

Student Advisory Council

September 23, 2021

Agenda

- Introductions
- Transformation Update
- Vision and Mission Concepts for the NCE
- Naming and Branding Update

Transformation Update

Goals for Transformation

- Bring together the strengths of VTC, Castleton, and NVU
- Put the institutions of the VSCS on a sustainable financial footing
 - \$5 million deficit reduction per year for 5 years (Increase revenues, Reduce costs)
- Establish the foundation for the future of higher education for VT
 - High Quality
 - Affordable
 - Accessible
 - Diverse, Equitable, and Inclusive
 - Relevant
 - Innovative - focused on the future of learning and work

Scope of Transformation Initiative

Student Experience

- Admissions
- Financial Aid
- Registrar
- Marketing/Branding
- Student/Resident Life
- Athletics
- Alumni and Development

Academic Operations

- Academic Programs
 - Program Array
 - Scheduling
 - Policies/Catalog
- Advising/Academic Support
- Career Services
- Teaching and Learning
- Libraries

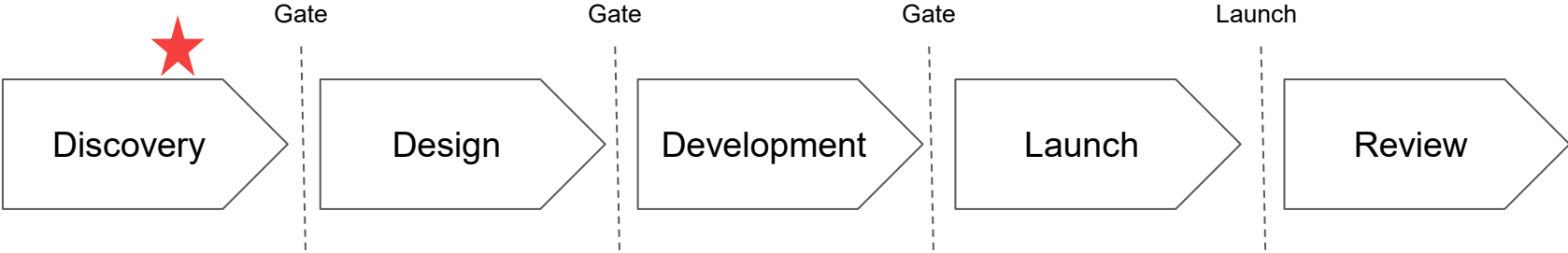
Administrative Operations

- Facilities Planning and Management
- Business Affairs/Finance
- IT Services
- Human Resources
- Procurement
- Legal/Compliance

Workforce Development

- Industry Engagement
- CE Program Portfolio
- Customized Training/Apprenticeships
- Registration & Student Operations

Project Management Process



What is working?
What is not working?
What are best practices?

Details about services, processes, and systems needed.

Build, adapt and modify programs, systems and processes to match design.

Roll out and provide training and support for new processes, systems, and tools.

Evaluate the process and results. Plan for additional improvements and optimizations.

Current Focus: Discovery

- What's working the way we are doing it today?
- What is not working the way we do it today?
- What are some things we should prioritize for improvement?

Academic Operations

Academic
Programs

Libraries

Teaching &
Learning
Innovation
(modalities)

Advising &
Academic
Support

Career
Services

Scheduling
and Policies

Student Experience

Admissions &
Enrollment

Student Life

Residence
Life

Financial Aid

Student
Records

Athletics

Vision and Mission

Creating the NCE Vision and Mission

The work of transformation needs answers to these questions:

- What are we creating?
- What kind of institution does the NCE aspire to be?
- What are the institution's purposes?

Creating the NCE Vision and Mission

Standard One Mission and Purposes

The institution's mission and purposes are appropriate to higher education, consistent with its charter or other operating authority, and implemented in a manner that complies with the Standards of the New England Commission of Higher Education. The institution's mission gives direction to its activities and provides a basis for the assessment and enhancement of the institution's effectiveness.

