Committee: Advancement
Date of Meeting: November 17, 2009

Agenda Item: St. Cloud Technical College Name Change Request (First Reading)

Cite policy requirement, or explain why item is on the Board agenda:
Board Policy 3.23 outlines the procedure for changing the name of a college or university. St. Cloud Technical College is seeking to change its name to St. Cloud Technical and Community College.

Scheduled Presenter(s):
St. Cloud Technical College President Joyce Helens

Outline of Key Points/Policy Issues:
See attached

Background Information:
See attached
BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES

BOARD ACTION

St. Cloud Technical College Name Change Request

BACKGROUND
St. Cloud Technical College is requesting a name change in accord with Minnesota State Colleges and Universities Board of Trustees Policy 3.23, Naming Colleges and Universities. The college is seeking to change its name to St. Cloud Technical and Community College.

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

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

President Joyce Helens has forwarded the proposed name to the chancellor (Attachment) and the chancellor is recommending that the name be changed as requested.

Rationale
The name change is necessary because the college is seeking to change its mission from a stand-alone technical college to a comprehensive technical and community college. The college was founded in 1948 as a vocational-technical institute as part of the local school district and was named The Area Vocational School. In 1967, its name changed to St. Cloud Area Vocational Technical School. Another change occurred in 1973, when it became known as St. Cloud Area Vocational Technical Institute. The North Central Association of Colleges and Universities accredited the college in 1985, and in 1988 the name was changed to St. Cloud Technical Institute. In 1990, the most recent name change occurred, to its present name of St. Cloud Technical College. In 1995, the college became part of a newly formed state system, the Minnesota State Colleges and Universities.

College officials believe the request for a new name change complements the new mission and that it demonstrates the college’s commitment to technical education.
Evidence of Internal/External Stakeholder Consultation

Since 2000, the college has engaged many groups for input, comment and recommendations in pursuit of the Associate in Arts degree. These early discussions and consultations led the college to pursue and secure a partnership with Anoka-Ramsey Community College to offer the A.A. degree in 2003. St. Cloud Technical College continued to gather input from stakeholders and respond to student needs as enrollment in the A.A. degree and general education courses increased. As the college continued its pursuit to become a comprehensive college, the response from internal and external stakeholders has been overwhelmingly positive and supportive. The consensus is that expansion to a comprehensive college is appropriate and necessary to meet the increasing demand for general education from area employers and a growing need for an economical transferable degree for students.

During the 2007 and 2008 academic years, discussions began in earnest to expand the college mission to become a comprehensive college and to reflect a new dual purpose of providing quality technical and liberal education to an ever-increasing target audience. In November 2007 a college-wide gathering of approximately 250 people, including college staff, faculty, students and community members, attended an all day visioning session using an Appreciative Inquiry process.

In January 2008, the college’s Steering Committee met to review and synthesize the input from the November gathering to find common, provocative, college-wide themes that would enhance the college’s existing success and take the college to the next level of excellence. After all of the background work had been accomplished, the college developed the proposed name, vision and mission through a series of committee and task force meetings. Primary leadership of this process has been provided from the college’s AQIP team, the committee that works with continuous improvement, accreditation, and assessment. The committee conducted a college wide survey seeking votes on the proposed college name, vision, and mission. Additional college committees including Academic Affairs and Standards, Executive Leadership and Faculty Senate continually discuss the comprehensive college mission. It is an agenda item at many in-service sessions, and academic division meetings. The college’s Student Senate also has played a critical role in the discussion and application process to become a comprehensive college.

Four prospective names were proposed that were in accord with Board Policy 3.23. A survey tool was employed to determine the preferred name for the college. This method allowed for anonymous responses and an efficient administration of the survey; about 150 people responded to the survey. The following table describes the ranking and percentages; 1 to 4, with 1 being the favorite name and 4 the least favorite.

