ALEXANDRIA TECHNICAL & COMMUNITY COLLEGE

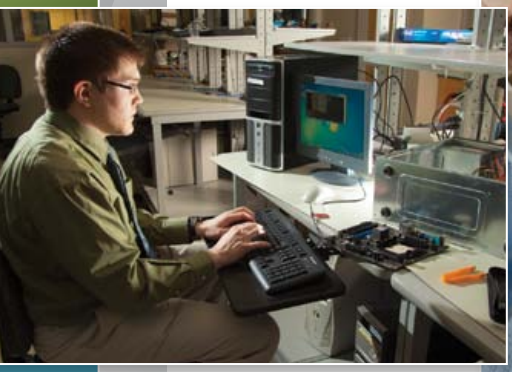
STRATEGIC PLAN

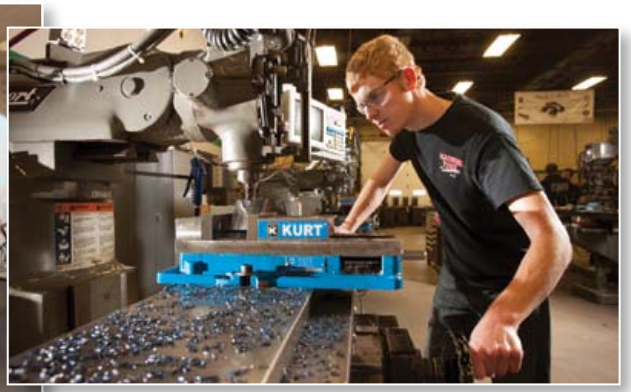
FY 2014 - FY 2016

POSITIONING STATEMENT

Alexandria Technical & Community College will enhance its reputation as a premier rural comprehensive college focusing on a niche of preparing highly trained, technically competent, career ready citizens during a time of unprecedented change in higher education.

- ATCC is the premier nationally recognized comprehensive college in the state of Minnesota.





STRATEGIC FRAMEWORK AND VITAL INITIATIVES

STRATEGIC DIRECTION 1:

Expand the college's reputation for excellence through development and delivery of high-quality academic programs and student services.

VITAL INITIATIVES:

- Grow technical and liberal arts programs interdependently and with purpose.
- Recognize and work within system expectations for regional academic planning.
- Advocate for and invest in high value, high skill technical programs that drive regional economic vitality.
- Investigate and integrate next generation learning, teaching, student service, and operational technologies.
- Champion new models of P-14 and P-16 learning and teaching partnerships and joint programs of study with high school and college/university partners.
- Explore and invest in new dimensions of internal and external communications through redesigned web-based initiatives.
- Boldly communicate the successes of ATCC and its students, faculty, and staff.
- Commit to best in class college wide customer service, enrollment management, and institutional marketing through RightNow technology and staff training in a new design of system integration.

STRATEGIC DIRECTION 2:

Invest in the future of the college and the MnSCU system through leadership and participation in research, development, and innovative initiatives.

VITAL INITIATIVES:

- Manage and align student services and instructional programs within emerging demographics, regional academic alliances, and industry based workforce needs.
- Serve as an innovative model site for a P-14 model of learning and teaching.
- Design and implement an integrated service model with community-based Adult Basic Education (ABE).

STRATEGIC DIRECTION 3:

Champion the importance of and invest in the human resources of the college.

VITAL INITIATIVES:

- Grow the ATCC organizational culture of caring, innovation, trust, leadership, high standards, and expectations.
- Support and direct staff development efforts that align the college and its people with a changing MnSCU system.
- Investigate the future of grants and personnel assignments for leading college wide grant initiatives.
- Expand college commitment to diversity and underrepresented and academically and socially underprepared students.
- Invest in staff training to support change in technology, shared services, and system integration.

STRATEGIC DIRECTION 4:

Lead redesign of national accreditation and system wide performance measurement, transparency, and accountability efforts.

VITAL INITIATIVES:

- Ensure financial excellence by exceeding MnSCU system and HLC accreditation standards and expectations.
- Integrate and prioritize system wide accountability, transparency, and performance expectations with college continuous improvement efforts.
- Continue the college legacy of nationwide leadership with regard to student success.
- Continue to gather, analyze, and refine assessment data in an effort to improve student learning.
- Prepare college and community partners for new dimensions of management driven by MnSCU investments in shared services.