- 1.1 The mission of the institution defines its distinctive character, addresses the needs of society, identifies the students the institution seeks to serve, and reflects both the institution's traditions and its vision for the future. The institution's mission provides the basis upon which the institution identifies its priorities, plans its future, and evaluates its endeavors; it provides a basis for the evaluation of the institution against the Commission's Standards.
- 1.2 The institution's mission statement is formally adopted by the governing board and appears in appropriate printed and digital institutional publications.

Vision

- What kind of an institution are we creating?
- What kind of institution does the NCE aspire to be?

Mission

- Authentic expression of what's important about the institution
- A statement of what you do and why you do it – why does the institution exist?

Key Words, Phrases, and Concepts

Transformative Student Experience

- Committed to the success of every student
- interactions and relationships with students
- Developing the whole person
- Life-long learning
- Ethos of diversity, equity, and inclusion
- Career ready
- Creating aspiring leaders

Academic Programs

- Globally relevant program array focused on student success and the needs and issues facing our Vermont communities
- Applied learning in Vermont communities and beyond
- Diverse portfolio of relevant, high-quality programs that include advanced technology, professional, and liberal arts
- Grounding in the liberal arts – transferrable skills
- Multi-modal program delivery
- Stackable credentials of value

Key Words, Phrases, and Concepts

Institution

- Regional, geographically distributed, public university
- Embracing a [public engagement mission](#)* with Vermont communities
- Vermont is my campus/Vermont is our living laboratory
- Partnerships
- Access, affordable

*The publicly engaged institution is fully committed to direct, two-way interaction with communities and other external constituencies through the development, exchange, and application of knowledge, information, and expertise for mutual benefit. See [AASCU Task Force Publication](#) for more details.

Questions for You

As students, what would draw you to an institution that is based on these principles?

Are there any of these concepts that do not resonate at all?

Are there additional concepts we should consider?

Next Steps

- Collecting additional feedback:
 - Faculty across the system
 - Transformation Listening Tour Town Halls
 - Vision Point Survey
- A cross-institutional working group will synthesize current thinking and additional feedback and begin crafting vision and mission statements
- Presentation to the Board at the October 25th, 2021, meeting

Name and Branding Update

Developing a Comprehensive Brand Identity

★ We are Here!



31 Listening Tours
Brand Perception Study (3,000 people)
Brand Workshop
Competitive Research

Recommendation Presented to Board of Trustees (9/21)
Final Board Decision on Wednesday (9/29)

Name Recommendation:

VERMONT STATE UNIVERSITY

Why Vermont State University?

- The Vermont Concept was the most popular
 - Supporting the vitality of rural communities
 - Accessible to learners of all backgrounds
 - Artistic and cultural vibrancy
- The term “State” has important associations related to the Mission
 - Accessible to learners of all backgrounds
 - Diversity, equity, and inclusion (DEI)
 - Supporting the vitality of rural communities
- The word “University” represents both education level and quality

Why Vermont State University?

