

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: November 17, 2009

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

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 3.23 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

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BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES

BOARD ACTION

St. Cloud Technical College Name Change Request

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BACKGROUND

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

10
11 Board Policy 3.23, Part 2, Subpart A, states, “If a state college or university requests a change to
12 its official name, or if a new institution is created through merger or other means, the college or
13 university president shall forward the proposed name to the Chancellor for recommendation to
14 the Board. The Board shall establish a name after receiving a recommendation from the
15 Chancellor.

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

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

23
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Rationale

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

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

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

52
53 During the 2007 and 2008 academic years, discussions began in earnest to expand the college
54 mission to become a comprehensive college and to reflect a new dual purpose of providing
55 quality technical and liberal education to an ever-increasing target audience. In November 2007 a
56 college-wide gathering of approximately 250 people, including college staff, faculty, students
57 and community members, attended an all day visioning session using an Appreciative Inquiry
58 process.

59
60 In January 2008, the college’s Steering Committee met to review and synthesize the input from
61 the November gathering to find common, provocative, college-wide themes that would enhance
62 the college’s existing success and take the college to the next level of excellence. After all of the
63 background work had been accomplished, the college developed the proposed name, vision and
64 mission through a series of committee and task force meetings. Primary leadership of this
65 process has been provided from the college’s AQIP team, the committee that works with
66 continuous improvement, accreditation, and assessment. The committee conducted a college
67 wide survey seeking votes on the proposed college name, vision, and mission. Additional college
68 committees including Academic Affairs and Standards, Executive Leadership and Faculty Senate
69 continually discuss the comprehensive college mission. It is an agenda item at many in-service
70 sessions, and academic division meetings. The college’s Student Senate also has played a critical
71 role in the discussion and application process to become a comprehensive college.

72
73 Four prospective names were proposed that were in accord with Board Policy 3.23. A survey
74 tool was employed to determine the preferred name for the college. This method allowed for
75 anonymous responses and an efficient administration of the survey; about 150 people responded
76 to the survey. The following table describes the ranking and percentages; 1 to 4, with 1 being the
77 favorite name and 4 the least favorite.

78

	1	2	3	4
St. Cloud Technical Community College	28.9%	42.8%	14.5 %	13.8%
St. Cloud Technical and Community College	56.4%	32.7 %	6.4%	4.5%
St. Cloud Technical College a technical and community college	14.9%	17.6%	63.5 %	4.1%
St. Cloud Technical College a technical and community based college	4.0%	5.3%	14.0%	76.7%

80 After allowing time for feedback to the survey, results were gathered and shared during inservice
81 activities. Outside the college, media articles on both radio and in the local newspaper shared the
82 potential changes with the community.
83

84 **Conclusion**

85 The college has the support of its internal and external stakeholders to change its name and its
86 mission to a comprehensive college. The college is ready and committed to providing high
87 quality liberal arts and sciences and technical programs that meet the needs of its students and
88 community. The college is posing this name change request to honor its past history of being a
89 strong technical college for the community and system.
90

91 The Leadership Council reviewed the proposed name change at its Nov. 3, 2009, meeting. The
92 council's Advancement Committee unanimously supported the name change request.
93

94 **Recommended committee motion:** Upon the recommendation of the Chancellor, the
95 Advancement Committee recommends that the Board of Trustees change the name of St. Cloud
96 Technical College to St. Cloud Technical and Community College.
97

98 **Recommended Board of Trustees motion:** The Board of Trustees recommends changing the
99 name of St. Cloud Technical College to St. Cloud Technical and Community College.
100

101 *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,

A handwritten signature in black ink, appearing to read "J. Helens", with a long horizontal flourish extending to the right.

Joyce Helens, President

attachment