

Institutional Identity Statement

April 22, 2015

Components	UMC's Identity Statement
We advance our mission of	providing...applied, career-oriented learning programs that combine theory, practice and experimentation in a technologically rich environment
And seek to (impact)	<ul style="list-style-type: none"> • Transform the lives of students as they prepare for careers, advanced education, and leadership in their local communities and as global citizens in a changing world • Strengthen the NW region and state of Minnesota
By serving (customers)	<ul style="list-style-type: none"> • Undergraduate degree seekers (traditional-aged students, online adult learners, and diverse/international students) • Post-Secondary Educational Opportunity (PSEO) and College in the High Schools (CIHS) students • Non-degree seeking adults • Partners engaged in rural economic development and workforce development in the NW region and the state
In (geographic area)	<ul style="list-style-type: none"> • Primarily within Minnesota • Regions (mostly urban) with high concentration of diverse students • U.S. states that lack capacity to meet full demand for higher education • Countries where recruitment for international students is feasible
Through (programs and services)	<ul style="list-style-type: none"> • Current academic programs • Possible new programs in: areas in which our existing faculty have expertise; pathways programs to graduate and professional programs that exist at the TC campus; and there is employment demand for graduates (e.g., ag education, pre-nursing, exercise science and wellness, veterinary technology, data management, data security, STEM secondary education); and niche liberal arts programs that fit within UMC mission) • Grand challenges majors and minors (e.g., global major/minor certificate) • Continuing education (CEU) and professional development programs for which there is strong regional demand and faculty expertise • Services: notebook computer program/support; Academic Success Center and other academic support; Bursar's Office; Advising and placement support; Career Services; Internships; Service Learning and Community Engagement; diversity and equity initiatives; student leadership development and opportunities • Outreach and service to the NW region and state (e.g., Center for Rural Economic Development)
And emphasizing our competitive advantages of	<ul style="list-style-type: none"> • Success in creating student leaders, small campus where students can thrive (and can't disappear), enviable faculty/student ratio, high engagement, student diversity, ability to really work with less prepared students, flat tuition in-state/out-state, University of Minnesota name • Excellent social media, students with great stories • Strong niche academic programs, focus on teaching (by faculty, not TAs), direct work with students, face time, UG research, required internships, hands-on/active learning, career preparation, completely online programs • Workforce impact, global citizenship, strong positive impact on individual student

	<p>lives, regional importance, innovative learning, personal touch, collaborative working relationships, opportunity to be generalists, competitive employee benefits</p> <ul style="list-style-type: none"> • Ability to leverage UM systems and structures (e.g., Extension, Research and Outreach Center, IT, HR, Institutional Research) in ways that most small institutions can't
<p>We are sustained by (funding sources)</p>	<ul style="list-style-type: none"> • State support • Tuition (including third party payers like GI Bill, employer reimbursement) • Grants • Alumni gifts • Private investments, particularly unrestricted gifts • Funding for special populations • Camps & conferences (summer) • Funding for international students • Corporate gifts (e.g., ag businesses) & scholarships for programs of interest