Rochester Community and Technical College - STRATEGY MAP Full Version (April 09)

Mission, Vision and Values

**Mission:** Rochester Community and Technical College provides accessible, affordable, quality learning opportunities to serve a diverse and growing community.

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

**Values:** Learner-Centered, Excellence, Innovation, Respect, Teamwork, Fun

**RESOURCES**

**ENROLLMENT/MARKET SHARE**

Goal 1.2: Grow participation rates and market share among targeted and emerging markets. **MnSCU Goal 1.1**

Percent Change in Enrollment
Tuition and Fees
Retention Rates: Second Fall
Online Enrollment: Percent of Total FYE
Continuing Education: Unduplicated Credit Headcount - Ages 25 to 44

**EFFECTIVE USE OF RESOURCES**

Goal 4.5: Demonstrate accountability and stewardship of resources through public reporting, communicating learner success and college performance. **MnSCU Goal 2.1**

Composite Financial Index
Strategic Effectiveness Index
Institution Support: Private Sources
Institution Support: Alumni Participation

**SUPPORT FOR STAKEHOLDERS**

**LEARNER/PARTNER/STAKEHOLDER VALUE**

Goal 2.5: Create value that exceeds the expectations of learners and stakeholders. **MnSCU Goal 1.3**

**OPERATIONAL EXCELLENCE**

Goal 2.3: Measure learning and the success of each student. **MnSCU Goal 2.2**

Assessment of Student Learning AQIP Vital Few Action Project

**LEADERSHIP**

Goal 3.2: Develop integrated relationships in the region and engages stakeholders in the life of the RCTC. **MnSCU Goal 1.1**

**PARTNER RELATIONSHIP MANAGEMENT**

Goal 3.1: Partner Relationship Management

**MnSCU Goal 1.1**

**INNOVATION/ALIGNMENT**

Goal 2.1: Provide world-class programs that are aligned to the needs of employers/partners and both traditional and adult learners. **MnSCU Goals 2.2 and 4.1**

Students of Color: 2nd Fall Persistence and Completion Rate
High Quality Learning
Licensure Exams Pass Rates
Persistence and Completion Rate for Underrepresented Students
Success in STEM Courses
Transfer Student Success

**FACILITIES, TECHNOLOGY AND EQUIPMENT**

Goal 4.4: Effectively utilize and leverage facilities, technology, equipment and non-personnel resources. **MnSCU Goal 4.2**

Facilities Condition Index
Percent of Budget Spent on Direct Instruction Resources for Facilities Renewal

**STUDENT AND STAKEHOLDER**

**MISSION, VISION AND VALUES**

**CORE COMPETENCIES**

1) Ongoing willingness and ability to create community, business, and educational partnerships. 2) Exploratory willingness to use "learning" technologies to advance student success. 3) Embraces the breadth of learning that was once a defining quality of community college education. 4) Focused programs in Health Sciences Education to meet the rapid growth of the regions healthcare industry.

**INSTITUTIONAL ADVANTAGES**

Institutional legacy
Diverse and well established educational and community partnerships
The Campus
The College’s reputation for its innovative spirit and commitment to continuous improvement
Located in a world class community with diverse economic base
Futuristic UCR model

**STRATEGIC CHALLENGES**

Demonstrate Accountability
Funding and resource allocation
Focus - what’s our niche?
Community understanding of RCTC

**STUDENT AND STAKEHOLDER**

SS1 - Overall Satisfaction
Student Engagement and Satisfaction
Community Satisfaction
Faculty and Staff Satisfaction

**MISSION, VISION AND VALUES**

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Designing the Future: Minnesota State Colleges & Universities
Strategic Plan 2008 - 2012

Strategic Directions and Goals Summary

Strategic Direction 1:
Increase access and opportunity

Goal 1.1 Raise Minnesota's participation and achievement in post-secondary education by meeting the needs of students with diverse backgrounds and educational goals.

Goal 1.2 Work with other organizations to prepare all young people to graduate from high school and enroll in college prepared for college-level work.

Goal 1.3 Maintain an affordable cost of attendance for Minnesota residents.

Strategic Direction 2:
Promote and measure high-quality learning programs and services

Goal 2.1 Promote accountability for results through a system of accessible reports to the public and other stakeholders.

Goal 2.2 Produce graduates who have strong, adaptable, and flexible skills.

Goal 2.3 Provide multiple delivery options for educational programs and student services.

Strategic Direction 3:
Provide programs and services that enhance the economic competitiveness of the state and its regions

Goal 3.1 Be the state's leader in identifying workforce education and training opportunities and seizing them.

Goal 3.2 Support regional vitality by contributing artistic, cultural and civic assets that attract employees and other residents seeking a high quality of life.

Goal 3.3 Develop each institution's capacity to be engaged in and add value to its region and meet the needs of employers in its region.

Strategic Direction 4:
Innovate to meet current and future educational needs

Goal 4.1 Build organizational capacity for change to meet future challenges and remove barriers to innovation and responsiveness.

Goal 4.2 Reward and support institutions, administrators, faculty and staff for innovations that advance excellence and efficiency.

Goal 4.3 Hire and develop leaders who will initiate and support innovation throughout the system.