<table>
<thead>
<tr>
<th>Name</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Cloud Technical Community College</td>
<td>28.9%</td>
<td>42.8%</td>
<td>14.5%</td>
<td>13.8%</td>
</tr>
<tr>
<td>St. Cloud Technical and Community College</td>
<td>56.4%</td>
<td>32.7%</td>
<td>6.4%</td>
<td>4.5%</td>
</tr>
<tr>
<td>St. Cloud Technical College a technical and community college</td>
<td>14.9%</td>
<td>17.6%</td>
<td>63.5%</td>
<td>4.1%</td>
</tr>
<tr>
<td>St. Cloud Technical College a technical and community based college</td>
<td>4.0%</td>
<td>5.3%</td>
<td>14.0%</td>
<td>76.7%</td>
</tr>
</tbody>
</table>
After allowing time for feedback to the survey, results were gathered and shared during inservice activities. Outside the college, media articles on both radio and in the local newspaper shared the potential changes with the community.

Conclusion

The college has the support of its internal and external stakeholders to change its name and its mission to a comprehensive college. The college is ready and committed to providing high quality liberal arts and sciences and technical programs that meet the needs of its students and community. The college is posing this name change request to honor its past history of being a strong technical college for the community and system.

The Leadership Council reviewed the proposed name change at its Nov. 3, 2009, meeting. The council’s Advancement Committee unanimously supported the name change request.

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

**Recommended Board of Trustees motion:** The Board of Trustees recommends changing the name of St. Cloud Technical College to St. Cloud Technical and Community College.

*Date presented to the Board of Trustees, first reading: Nov. 17, 2009.*
October 27, 2009

Dr. James McCormick, Chancellor  
Office of the Chancellor  
Minnesota State Colleges and Universities  
Wells Fargo Place, 30 7th Street E.  
St. Paul, MN  55101

Dear Chancellor McCormick;

St. Cloud Technical College is requesting a name change, in accord with Minnesota State Colleges and Universities Board of Trustees Policy 3.23, Procedures 3.23.1: Naming Colleges and Universities. The college community has chosen the following name:

St. Cloud Technical and Community College

During the 2007 and 2008 academic years, discussions began in earnest to expand the college mission to become a comprehensive college and to reflect a new dual purpose of providing quality technical and liberal education to an ever-increasing target audience. In November 2007 a college-wide gathering of approximately 250 people, including college staff, faculty, students, and community members, attended an all day visioning session using an Appreciative Inquiry process. That same month, at one of its bi-weekly meetings, the SCTC Curriculum Committee (AASC) unanimously approved SCTC’s intent to apply for its own AA degree.

In January 2008, the college’s Steering Committee met to review and synthesize the input from the November gathering to find common, provocative, college-wide themes that would enhance the college’s existing success and take SCTC to the next level of excellence. From these themes, four Provocative Proposals (Action Plans) were developed. Proposal number three was “SCTC Owns Its Own AA Degree. Surveys of alumni, discussions with industry advisory groups, and media articles sought input from the broader community. Overall coordination of this process came from the SCTC AQIP team, which represent a broad cross-section of the college and includes the college President, Vice Presidents, Deans, Faculty and Staff.

Four prospective names were proposed that were in accord with policy 3.23. A survey tool administered to 150 stakeholders was employed to determine the preferred name for the college (see attachment for survey results). After allowing time for feedback to the survey, results were gathered and shared during in-service activities in January 2009. The AQIP Team analyzed the comments from these surveys to arrive at the current Mission change, Vision change, and Name change proposals.
This mission change, vision change, and name change serve notice to students and employers in our service area of a new spotlight on liberal arts alongside the concurrent focus on technical education. SCTC’s leadership has met with various contingents of the community, including the Chamber of Commerce, service clubs, area business & industry leaders, the Stearns/Benton Employment and Training Board, area superintendents, and program advisory committees. The response from these groups has been overwhelmingly positive and supportive. SCTC has the encouragement of its internal and external stakeholders to change its name and its mission to a comprehensive college. SCTC is ready and committed to providing high quality liberal arts and sciences and technical programs that meet the needs of its students and community.

We are positioning “technical” in front of “community” to honor the strong 61 year history of providing technical education for the community and system. St. Cloud Technical and Community College’s new name would take effect in the Spring of 2010.

Sincerely,

Joyce Helens, President

attachment