



# STRATEGIC VISION

A BLUEPRINT  
FOR EXCELLENCE  
2015 – 2020

## VISION

Achieve best in class status in programs through excellence in teaching, scholarship, and service.

## MISSION

Riverland Community College inspires personal success through education.

## HEART

Riverland Community College is dedicated to our students, our mission and our communities

**Riverland**  
COMMUNITY COLLEGE

## OVERARCHING ENROLLMENT GOAL OF THE STRATEGIC FRAMEWORK

Increase Riverland's contribution to MnSCU's total Fiscal Year Enrollment from 2.4 percent (2014) to 4 percent by 2020.

## CRITICAL STRATEGIC THEMES

1. Attention to access, **enrollment** and increase resources
2. **Realign** for growth, outreach, quality and efficiency
3. Cultivate public and private **partnerships**
4. Create and nurture a **culture** that supports the vision



### PEOPLE

**Objective:** To develop and sustain a culture and climate that supports the achievement of Riverland's mission and vision, we maintain an environment that celebrates individual and collective dedication and achievement.

#### Goals:

1. Increase both internal and external community engagement
2. Build a strength-based organization that maximizes service to students
3. Engender a spirit of individual enterprise
4. Foster an environment of mutual trust and respect



### PROGRAM

**Objective:** To establish and enhance high-quality programming that promotes student success, meets stakeholder needs and inspires partnerships, we actively engage in efforts of continuous academic improvement.

#### Goals:

1. Develop and align best-in-class programs
2. Build support and activate commitment to a Master Academic Plan that delivers a highly-regarded program portfolio
3. Develop MnSCU and community partnerships that enhance programming



### FINANCE

**Objective:** To develop and maintain effective fiscal stability, we pursue resource development and budgeting strategies that continuously enhance growth, expand opportunities for students, and ensure excellent student and community experience.

#### Goals:

1. Leverage corporate sponsorships and partnership opportunities
2. Accrue funding for investment
3. Provide adequate financial support for physical, digital and virtual infrastructure
4. Enhance the quality of campus facilities and grounds
5. Increase campus energy efficiencies



### MARKET

**Objective:** To actualize Riverland's emerging college market, we promote the college as the stakeholders' educational provider-of-choice and thus drive enrollment growth.

#### Goals:

1. Create clear processes to enroll and retain students by designing, implementing, and continuously improving a comprehensive Strategic Enrollment Management (SEM) plan
2. Leverage MnSCU partnerships to market our shared programs that increase enrollment
3. Realign communication efforts that ensure our outreach messages are effectively reaching target audiences through appropriate and effective channels

## MnSCU STRATEGIC FRAMEWORK

- Ensure access to an extraordinary education for all Minnesotans
- Be the partner of choice to meet Minnesota's workforce and community needs
- Deliver to students, employers, communities and taxpayers the highest value / most affordable option

Learn more: [riverland.edu/strategy](http://riverland.edu/strategy)