### Rochester Community and Technical College - STRATEGY MAP FINAL 1-12-11

| Mission, Vision, Values and Value Proposition | Vision: Rochester Community and Technical College will be a universal gateway to world class learning opportunities.  
**Mission:** Rochester Community and Technical College provides accessible, affordable, quality learning opportunities to serve a diverse and growing community.  
**Values:** Learner-Centered, Excellence, Innovation, Respect, Teamwork, Fun  
**Value Proposition:** Improving Student Lives |
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<tr>
<td><strong>LEARNING AND GROWING</strong></td>
<td><strong>STUDENT and STAKEHOLDER</strong></td>
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| **CULTURE**  
Goal 4.1: Create a culture committed to our values (Learner-Centered, Excellence, Innovation, Respect, Teamwork and Fun).  
MnSCU Goal 4.1 | **WORKFORCE DEVELOPMENT**  
Goal 2.1: Provide academic programs, services, and graduates that align with the needs of our students, employers, the community and other key stakeholders.  
MnSCU Goal 2.2 |
| **PARTNERSHIPS**  
Goal 3.1: Actively partner with PK-16, business and community organizations to ensure student success and the availability of a competitive workforce.  
MnSCU Strategic Direction Three | **STUDENT SUCCESS**  
Goal 2.3: Create value by improving student lives and meeting the needs of all stakeholders.  
MnSCU Strategic Direction Two |
| **ENROLLMENT/RETENTION**  
Goal 1.1: Grow participation rates and market share among targeted and emerging markets.  
MnSCU Goal 1.1 | **REGIONAL VITALITY**  
Goal 3.2: Advance the social and economic vitality of the greater Rochester area.  
MnSCU Strategic Direction Three |
| **LEADERSHIP**  
Goal 4.3: Advance the College through strengthened shared governance and leadership systems.  
MnSCU Goal 4.3 | **RESOURCES**  
Goal 5.1: Demonstrate financial viability, fiscal stewardship, and effective use of resources.  
MnSCU Strategic Direction Five |
| **CONTINUOUS IMPROVEMENT**  
Goal 2.2: Achieve learning and performance excellence through continuous improvement, service, engagement, and innovation with accountability for results.  
MnSCU Goals 2.1 and 4.4 | **STUDENT SUCCESS**  
Goal 2.3: Create value by improving student lives and meeting the needs of all stakeholders.  
MnSCU Strategic Direction Two |

**Strategic Advantages**
- Diverse and Talent-Driven Community in a Thriving Economic Environment
- Collaborative and Progressive Campus That Leverages Resources
- Reputation for Innovation and Commitment to Continuous Improvement

**Strategic Challenges**
- Global Economic Downturn and Fundamental Change in Funding Model
- Labor Agreements and Relationships
- Staying Progressive and Leveraging Change
- Changing to a More Service-Oriented Culture

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**First Year Experience AQIP Vital Few Action Project**

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**Better Serving Stakeholders AQIP Vital Few Action Project**

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**Strengthening the Capability of the Workforce AQIP Vital Few Action Project**

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**Educational, Business, and Community, Partnerships: Pathways to Transfer Skills and Credits**
- Outstanding Faculty Fostering Relevant and Engaged Learning
- Welcoming and Distinctive Campus Offering a Robust Learning Environment