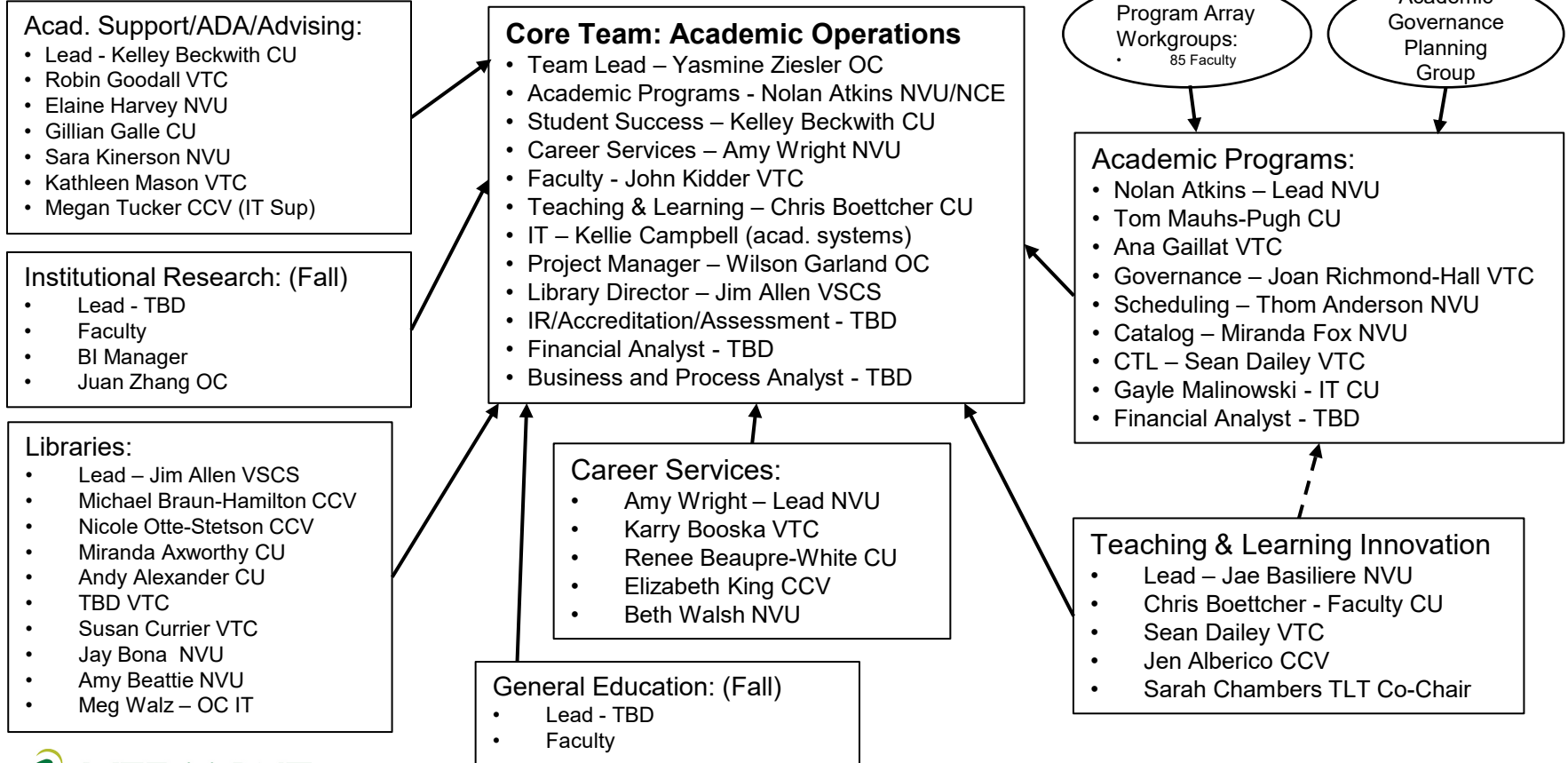
- Uses a successful and well-recognized naming convention
- Provides a strong foundation upon which to build location or program associations
- Emphasizes the state of Vermont as a brand and reflects to concept “Vermont is our campus”

Questions and Feedback?

