

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

**Agenda Item Summary Sheet**

**Committee:** Academic and Student Affairs

**Date of Meeting:** January 20, 2009

**Agenda Item:** Century 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):**

John O'Brien, Acting President, Century 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 Century College meet the criteria identified in Board Policy 3.24 System and Institutional Missions, Part 2: Review and Approval of 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 Century College has been reviewed and found to meet all Board requirements for institutional missions.

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

CENTURY COLLEGE MISSION APPROVAL

1 **EXECUTIVE SUMMARY**

2  
3 The proposed vision, mission and purposes of Century College meet the criteria identified in  
4 Board Policy 3.24 System and Institutional Missions, Part 2: Review and Approval of  
5 Institutional Missions.

6  
7 **Century College’s vision, mission, purposes and array of awards are:**

8  
9 **Vision:** To be a national leader in transforming lives through an innovative, rigorous, and  
10 compassionate approach to education.

11  
12 **Mission:** Century College inspires, prepares, and empowers students to succeed in a changing  
13 world.

14  
15 **Purposes/Goals:**

16 **Purpose 1:** Increase access and opportunity

17 **Purpose 2:** Promote and measure high-quality learning programs and services

18 **Purpose 3:** Provide programs and services that enhance the economic competitiveness of the  
19 state and its regions

20 **Purpose 4:** Innovate to meet current and future educational needs

21  
22 **Array of Awards:** Century College offers Associate in Applied Sciences, Associate in Science,  
23 Associate in Arts, as well as diplomas and certificates.

24  
25 **An institution’s mission, vision and purposes shall support achievement of the system**

26 **mission and vision:** Century College’s proposed mission is “Century College inspires, prepares,  
27 and empowers students to succeed in a changing world.” Century College’s mission relates  
28 primarily to the system mission statement in the following ways:

- 29
- 30 • By providing open-access education to a broad range of students.
  - 31 • By providing high quality services and education, preparing the citizens of Minnesota  
32 and surrounding communities for work and transfer to further education.
  - 33 • By providing economic development through education, training, and retraining for local  
34 business and industry.
  - 35 • By preparing students to adapt and be successful in an ever-changing world.

- 1 • **Strategic Direction One – Increase Access and Opportunity** by providing open-access  
2 education to a broad range of students.  
3
- 4 • **Strategic Direction Two – Expand High-Quality Learning Programs and Services** by  
5 offering high quality services and education, preparing the citizens of Minnesota for the  
6 workforce or transfer education.  
7
- 8 • **Strategic Direction Three – Strengthen Community Development and Economic  
9 Vitality** by providing economic development through education, training, and retraining for  
10 local business and industry.  
11
- 12 • **Strategic Direction Four – Innovate to Meet Current and Future Needs** by preparing  
13 students to adapt and be successful in an ever-changing world.  
14

15 **An institution’s mission, vision, and purposes shall provide a foundation for evaluation,  
16 accountability, and regional accreditation:** Century College’s proposed vision, mission, and  
17 goals provide a basis for evaluation, accountability, and regional accreditation. Of particular note  
18 is the college’s participation in the Academic Quality Improvement Project.  
19

20 **Compliance:** Century College’s vision, proposed mission, and purposes are consistent with  
21 statute, policy, and regional accreditation requirements.  
22

## 23 **BACKGROUND**

24 Century College retains its regional accreditation with the Higher Learning Commission of the  
25 North Central Association of Colleges and Schools through the Academic Quality Improvement  
26 Project (AQIP) process. The College was last re-accredited through the PEAQ process in 2000,  
27 and became members of AQIP in 2005. The College is currently developing its AQIP Systems  
28 Portfolio, for submission and review of June 2009. The College’s next accreditation re-  
29 affirmation is scheduled for 2012-13.  
30

31 Century College is the primary provider of higher education within the Northeast quadrant of the  
32 Twin Cities, and plays a unique role in that area by providing comprehensive educational  
33 programming, ranging from general education, transfer education, and technical and  
34 occupational education, to direct employment training. Century College has the largest  
35 Continuing Education and Customized Training division within Minnesota State Colleges and  
36 Universities system, serving over 12,000 students annually. Among the College’s unique  
37 academic programs are its Orthotics and Prosthetics programs and its Fabrication Laboratory,  
38 which operates in partnership with MIT. The College’s GPS LifePlan is its unique hallmark in  
39 the area of Student Services, and serves as a primary mechanism for inspiring, preparing, and  
40 empowering students not only to complete their education at Century, but also to succeed and  
41 thrive after leaving the College.  
42  
43  
44  
45

1 **Mission, Vision and Purposes Application Analysis**

2 The proposed vision, mission, and purposes of Century College meet the criteria identified in  
3 Board Policy 3.24 System and Institutional Missions, Part 2: Review and Approval of System  
4 Institutional Missions.

