



MINNESOTA STATE
Board of Trustees

AGENDA ITEM SUMMARY

NAME: Academic and Student Affairs Committee

DATE: March 19, 2025

TITLE: Proposed College Mission Revisions

Action

Review and Discussion

This item is required by policy

PRESENTERS

Marsha Danielson, President, Minnesota State College Southeast

PURPOSE

This is a proposal from Minnesota State College Southeast to revise the college mission.

BACKGROUND INFORMATION

Minnesota State College Southeast is coming before the Board of Trustees to request approval of our proposed new mission, vision, and core belief statements.

Key Facts:

Background/Context

- **College Overview**
- **Impact of the college's 2022-2025 Strategic Plan**
Under the Community Impact theme, the Strategic Plan objectives included:
Create new mission, vision, and values statements that push the college to its highest-level purpose and aspirations for all stakeholders.

COLLEGE OVERVIEW

Located in the historic river towns of Red Wing and Winona, Minnesota State College Southeast is a small rural community and technical college that provides a flexible, affordable, and equitable college environment and offers a clear sense of direction to all students. The two campuses have distinctive characteristics but are one college in administration, structure, policies, procedures, and mission.

Minnesota State College Southeast offers a wealth of career and technical programs as well as degrees designed for transfer and bachelor's attainment at four-year institutions. Since its

mission was expanded in 2016, the college’s offerings have grown to include not only the associate of arts in liberal arts and sciences, but also nine transfer pathway AA degrees. All are designed for seamless transfer to universities in the Minnesota State system as well as other institutions.

As an open-access, public, not-for-profit comprehensive technical and community college, students of all backgrounds and ages are welcome, wherever they may be in their educational journey.

IMPACT OF THE 2022-2025 STRATEGIC PLAN

Southeast’s Strategic Planning committee worked over the course of many months on the 2022-2025 Strategic Plan, gathering data, input, and feedback from internal and external stakeholders to complete an effective, thorough strategic planning process. The work provided an ambitious vision to strengthen and grow the college.

The 2022-2025 Strategic Plan outlined priorities across four key areas: Student Success, Teaching and Learning, Community Impact, and Infrastructure and Resource Stewardship. **Under the theme of Community Impact, Goal 6 called for the college to create new mission, vision, and values statements that push the college to its highest-level purpose and aspirations for all stakeholders.** Three strategic actions were articulated in support of reaching this goal.

Strategic Plan, Goal 6, Strategic Action 6.1:

Facilitate a campus and community engaged process to develop new mission, vision, and values statements that address our impact for all groups (students, community, employees), our equity commitment, and that articulate who we aspire to be.

The process to update the mission, vision, and values took place over five months in the latter half of 2024. Led by a committee that included two faculty, one dean, and one representative from each bargaining unit (MMA, MAPE, AFSCME), extensive input and feedback was gathered from faculty, staff, students, and external stakeholders. The finalized statements were approved by the President’s Cabinet for presentation to the Board of Trustees.

CURRENT STATEMENTS	PROPOSED STATEMENTS
Mission: Minnesota State College Southeast prepares students for a lifetime of learning by providing education for employment, skill enhancement, retraining, and transfer, to meet the needs of students and the community.	Mission: Minnesota State College Southeast delivers exceptional transfer, career, and technical education that empowers learners and transforms lives.
Vision: To enrich lives and communities by being the best	Vision: Southeast is the destination for generations of learners who shape thriving, resilient communities.
Values: (IDEALS) <ul style="list-style-type: none"> Integrity 	Core Beliefs: <ul style="list-style-type: none"> Access: We believe college is for everyone

<ul style="list-style-type: none"> • Diversity • Excellence • Access • Learning • Stewardship 	<p>and that each step towards educational success should be simple and achievable.</p> <ul style="list-style-type: none"> • Learner-Centered: We believe in meeting learners where they are and creating a welcoming and inclusive environment where all thrive. • Value: We believe in offering flexible, high-quality, and affordable learning opportunities. • Innovation: We believe in continuous improvement of our programs, services, and resources. • Community: We believe in meeting the evolving needs of our community by building and sustaining strong, dynamic partnerships.
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Strategic Plan, Goal 6, Strategic Action 6.2:

Conduct a community survey to assess local perceptions of the college, including mission, vision, values, and brand.

In 2022, Minnesota State College Southeast was awarded a \$100,000 Lumina Foundation “Million Dollar Community College Challenge” grant to strengthen the college’s brand and identity. Supported by this grant, the college commissioned an in-depth public perception study as part of the rebranding process in 2023. The study revealed that a majority of community members didn’t understand Southeast’s mission as a comprehensive college offering liberal arts and transfer pathways in addition to technical education.

The college unveiled its new logo, color strategy, brand guidelines, naming conventions, and brand messaging in April 2024, all with the end goal of communicating more clearly the college’s status as a comprehensive institution providing career/technical education, transfer options, and workforce training. Along with the redesign, updating the college’s mission, vision, and core belief statements will reinforce the new brand messaging.

Strategic Plan, Goal 6, Strategic Action 6.3:

Develop and implement a communications plan to promote the new statements across the region.

If approved by the Minnesota State Board of Trustees, the announcement of new mission, vision, and core belief statements will include:

- Submitting President’s guest opinion column to regional newspapers
- Announcing and formally publishing on college website
- Announcing to internal and external stakeholders by email
- Sending press releases to regional media outlets
- Promoting in social media channels
- Communicating with accrediting agencies
- Displaying mission statement in graphic form across campuses