Strategic Planning Task Force Membership

1. Michael Bequette, Vice President of Teaching and Learning
2. Ginny Boyum, Dean
3. Jim Clausen, GRAUC
4. Stan Cram, Vice President of Student Development and Services
5. Mary Davenport, MnSCU Office of the Chancellor
6. Renee Engelmeier, Chief Human Resources Officer
7. Guy Finne, UCR Advisory Council
8. Bob Goetze, Foundation
9. Marilyn Hansmann, Vice President of Finance and Facilities
10. Jessica Parker, Rochester Area Chamber of Commerce
11. Craig Johnson, WSU-R
12. Jonathan Kiehne, Student
13. Tammy Lee, MSCF
14. Scannell McCormick, MSCF
15. Leslie Mercer, MnSCU Office of the Chancellor
16. Michelle Messenger, MMA
17. Michelle Pyferoen, Business and Workforce Education
18. Kathy Richardson, MAPE
19. Roxy Roadway, AFSCME
20. Scott Sahs, Chief Information Officer
21. Rick Stirn, Rochester Public Schools
22. Don Supalla, President
23. Dave Weber, Chief Strategic Operations Officer

Strategic Planning Task Force

1. Develop, pilot, and fully implement a First-Year Experience course (FYE) for an appropriate cohort of students and stakeholders.
2. This project focuses on improving stakeholder satisfaction with the College. The goal is to create engaging experiences that better meet the needs, expectations and requirements of students and stakeholders.

First-Year Experience – An AQIP Vital Few Action Plan

The goal of this project is to reinforce the achievement of action plans through a focus on strengthening the capacity of the workforce. The College’s Strategic Planning and Integrated Planning Processes have created an infrastructure aligning College goals with divisional and departmental strategies, measure and resources. The 2009 Minnesota Quality Feedback Report reinforced the need to integrate this with individual performance management systems.

Aesthetic Response: Students will make and support personal goals.

Learning: Rochester Community and Technical College will be a universal gateway to world class learning opportunities.

Engagement: Rochester Community and Technical College will be a smart choice to work, learn, and play.

Service: Rochester Community and Technical College is a community of choice.

Community: Rochester Community and Technical College is a vibrant learning community.

Social and Economic Impact: Rochester Community and Technical College will influence and be influenced by the vitality of the greater Rochester area.

Strategic Operations Division

1. Actively partner with PK-16, business, and community organizations to ensure student success and the availability of a competitive workforce.
2. Grow participation rates and market share among targeted and emerging markets.
3. Provide academic programs, services, and graduates that align with the needs of our students, employers, the community and other key stakeholders.
4. Achieve learning and performance excellence through continuous improvement, service, engagement, and innovation with accountability for results.
5. Create value by improving student lives and meeting the needs of stakeholders.
6. Advance the social and economic vitality of the greater Rochester area.
7. Create a culture committed to our values (Learner-Centered, Excellence, Innovation, Respect, Teamwork and Fun).
8. Strengthen the capability of RCTC’s workforce.
9. Advance the College through strengthened shared governance and leadership systems.
10. Demonstrate financial viability, fiscal stewardship, and effective use of resources.
1. Strategic Direction 1: Increase access, opportunity and success.
2. Strategic Direction 2: Achieve high-quality learning through a commitment to academic excellence and accountability.
3. Strategic Direction 3: Provide learning opportunities, programs and services to enhance the global economic competitiveness of the state, its regions and its people.
4. Strategic Direction 4: Innovate to meet current and future educational needs.
5. Strategic Direction 5: Sustain financial viability during changing economic and market conditions.

The full plan can be viewed and downloaded at: http://www.mnscu.edu/media/publications/pdf/StrategicPlan2010-14onepagev8.pdf

About Banterings
Banterings is a communications tool intended to increase awareness, familiarity and understanding of the activities of the Strategic Operations Division as related to planning, continuous improvement, research, branding and enrollment initiatives. It will be published 3 to 4 times annually. This second edition of FY11 is focused once again on college strategic planning.

The College has embarked on a process to update, reaffirm and enhance its focus on the most important things that help us to continuously improve, foster student success and better meet the needs of all we serve. Strategic planning is conducted every three years and is operationalized through the annual Integrated Planning Process (IPP). In this edition, you will see a roster of persons serving on the Strategic Planning Task Force. Each of them represents you, the college community. If you have thoughts, ideas or concerns please share them with these individuals so they can bring them to the conversation.

A strategic planning blog and website have been created where you can also view information regarding the activities of the task force and where you will have a chance to respond to some strategic questions and partake in the conversation.

Targeted Areas for Investment or Reprioritization of Resources

**Area of Strategic Focus**
- Teaching Model (alternative ways of teaching and awarding credits)
- Innovation
- Growing Partnerships
- Recruitment to Retention
- Students and Staff Satisfaction
- Human Resources (People)
- Technology Infrastructure
- Reduce Costs to Students

**Key Partners (KP)**
- Employees (Faculty and Staff)
- Education Partners
- Community
- Student
- Employers

**Key Activities (KA)**
- Teaching and Learning
- Student Services
- Customer Services

**Key Resources (KR)**
- Money
- People
- Facilities and Infrastructure

**Value Proposition (VP)**
- Improving Student Lives

**Customer Relationships (CR)**
- Customer Service
- Classroom
- Extra-curricular Activities
- Solicit feedback

**Channels**
- The Classroom (Including Online)
- Faculty and Staff
- Community Outreach
- Students

**Customer Segments (CS)**
- Students
- Community
- Employees
- Learning and Workforce Partners

**External**
- Cost of Attendance (tuition/fees/books; cost of living)

**Internal**
- Salaries/Benefits
- Technology
- Facilities

**Distinctive Strengths (Competencies)**
- 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 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 Downtown and Fundamental Change in Funding Model
- Labor Agreements and Relationships
- Staying Progressive and Leveraging Change
- Changing to a More Service-Oriented Culture

Prioritized 11-19-10 and Amended 12-11-10