5  
6 As required by procedure, the institution must indicate:

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

14  
15 Additionally, the institution’s mission must be compliant with statute, policy, and regional  
16 accreditation requirements.

17  
18 **Review of Century College’s Mission, Vision and Purposes**

19 Century College’s proposed vision, proposed mission and purposes meet these requirements.

- 20  
21 a. The mission and vision respond to the definitions in the procedure:

22  
23 Century College’s proposed mission emphasizes that the college intends to inspire, prepare, and  
24 empower students to succeed in a changing world.

25  
26 The proposed mission for Century College is guided by a vision to be “a national leader in  
27 transforming lives through an innovative, rigorous, and compassionate approach to education.”

28  
29 Century College envisions the following future:

- 30 • The College will be nationally recognized as one of the leaders in transformative  
31 education at the two-year level.  
32 • The College will continue to innovate, and will be deeply steeped in the use of GPS  
33 LifePlan as its planning, engagement, and retention tool.  
34 • The demographics of the College will continue to change, becoming increasingly diverse  
35 from the ethnic, age, and field of study perspectives.  
36 • The College’s graduates will stand above their peers in their academic accomplishment,  
37 and their ability to apply and adapt their knowledge, skills and abilities to the changing  
38 world.  
39 • Course scheduling will be increasingly more flexible, and more courses will be offered  
40 on-line and in a hybrid format.  
41 • The student body will be more ethnically diverse, and reflect an aging demographic.  
42 • Retention and success rates among underserved students will be significantly improved.  
43 • Overall retention and success rates will be significantly improved.  
44 • The College will increase its market share in the eastern quadrant of the Twin Cities,  
45 particularly in the areas of Woodbury and Oakdale.

1  
2 b. The extent to which the institution will meet expectations of law, how it relates to other  
3 institutions of higher education, and how its mission, vision and purposes support fulfillment  
4 of the system mission and vision:

5  
6 The Century College proposed vision, mission, and purposes are consistent with statute, policy,  
7 and regional accreditation requirements. The proposed Century College vision supports the  
8 system mission and vision in-

- 9 • Transforming lives – enhancing the life of every student through the educational and  
10 personal experiences obtained at the College.
- 11 • Focusing on continued innovation
- 12 • Serving all students – taking them where they are at and working with them to achieve  
13 their goals.
- 14 • Providing a broad range of educational options – both credit and non-credit, for personal  
15 and for professional growth.

16  
17 c. Its purposes and the array of awards it offers:

18  
19 Century College’s purposes are:

20 **Purpose 1: Increase Access and Opportunity** by focusing on:

- 21 • In partnership with Inver Hills Community College, increase the number of high school  
22 students going to college.
- 23 • Continue the development and enhancement of the GPS LifePlan.
- 24 • Develop and implement a comprehensive enrollment management plan.
- 25 • Develop and implement additional diversity-strengthening initiatives.
- 26 • Increase student scholarship opportunities, in partnership with the Century College  
27 Foundation

28  
29 **Purpose 2: Promote and measure high-quality learning programs and services** by focusing  
30 on:

- 31 • Complete the review and updating of all technical and occupational curricula.
- 32 • Revitalizing the program development process, focusing on strategic program innovation,  
33 increased partnering (both internal and external), and emphasizing the needs of the  
34 workforce.
- 35 • Expand partnerships with NSF, MIT, and other national entities.
- 36 • Define information and computer literacy competencies, and develop curricula to address  
37 them.
- 38 • Continue to increase flexibility in course scheduling and offerings, and implement  
39 comprehensive credit for prior learning processes.

40  
41 **Purpose 3: Provide programs and services that enhance the economic competitiveness of**  
42 **the state and its regions** by focusing on:

- 43 • Leverage the “Workforce for the Future” initiative to expand partnerships and service to  
44 business and industry.