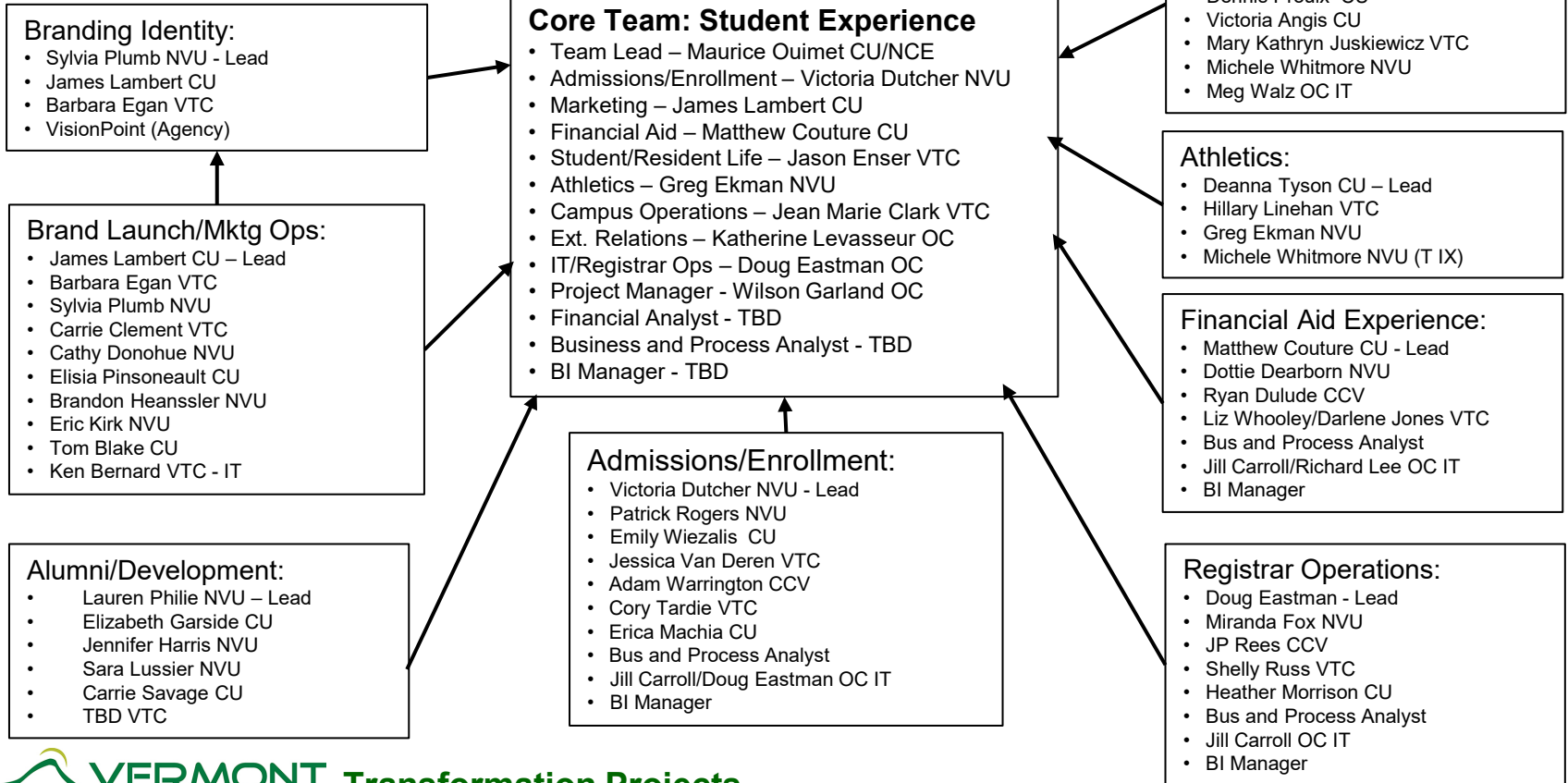
Thank You!