STRATEGIC DIRECTION 5:

Broaden the college's commitment to business and industry partnerships and regional community outreach.

VITAL INITIATIVES:

- Pursue new dimensions of learning, teaching, research, and innovation through industry based partnerships, apprenticeships, and center of excellence models.
- Expand customized training initiatives and linkages with business and industry, non-profits, DEED, workforce centers, and other colleges and universities in an effort to meet changing community and customer needs.
- Expand the reach and increase the value of the ATCC Foundation.

STRATEGIC DIRECTION 6:

Explore and invest in leading edge dimensions of instructional and operational technology and web-based and social media communication opportunities.

VITAL INITIATIVES:

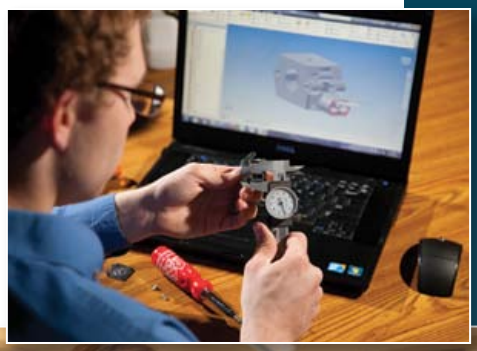
- Explore and expand web-based and social media centered learning opportunities.
- Expand college and system efforts to integrate RightNow into college operations.
- Investigate next generation, technology driven, student focused communication opportunities.

STRATEGIC DIRECTION 7:

Develop innovative initiatives that lead to improved student engagement and student success, extra curricular activities, and future on-campus housing alternatives.

VITAL INITIATIVES:

- In collaboration with student leadership, design a plan for future extracurricular activities.
- Invest in and support highly successful college wide student club and other co-curricular initiatives.
- Investigate the feasibility and timing of Foundation Hall II.

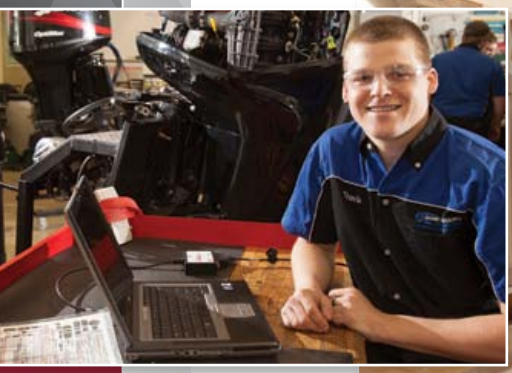


MNSCU STRATEGIC DIRECTIONS

Minnesota
STATE COLLEGES
& UNIVERSITIES

1. Ensure Access to an Extraordinary Education for all Minnesotans
2. Be the Partner of Choice to Meet Minnesota's Workforce and Community Needs
3. Deliver to Students, Employers, Communities, and Taxpayers the Highest Value/Most Affordable Option

Alexandria Technical & Community College is a member of the Minnesota State Colleges and Universities (MnSCU) system. The Vision, Mission, and Strategic Plan of Alexandria Technical & Community College are aligned with the Vision, Mission, and Strategic Directions of MnSCU.



ATCC MISSION, VISION, VALUES

MISSION:

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 their needs, interests, and abilities and strengthen the economic, social, and cultural life of Minnesota's communities.

VISION:

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

VALUES:

Alexandria Technical & Community College values its:

LEGACY of dedication and pride in its long standing traditions and rich history of being the college that cares.

RELATIONSHIPS with students, faculty, and staff working together to build a supportive and encouraging environment that is built on integrity, respect, and trust.

PARTNERSHIPS with industry, P-16 education, the community, and the ATCC Foundation.

DEVELOPMENT in its students, faculty, and staff to empower each person to make a difference by investing in lives.

EXCELLENCE in student success outcomes, which reflect its high expectations for hard work, passion, and never settling for mediocrity.

LEARNING supported by applied and active curricula designed to mentor students in their individual learning and success through encouraging relationships.

DIVERSITY as the foundation to appreciating differences and including people and ideas in a supportive environment.

LEADERSHIP in the community, the system, and the marketplace that is sustained through stewardship of resources and commitment to empower each member of the team.

INNOVATIVE culture that promotes curiosity, creativity, passion, intuition, vision, and persistence.

ALEXANDRIA
TECHNICAL & COMMUNITY COLLEGE

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