- 1 • Expand Continuing Education and Customized Training enrollments from Fortune 1000
- 2 companies outside Minnesota through participation as the lead Minnesota two-year
- 3 college in the new Global Corporate College consortium.
- 4 • Expand community participation in campus culture, including the arts/performing arts,
- 5 speaking engagements, and related events.
- 6 • Implement the American Association of Community Colleges (AACC) age 50-Plus
- 7 initiative, serving as a mentor campus to colleges seeking to develop and deliver
- 8 education, training, and service opportunities.
- 9 • Enhance the College's climate commitment by increasing the sustainability of the
- 10 campus.
- 11 • Partner with FedEx Ground on the establishment of a transportation center.
- 12 • Increase volunteer activities to provide valuable services to the community, including
- 13 service learning and alumni volunteering.
- 14

15 **Purpose 4: Innovate to meet current and future educational needs** by focusing on:

- 16 • Restructure the College planning committee and enhance the planning process by further
- 17 integrating master planning and budgeting.
- 18 • Complete a revision and expansion of the College's assessment plan.
- 19 • Expand award and recognition processes for faculty, staff and administrators.
- 20 • Develop a new AQIP Action Project addressing personal and professional development
- 21 for faculty, staff and administrators.
- 22 • Further develop the College's knowledge management system.
- 23 • Expand existing Key Performance Indicators to include unit-level measures for all
- 24 services areas of the College.
- 25

26 Century College's purposes and goals are fully aligned with those of the system.

- 27 • The College has continually based its biennial planning around the strategic directions of
- 28 the system
- 29 • The College aligns its annual action plans with these directions and other key initiatives
- 30 designed to further the College's and System's missions and move toward fulfillment of
- 31 their respective visions.
  - 32 ○ Through credit offerings in the liberal arts and sciences, the College prepares students for
  - 33 transfer to four-year colleges and universities.
  - 34 ○ Through both credit and non-credit course offerings, the College supports the workforce
  - 35 development needs of the state.
  - 36 ○ Through outreach and partnership with K-12, the College provides access and
  - 37 programming aimed at increasing post-secondary participation.
  - 38 ○ Through outreach to the community the College provides enrichment opportunities and
  - 39 access to social and intellectual programming that benefits the broader public.
  - 40 ○ Through high-quality, compassionate, and relevant instruction, the College prepares the
  - 41 citizens of Minnesota and surrounding areas to succeed and adapt to the ever changing
  - 42 needs and conditions of the world.
  - 43
  - 44
  - 45
  - 46

1 d. How the new mission compares with the former mission:  
2

3 The former mission of Century College was, “Century College is a learning-centered community  
4 committed to providing quality lifelong educational opportunities for a diverse citizenry.”  
5

6 The new mission reads, “Century College inspires, prepares, and empowers students to succeed in a  
7 changing world.”

8 The new mission continues to speak to the College’s fundamental role of providing open access higher  
9 education, within a changing and diverse world. The new statement differs from the former mission,  
10 however, in its language and emphasis on the person impact the College makes on its students, as well as  
11 the explicit intent of preparing students for success in both today’s and tomorrow’s world.  
12

13 e. Ample consultation with faculty, students, employers and other essential stakeholders:  
14

15 Century College’s mission, vision, and values statements were revised over a nine month period,  
16 beginning in April and ending in December, 2008. The process was broad-based and inclusive of the  
17 College’s primary constituent groups, including students, faculty, staff, administrators, parents,  
18 community members, and the foundation board. The process included the following steps:

- 19 • Opening discussion and review of current mission, vision, and values held during an all-college  
20 development day on April 3, 2008. Extensive feedback gathered, reviewed, and submitted to the  
21 consulting firm working with the College to create a new brand platform.
- 22 • Interviews with faculty, staff, students, and parents.
- 23 • Interview with the College President
- 24 • Review of internal written materials, data, student surveys, and other research
- 25 • External review of higher education landscape both locally and nationally
- 26 • Half-day brand workshop with College leaders
- 27 • Presentation of emerging themes at all-college opening days, fall 2008
- 28 • Open discussion sessions of emerging themes during August and September
- 29 • Focused discussion of emerging themes during an all-college meeting, and with constituent  
30 groups and standing committees throughout September
- 31 • Integration of feedback to formulate draft statements
- 32 • Open discussion sessions of draft statements during November
- 33 • Focused discussion of draft statements during an all-college meeting, and with constituent groups  
34 and standing committees throughout November and December
- 35 • Final integration of feedback and revision of draft statement by College Planning Committee in  
36 December
- 37 • Final revision and approval of new mission, vision, and values statements by the Executive  
38 Cabinet in December.  
39

40 **RECOMMENDED COMMITTEE MOTION**  
41

42 The Academic and Student Affairs Committee recommends that the Board of Trustees approve  
43 the proposed vision, mission, purposes, and array of awards of Century College as listed in the  
44 executive summary.  
45

46 **RECOMMENDED MOTION**  
47

48 The Board of Trustees approves the request by Century College to approve its proposed vision,  
49 mission, goals, and array of awards as listed in the executive summary.