

**For Advancement Committee Review –November 2009
BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

BOARD ACTION
ST. CLOUD TECHNICAL COLLEGE NAME CHANGE

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EXECUTIVE SUMMARY

Proposed Name Change

St. Cloud Technical College requests a Name Change, in accord with Minnesota State Colleges and Universities Board of Trustees Policy 3.23, Procedures 3.23.1: Naming Colleges and Universities.

New Name: St. Cloud Technical and Community College

Current Name: St Cloud Technical College

Name Change Reflects the New Mission & Vision

New Mission: St. Cloud Technical and Community College prepares students for life-long learning by providing career, technical and transferable education.

New Vision Statement: St. Cloud Technical and Community College is the college of choice for quality career, technical and transferrable education, focused on highly-skilled employment and life-long learning opportunities.

Rationale for the Name Change

SCTC was founded in 1948 as a vocational-technical institute as part of the local school district and was named *The Area Vocational School*. In 1967, its name changed to *St. Cloud Area Vocational Technical School*. Another change occurred in 1973, when it became known as *St. Cloud Area Vocational Technical Institute*. The North Central Association of Colleges and Universities accredited the college in 1985, and in 1988 the name was changed to *St. Cloud Technical Institute*. In 1990, the most recent name change occurred, and the school earned its present name of *St. Cloud Technical College*. In 1995, SCTC became part of a newly formed state system, the Minnesota State Colleges and Universities.

As a highly recognized institution of technology and applied science, SCTC is one of the fastest growing two-year colleges within the system. Since 1990, the college has grown 100 percent in

1 Full Year Equivalent Student Enrollment. St. Cloud Technical College experienced an 86%
2 increase in applications for the Associate in Arts major from fall 2003 to summer of 2009.
3 Factors contributing to the growth include:

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- 5 • Increased course selection in the general education department.
- 6 • Increased science course offerings required of allied health students.
- 7 • Increased interest in students seeking to take general education at a 2-year
- 8 college in their own community.
- 9 • Increased awareness of the availability of a two-year transfer degree at SCTC
- 10 by potential students, parents, guidance counselors, SCSU Admissions staff
- 11 and St. Cloud community.
- 12 • Increased collaboration with SCSU Admissions Office in referring students
- 13 who may not meet the admissions criteria at a 4-year institution
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15 SCTC's vision is for a strong, comprehensive college that offers high quality educational choices
16 for students with a broad spectrum of educational goals. Every student needs to find an
17 educational institution that will help them have a successful beginning and develop the resources
18 necessary to achieve long term goals. Our request for a new name change complements our new
19 vision and mission. It demonstrates our commitment to technical education and it is widely
20 acknowledged within our service area.

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22 Our vision is to be this institution for the community we serve. We do this by listening to our
23 community stakeholders, identifying trends and gaps in services, and then linking these trends
24 and gaps to SCTC's core strengths. In doing so, SCTC applies the right business model to offer
25 programs that respond to our market-driven economy.

26 **Evidence of Internal/External Stakeholder Consultation**

27 Since 2000 SCTC has engaged many groups for input, comment and recommendations in pursuit
28 of the AA degree. These early discussions and consultations led SCTC to pursue and secure a
29 partnership with Anoka-Ramsey Community College to offer the AA degree in 2003. SCTC
30 continued to gather input from stakeholders and respond to student needs as enrollment in the
31 AA degree and general education courses increased. As SCTC continued its pursuit to become a
32 comprehensive college, the response from internal and external stakeholders has been
33 overwhelmingly positive and supportive. The consensus is that SCTC's expansion to a
34 comprehensive college is appropriate and necessary to meet the increasing demand for general
35 education from area employers and a growing need for an economical transferable degree for
36 students.
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39 During the 2007 and 2008 academic years, discussions began in earnest to expand the college
40 mission to become a comprehensive college and to reflect a new dual purpose of providing
41 quality technical and liberal education to an ever-increasing target audience. In November 2007
42 a college-wide gathering of approximately 250 people, including college staff, faculty, students
43 and community members, attended an all day visioning session using an Appreciative Inquiry
44 process.

1 In January 2008, the college’s Steering Committee met to review and synthesize the input from
 2 the November gathering to find common, provocative, college-wide themes that would enhance
 3 the college’s existing success and take SCTC to the next level of excellence. After all of the
 4 background work had been accomplished, the college developed the proposed name, vision and
 5 mission through a series of committee and task force meetings. Primary leadership of this
 6 process has been provided from the college’s AQIP team, the committee that works with
 7 continuous improvement, accreditation, and assessment. The committee conducted a college
 8 wide survey seeking votes on the proposed college name, vision, and mission. Additional
 9 college committees including: Academic Affairs and Standards, Executive Leadership, and
 10 Faculty Senate, continually discuss the comprehensive college mission. It is an agenda item at
 11 many in-service sessions, and academic division meetings. SCTC Student Senate has also
 12 played a critical role in the discussion and application process to become a comprehensive
 13 college.

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 15 Four prospective names were proposed that were in accord with policy 3.23 – naming colleges
 16 and universities. A survey tool was employed to determine the preferred name for the college.
 17 This method allowed for anonymous responses and an efficient administration of the survey.
 18 The following table describes the ranking and percentages; 1 to 4, with 1 being the favorite name
 19 and 4 the least favorite.

	1	2	3	4
St. Cloud Technical Community College	28.9%	42.8%	14.5 %	13.8%
St. Cloud Technical and Community College	56.4%	32.7 %	6.4%	4.5%
St. Cloud Technical College a technical and community college	14.9%	17.6%	63.5 %	4.1%
St. Cloud Technical College a technical and community based college	4.0%	5.3%	14.0%	76.7%

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 22 After allowing time for feedback to the survey, results were gathered and shared during inservice
 23 activities. Outside the college, media articles on both radio and in the local newspaper shared the
 24 potential changes with the community.

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 26 **Conclusion**

27 SCTC has the support of its internal and external stakeholders to change its name and its mission
 28 to a comprehensive college. SCTC is ready and committed to providing high quality liberal arts
 29 and sciences and technical programs that meet the needs of its students and community. We are
 30 posing this name change request honoring our past history of being a strong technical college for
 31 the community and system.

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 34 **Respectively submitted by: President Joyce Helens, St. Cloud Technical College**
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