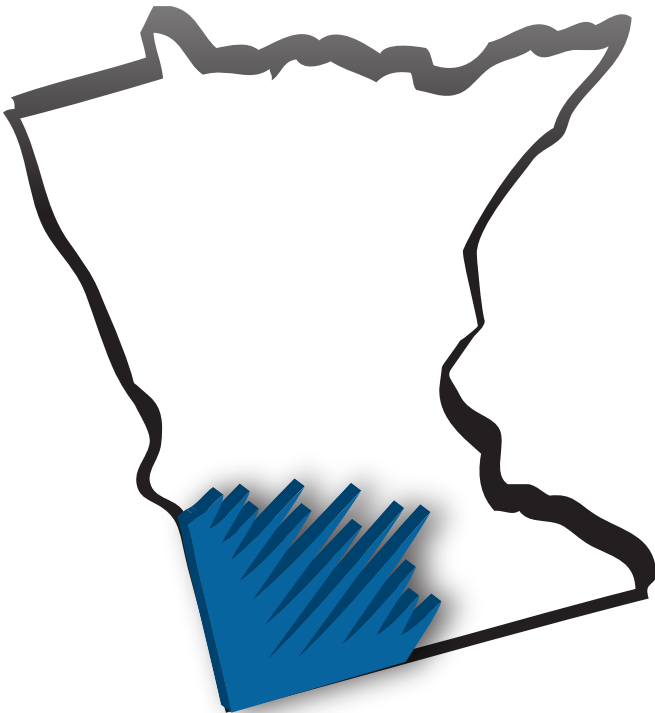


# **Minnesota West Community & Technical College**

STRATEGIC PLAN  
2017-2023



# From Our President

*For over 80 years, we have proudly served the students and communities of southwestern Minnesota. We are committed to providing quality education options for our region. Our dedicated faculty and staff are committed to helping you achieve your goals.*

*Your success is our success.*



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Dr. Terry Gaalswyk  
President, Minnesota West  
Community and Technical College

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Minnesota West Community & Technical College is a member of Minnesota State. Minnesota State is the fourth largest system of two-year colleges and four-year universities in the nation with 30 colleges, 7 universities, and 54 campuses. The overall system directives are factored into our local strategic planning.



## MINNESOTA STATE

*Minnesota West Community & Technical College,*  
**A member of Minnesota State**



# Mission, Vision, and Values

## **OUR MISSION**

Minnesota West prepares learners for a lifetime of success.

## **OUR VISION**

Minnesota West is the regional college of choice.

## **OUR VALUES**

- Community Engagement
- Courage
- Diversity & Inclusion
- Innovation
- Integrity
- Student Success

# STRATEGIC DIRECTIONS AND OUTCOMES

## 1. Implement Comprehensive Program Management

- a. Implement an improved comprehensive program review and process map to strategically innovate, revitalize, or eliminate programs and courses to better meet student, community, and industry needs.
- b. Create a new program development process to streamline idea to implementation in 12 months or less.
- c. Invest financial resources to align with distinctive high quality programs.

## 2. Improve Curriculum Delivery Options

- a. Create 10% increase in hybrid programs and courses by May 2019.
- b. Increase foot traffic/enrollment on each campus by 10%.
- c. Increase number of online course offerings by 3%.
- d. Develop and implement competency-based adult online education program.
- e. Upskill faculty and staff in use of innovative approaches through 10% increase in professional development.

## 3. Develop College Resources Beyond State Allocations

- a. Increase employee participation in Foundation giving to 80%.
- b. Increase the Foundation endowment to \$3 million by 2019.
- c. Increase alumni giving by 10% in participation and contributions.
- d. Generate 5% of general funds in federal grant dollars annually.



## 4. Increase Partnerships

- a. Increase overall regional/community partnerships for advancing career education.
- b. Add 15 new employer signed agreements for equipment or scholarships.
- c. Acquire 15 MOUs with K-12 partners.
- d. Acquire 15 MOUs with partners in the health care industry.

## 5. Strengthen Awareness of Minnesota West Identity

- a. Assess awareness of brand identity using industry analytics.
- b. Bolster brand identity recognition by 20% from initial baseline.
- c. Align Minnesota West branding and identity with Minnesota State branding initiatives.
- d. Implement consistent Minnesota West identity standards.

## 6. Improve Enrollment Management

- a. Re-engineer and implement updated enrollment management practices.
- b. Increase number of admitted students to registered students by 15% for FY 19.
- c. Increase retention of current students by 1% and graduation/completion rates by 4% by FY 21.
- d. Increase enrollment of under-represented populations to 25% of student body by FY 21.



# STRENGTHS

- Dedicated Student-Focused Faculty & Staff
- Distinctive High Quality Programs
- Flexible Responsive Delivery
- Healthy Financial Reserve

# OPPORTUNITIES

- Improve Branding Identity
- Strategically Manage Programs
- Increase Partnerships - PreK-12, Industry, & Health Care
- Enroll & Retain Underserved Populations

# ASPIRATIONS

- College of Choice
- Outstanding Reputation
- Culture of Innovation
- College Vitality

# RESULTS

- Increased Enrollment
- College Financial Sustainability
- Trained Talent for Regional Economic Development
- Stronger Relationships

# Strategic Planning Overview



## Why a Strategic Plan?

A strategic plan is a roadmap to grow the college. It's also a document to communicate the mission, vision, values, strategic directions, and outcomes going forward. Most importantly, this process engages, motivates, and retains external and internal audiences and aligns them around the college's strategic priorities.



## Who Provided Input?

Students, faculty, staff, community members, and advisory council members were actively engaged throughout the process. Engagement sessions were held on each campus, and an online survey was offered to all stakeholders.



## How Was the Plan Drafted?

After gathering information, the leadership team at Minnesota West translated broad statements of input and synthesized data to create the key components of the plan. Ideas were shared and reviewed. The plan will be updated each year based on feedback and goal achievement.

# Who We Are

Minnesota West offers associate degrees, diplomas, or certificates in more than 60 disciplines. There are convenient campus locations in southwest Minnesota as well as online learning opportunities. We serve 19 counties in the region, as well as students from across the United States in our online programs.

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*Minnesota West offers small class sizes and personalized attention. Our technical programs provide students with the practical skills to begin successful careers in a variety of industries. Liberal arts programs at Minnesota West are a great starting point for a pathway to a career or further study.*

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## Contact Us



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