



Red Wing Campus



Winona Campus

theprocess

In developing the 2012-2015 strategic plan, Southeast Technical met with and collected input from nearly 300 internal and external stakeholders—faculty and staff, students, community leaders, foundation board members, business and industry partners, and K-16 administrators.

Common themes emerged in all meetings that were critical to the development of our plan. Our key observations from those meetings included:

- Stakeholders are passionate about engaging in the growth of the college
- There is a strong desire on behalf of all stakeholders to build relationships and share resources
- There is a need to define and build the Southeast Technical brand, both internally and externally, and help the region understand what the college offers

These observations were at the forefront of our mind while developing the strategic plan and will remain there as we move forward with building action plans that will ensure we achieve our goals.

Thank you for your valuable input.

Minnesota State College – Southeast Technical is dedicated to providing education for employment, skill enhancement and retraining. The primary focus is to anticipate and meet the education and training needs of students and employers.

Minnesota State College – Southeast Technical provides students with a strong foundation of general and technical education opportunities for acquiring knowledge, skills and attitudes for a lifetime of learning. The college anticipates and responds to global, technological and social change.

Minnesota State College – Southeast Technical provides equal opportunity and recognizes individual needs in education, service and employment practices. Certificates, Diplomas, Associate in Science and Associate in Applied Science degrees are awarded upon successful completion.

collegemission



A member of the Minnesota State Colleges and Universities System

Accredited by The Higher Learning Commission and a member of the North Central Association. Southeast Technical is an affirmative action/equal opportunity employer/educator/ADA accessible.

This document can be made available in alternative formats to individuals with disabilities by calling: 877.853.8324 TTY - 507.453.2785

For a complete copy of the 2012-2015 Strategic Plan, please contact the President's Office at cjohnson@southeastmn.edu or 507.453.2663.

Red Wing Campus
308 Pioneer Road, Red Wing, MN 55066

Winona Campus
1250 Homer Road, Winona, MN 55987

Tandeski Center
1200 Storr's Pond Road, Winona, MN 55987



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Students, Stewardship and Sustainability

In 2007 we launched Phase Two of our Strategic Plan. I am pleased to report that much of that work has been accomplished and has continued to keep Southeast Technical on course, and perhaps more importantly, one of the fastest growing colleges in the Upper Midwest.

At the moment, as we prepare to launch Phase Three of our four-year Strategic Plan, we are dealing with an unprecedented situation within our state of Minnesota—a situation that brings additional challenges, but one that also affirms the commitment we have had over the last four years to our students, to stewardship and to the sustainability of this college.

The cornerstone of the Strategic Plan is our mission, vision and ideals. The foundation of the Strategic Plan was built with input from our constituencies—state and civic leaders, business partners, faculty, staff and students. The continued dedication and passion to provide our region the best in post-secondary education, as well as workforce retraining, is evident as you review this document.

My hardworking and committed faculty and staff are ready for the years ahead, and as President, I am committed to leading this institution forward.

1

Increase access and opportunity

- 1.1 Promote credit transfer and affordable program pathways
- 1.2 Improve opportunities to offer courses and services at alternative times
- 1.3 Develop innovative solutions for meeting the needs of under-represented students
- 1.4 Explore alternative methods of degree, diploma and certificate delivery

Southeast Technical will continue to be a student-centric institution and focus on business and industry needs through flexibility, increased access and opportunities for all students. We will heighten regional awareness of our relationships with other post-secondary institutions, promoting the Minnesota Transfer Curriculum. Students who wish to pursue a bachelor's degree will view Southeast Technical as an affordable option for liberal arts and studies credits and courses, which affords students a high rate of return on their investment.

The speed of change mandates that we move past the traditional boundaries of time and place. Southeast Technical will offer more courses and services at non-traditional times. The ever-changing economy can be an opportunity to retrain the workforce.

We will strive to be a more diverse learning community by recruiting and retaining under-represented students and respond to the changing needs of all learners by investigating emerging concepts such as Study Year-round.