Supporting Slides

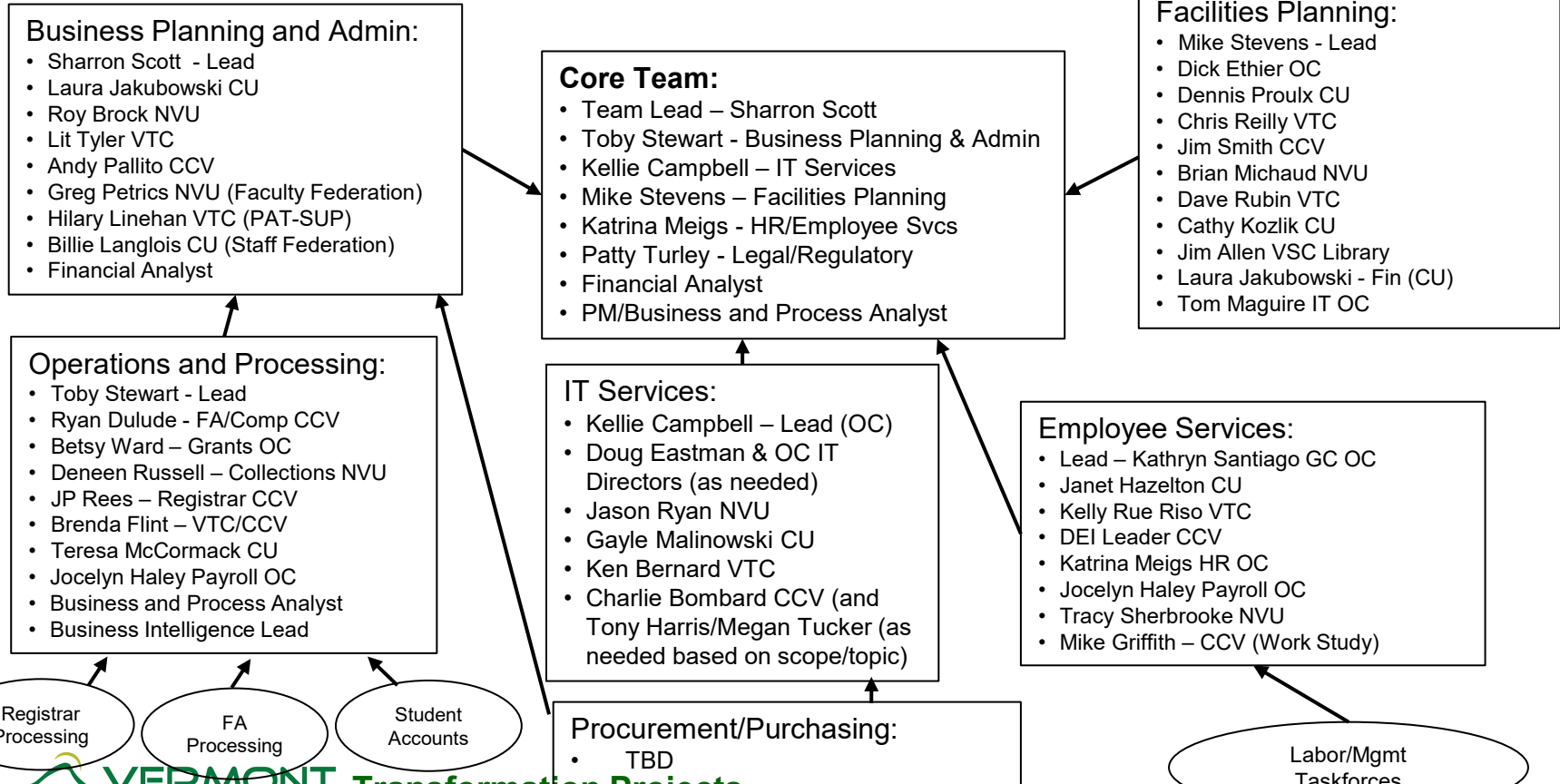
Team Structure: Academic Operations



Team Structure: Student Experience



Team Structure: Administrative Operations



AY2021-22

AY2022-23

AY2023-24

AY2024-25

▼ Approve Name of NCE

▼ Students Start at New Combined Entity

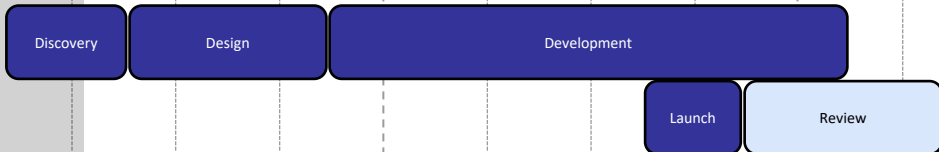
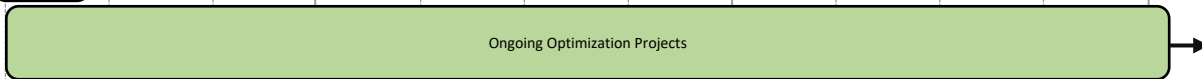
▼ NECHE Substantive Change

▼ Program Array Approved

▼ Preliminary Strategic Financial Plan

▼ Facilities Master Plan

▼ FY'23 Budget Approval



Key

Student Experience (NCE)

Academic Operations (NCE)

Administrative Operations

Key Milestone

Scope of Work

In Scope:

- Changing campus configurations to better serve students or programs
- Opportunities to co-locate or consolidate services or programs
- Shifting costs or resources to more efficiently provide the experience

Out of Scope:

- Closing specific campuses
- Maintaining current status quo
- Expecting more resources without demonstrating commitment to transform
- Customized business practices by location