



MINNESOTA STATE
Board of Trustees

AGENDA ITEM SUMMARY

NAME: Academic and Student Affairs Committee

DATE: March 19, 2025

TITLE: Proposed College Mission Revision

Action

Review and Discussion

This item is required by policy

PRESENTERS

Sara Fier, Vice President of Academic and Student Affairs, Alexandria Technical and Community College

PURPOSE

This is a proposal from Alexandria Technical and Community College to revise the college mission.

BACKGROUND INFORMATION

Alexandria Technical & Community College (ATCC) is seeking approval of proposed updates to the college's mission, vision, and values statements.

ATCC's existing mission, vision, and values statements no longer adequately reflect ATCC's student body. In addition, they are lengthy, complex, difficult for employees to remember, and even harder to internalize.

Alexandria Technical & Community College has undergone significant growth and transformation over the past five years:

- Continued transformation from a regional commuter technical college to a destination, residential technical and community college.
- Increased distance of students' hometowns from campus. (In FY2024 55% of students came from 50+ miles, 40% from 100+ miles.)
- Creation of athletics program with 10 nationally competitive sports, with the Legends mascot
- Institutional brand refresh: new logo, signage, tone and voice
- Doubled on-campus housing to 299 beds with the support of our community
- Added seats to high-demand skills programs

- Enrollment growth despite global pandemic and changing social landscape
- Increased enrollment among students of color, especially Hispanic/Latino students
- Added bilingual enrollment, advising, and tutoring staff to assist Hispanic/Latino students
- Strengthened recruiting efforts and began recruiting internationally
- Renewed focus on creating a sense of belonging for all students and employees

ATCC's proposed updates align with a changing student body and more succinctly restate the college's mission, vision, and values—bridging a successful past with a bold future. These refreshed principles will serve as a guiding light for the 2025-2030 strategic framework.

PROCESS/TIMELINE

- **October-December 2024:**
 - Feedback gathered from key groups via digital surveys and in-person forums.
 - Students
 - Alumni
 - Employees
 - Community Members
- **January 2025:**
 - Draft mission, vision, values, and long-range targets proposed to employees at spring workshop. Feedback collected via live interactive polls. 95% of employees supported the updates.
 - Workshop sessions held to clarify the process with employees and answer questions.
 - Further refinement of mission, vision, values, and long-range targets based on feedback of key individuals.
 - Workshop feedback presented to Faculty Shared Governance Council. No concerns.
- **February 2025:**
 - Draft strategic framework (incl. mission, vision, values) presented to Student Senate. No concerns.
 - Integrated planning process launched

CURRENT & PROPOSED VISION, MISSION, VALUES

VISION

Proposed: To be a national provider of professional technical and transfer education, inspiring unparalleled success for all students.

Current: To be the premier institution of career preparation and comprehensive lifelong learning.

MISSION

Proposed: Alexandria Technical & Community College fosters lifelong learning by offering high-quality education and training that support workforce development and civic engagement.

Current: Alexandria Technical & Community College creates opportunity for individuals and businesses through education, innovation, and leadership. The college’s high-quality technical and transfer programs and services meet learner needs, interests, and abilities and strengthen the economic, social, and cultural life of Minnesota’s communities.

VALUES

Proposed:

Excellence	Connection	Innovation	Community	Stewardship
We embrace a culture where both students and employees are motivated to do their best, take pride in their work, and continuously improve.	We foster an inclusive environment where all individuals feel they belong, are valued and supported, and are empowered to succeed.	We encourage and celebrate leadership, taking risks, exploring new ideas, and finding creative solutions.	We serve our communities through volunteerism, connecting students to real-world experiences, and building strong economic, cultural, and industry partnerships.	We responsibly manage resources while investing in people, programs, infrastructure, and services that create lasting impact.

Current:

We are...

- ...passionate about creating a culture of excellence, innovation, and learning that challenges and empowers students and employees to achieve their highest potential.
- ...a learning community built on a proud legacy of career and technical education.
- ...committed to the social, intellectual, cultural, professional, and personal growth of all members of our community.
- ...partners with business, economic, governmental, and educational entities.
- ...providers of relevant career preparation, transfer pathways, and lifelong learning.
- ...proud of our stewardship.

STRATEGIC FRAMEWORK

A draft strategic framework presents the proposed vision, mission, and values to our students, employees and the public, and ties these to our foundational priorities and long-range targets for the next five years. These combined elements provide a foundation on which to build our strategic plan.

Foundational Priorities

Everything we do is focused on three foundational priorities. All goals relate back to one or more of these priorities.

1. Student Success
2. Inclusive Culture

3. Operational Excellence

Long-Range Targets

- Increase Availability of Flexible Learning Options
- Expand and Refine Program Offerings
- Increase Access and Affordability
- Narrow Educational Opportunity Gaps
- Enhance Student Experience and Engagement
- Cultivate Employee Engagement and Excellence
- Broaden and Strengthen Community Partnerships