2

Promote and measure high quality programs and services

- 2.1 Develop and implement a branding plan for the college and its educational programs
- 2.2 Expand relationships with secondary and post-secondary institutions
- 2.3 Continue engaging advisory board members by communicating the importance and benefits of membership
- 2.4 Devise and embed a systematic instructional improvement culture by assessing student engagement and learning outcomes

Southeast Technical will continually monitor our high quality programs and services to ensure our role as a vital and influential partner in the region. By clarifying and enhancing the identity of Southeast Technical through strong marketing, public relations and increasingly more visible presence, we can be responsive to marketplace needs and proactive in working with business and industry to identify future opportunities.

We recognize our responsibility as a high-quality, affordable option for post-secondary education and will work to collaborate with other secondary and post-secondary learning institutions in the interest of our business and industry partners, all learners and the communities we serve.

We will deepen relationships with business and industry leaders to further strengthen the role of and value for advisory board members.

3

Provide programs and services integral to state and regional economic needs

- 3.1 Enhance consistent two-way communication with regional business and industry
- 3.2 Lead and respond to external trends with program transformation and customized educational opportunities
- 3.3 Expand successful relationships with the Workforce Centers in our region
- 3.4 Build organizational capacity by development and use of the talents and expertise of faculty, staff and students

The rapid pace of change will require collaboration between all stakeholders. Southeast Technical is committed to providing time-sensitive solutions to business and industry needs and recognizes the importance of consistent two-way communication with our business and industry partners.

We will refine current programs and anticipate the need for new programs and services, providing a pathway for students to the workforce with the necessary skills in communication, critical thinking and technical knowledge to succeed locally, regionally and globally.

We will build on the strength of our relationships with the Workforce Centers to continue to serve the region for retraining and education for job advancement.

4

Innovate to meet current and future educational needs efficiently

- 4.1 Embed continuous improvement through proactive planning and data-driven decision making
- 4.2 Expand the use of technology to enhance teaching, learning, and other college services
- 4.3 Partner with business and industry to leverage investments in program support
- 4.4 Develop innovative solutions for meeting the needs of underprepared students

We will continue to evolve as an institution and partner with business and industry leaders to produce skilled graduates. Southeast Technical has been able to post a college-wide average of 90+% job placement rate for the last decade. That average can remain consistently high by basing program and curriculum decisions on data and collaboration with business and industry.

We will continue our commitment to proactive planning and data-driven decision making to positively impact college efficiency.

We will encourage technological fluency among students, faculty and staff, and corporate learners.

As our state allocation continues a downward trend, we will pursue alternative funding sources and mutually beneficial partnerships.

We will establish clear expectations of "college readiness" for incoming students and be a proactive force in developing programs and systems to address their needs.

5

Sustainability to position our college for the future

- 5.1 Embrace all concepts of continuous improvement to thrive in the future
- 5.2 Enhance alumni programming to build a network for philanthropic support
- 5.3 Build key business and industry relationships that offset changes in the funding model
- 5.4 Focus efforts on building community connections to enhance student life
- 5.5 Continue to right-size college to match current and future funding models and system collaborations

Southeast Technical will maintain its systems for continuous improvement and consistently evaluate the effectiveness of those systems. We have a duty to position Southeast Technical for the future and we will capitalize on opportunities to share resources. We are committed to being good stewards of our business and industry partners' investments in the college.

We will seek out community resources and connections that will improve the college atmosphere and experience for our students. We will build these connections through stronger alumni programming, student and alumni engagement and a commitment to bring alumni back to campus.

We will focus on developing efficient and flexible collegiate facilities that will fit our finances and support our programs.

IDEALS

integrity | diversity | excellence | access | learning | stewardship



quick facts

- 48% growth enrollment since 1998.
- Annual economic impact of Southeast Technical within our region is \$30.4 million.

- The economic benefits returned to Minnesota by institutions in the Minnesota State Colleges and Universities system is \$6.28 for every \$1.00 spent.

- Approximately 93% of our students find employment in their chosen field. 82% of graduates remain in the economic region.

- Continuing Education and Workforce Training serves over 100 businesses and 5500 incumbent workers annually, providing skill enhancement and retraining.

- Over the last 10 years, Southeast Technical has awarded over \$1,000,000 to over 1000 students.
- Scholarship/Endowment \$1,800,000.