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 and Fun

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 Strengths:
- 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

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

Strategic Directions and Goals:

MnSCU Strategic Direction 1: Increase access, opportunity and success
RCTC Goal 1.1: Grow participation rates and market share among targeted and emerging markets.

MnSCU Strategic Direction 2: Achieve high-quality learning through a commitment to academic excellence and accountability
RCTC Goal 2.1: Provide academic programs, services, and graduates that align with the needs of our students, employers, the community and other key stakeholders.
RCTC Goal 2.2: Achieve learning and performance excellence through continuous improvement, service, engagement, and innovation with accountability for results.
RCTC Goal 2.3: Create value by improving student lives and meeting the needs of all stakeholders.

MnSCU Strategic Direction 3: Provide learning opportunities, programs and services to enhance the global economic competitiveness of the state, its regions and its people
RCTC Goal 3.1: Actively partner with PK-16, business and community organizations to ensure student success and the availability of a competitive workforce.
RCTC Goal 3.2: Advance the social and economic vitality of the greater Rochester area.

MnSCU Strategic Direction 4: Innovate to meet current and future educational needs
RCTC Goal 4.1: Create a culture committed to our values (Learner-Centered, Excellence, Innovation, Respect, Teamwork and Fun).
RCTC Goal 4.2: Strengthen the capability of RCTC’s workforce.
RCTC Goal 4.3: Advance the College through strengthened shared governance and leadership systems.

MnSCU Strategic Direction 5: Sustain financial viability during changing economic and market conditions
RCTC Goal 5.1: Demonstrate financial viability, fiscal stewardship, and effective use of resources.

RCTC Value Proposition: Improving Student Lives