer degree programs desirable to both students and employers; and increase quality learning opportunities for students both academically and professionally.

- The institution provides diverse, high-quality education programs to a highly diverse population of students. SMSU was the first handicapped accessible state university and continues to address the needs of disabled students. First-generation college students will continue to be a target market. SMSU continues to demonstrate that it can provide quality programs and services despite insufficient budget support.

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:

The Southwest Minnesota State University proposed vision, mission, and purposes are consistent with statute, policy, and regional accreditation requirements. The proposed Southwest Minnesota State University mission and vision support the System mission and vision as it “prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities.”

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

Southwest Minnesota State University’s purposes are:

1. To be the higher education institution of first choice in southwest Minnesota.
2. To create comprehensive learning experiences for students.
3. To develop students’ talents to prepare them to be successful in life.
4. To establish a distinguished record as a student-centered higher education institution.
5. To contribute significantly to the quality of life in southwestern Minnesota.
6. To decrease the University’s environmental footprint by reducing energy use and the waste stream, and by seeking renewable energy sources.
7. To optimize the University’s human, fiscal, and physical resources.

SMSU’s purposes/goals:

- Affirm the commitment to offer education of highest quality and value;
- Confirm the commitment to student success and to access and opportunity for a diverse population;
- Address the individuality of students;
- Offer contributions to quality of life in the region and in the state;
- Address economic goals and considerations, particularly contributions to the economic development and well-being of southwest Minnesota and the state; and
• Continue SMSU’s commitment to innovative programs suited to the student population, the region, and the state.

Southwest Minnesota State University offers the Associate in Science, the Bachelor of Science, the Bachelor of Applied Science, the Bachelor of Arts, the Master of Business Administration, and the Master of Science.

SMSU is the only four-year institution in the southwest Minnesota area. Over 60% of students who enroll are first-generation college students. Our role is to prepare students to live and thrive in the wider world outside southwest Minnesota, to prepare students for the world of the 21st century, to prepare students to be engaged citizens who contribute to their communities, and to enhance the economic viability of the southwest Minnesota region by preparing highly qualified graduates.

d. How the new mission compares with the former mission:

The former mission states: “The mission of Southwest State University is to provide high quality liberal arts, professional, and technical programs at the undergraduate and graduate level. Southwest Minnesota State University is dedicated to excellence in teaching and to preparing students to be life-long learners in a changing global, social, and natural environment.” The University has a special commitment to the educational needs of people in its service region. This commitment is reflected in the curricula, cultural enrichment programs, cooperative relationships with other regional institutions, and in service and research contributions to both the public and private sectors of the region.

The new mission reads: “Southwest Minnesota State University prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities. Our comprehensive degree programs, taught in the liberal arts tradition, are dedicated to connecting students’ academic and practical professional development experiences in southwestern Minnesota to the wider world.”

The revised mission statement is more succinct and is updated to reflect changes both within and outside of the university. Since SMSU no longer offers technical programs, reference to those programs has been deleted. While SMSU continues to serve the southwest Minnesota service region, the revised mission statement acknowledges the importance of a vital connection between the region and the wider world. The revised statement recognizes the complexity of the world students enter upon graduation, and the need for students to become involved as engaged citizens.

e. Ample consultation with faculty, students, employers and other essential stakeholders:

Revision of the mission, vision, and goals, undertaken in 2005-06, took place as part of SMSU’s strategic planning process. President Danahar and constituent groups appointed a task force to work on the mission, vision, and goals, leading to development of SMSU’s next strategic plan, keeping in mind the four system strategic directions.
SMSU’s mission was due for approval by the system Board of Trustees before the 2004 HLC visit. However, because of the visit, SMSU requested a delay. After the visit, work on the mission was incorporated into strategic planning. The revised mission, vision, and goals are now ready for submission to the Board of Trustees.

Below is a summary of the process.

- Fall 2006  Task force appointed; membership includes students, faculty, staff, administration
- Sept 2006  First meeting held; Task Force charged with establishing road map for next 5 years; preparing for next HLC visit; holding meetings, forums, interviews; involving faculty, staff, students, alumni, and internal/external community; revising vision, mission, and goals; preparing 6-12 recommendations for future direction of the university
- Oct-April 2006-07  Task Force appoints subcommittees, holds meetings, forums, interviews, etc.
- Jan 2007  Strategic planning day held
- May 2007  Task Force makes recommendations and final report to President Danahar
- Fall 2007  Meet and Confer/Meet and Discuss sessions held w/faculty, staff, students
- Sept 2007  Strategic planning day held
- December 2007  Strategic planning committee convened; members include students, faculty, staff, administration, and community representatives
- Jan 2008  Strategic planning day held
- Spring 2008  Strategic planning committee continues to meet

RECOMMENDED COMMITTEE MOTION

The Academic and Student Affairs Committee recommends that the Board of Trustees approve the Southwest Minnesota State University proposed vision, mission, purposes, and array of awards as listed in the executive summary.

RECOMMENDED MOTION

The Board of Trustees approves the request by Southwest Minnesota State University to approve its proposed vision, mission, purposes, and array of awards as listed in the executive summary.