A Spectrum of Achievements!

1998 Annual Report
The past year was one with significant achievements and “New Beginnings” at the University Center Rochester (UCR). Tremendous strides towards the vision for a “Comprehensive and Unified” University Center Rochester were realized. These achievements were made possible by the community of partnerships that exist among the partnering institutions: University of Minnesota Rochester Center, Winona State University Rochester Center, and Rochester Community and Technical College, community groups, MnSCU, and the University of Minnesota.

Dr. Dale Bower
Provost, University Center Rochester

The University Center Rochester is a unique partnership and a dynamic campus. It is a 21st century model for the delivery of higher education programs and services. Changing demographics, workforce needs, emerging careers, state and federal legislation, community growth and technology are redefining educational access and delivery. Terms like asynchronous, online, virtual, web-based, real time, and alternative delivery are now permeating our vocabulary. The University Center Rochester is the most significant example of collaboration between the University of Minnesota and the Minnesota State Colleges and Universities.
UCR - An Introduction

Located in Minnesota’s fifth largest city, University Center Rochester spans undergraduate, graduate and workforce education programs. UCR serves as a regional hub for educational, cultural and recreational activities in one of Minnesota’s fastest growing cities. The University Center Rochester campus is home to Rochester Community and Technical College, University of Minnesota Rochester Center and Winona State University Rochester Center. The three institutions offer more than 150 programs of study, enroll approximately 20,000 students in credit and noncredit education and manage almost 900,000 square feet of educational space on a 480-acre campus.

Many changes have taken place in the last 84 years. In 1915, the Rochester Junior College was established, representing the oldest community college in Minnesota. Later, in 1969 the Rochester Area Vocational and Technical Institute opened. The University of Minnesota received funding in 1966 to establish a center in Rochester. By 1986, Winona State University-Rochester Center moved to the Rochester Community College campus and signed a 2+2 agreement with the Community College. Minnesota Riverland Technical College was formed in 1991 and joined Rochester Community College, Winona State University Rochester Center and University of Minnesota Rochester Center in the newly completed University Center Rochester campus by the end of 1994. In 1997, the Provost’s position was created to facilitate collaboration among these partner institutions and promote seamless services for students. In 1998, the legislature authorized extension of Rochester’s ½ percent local sales tax. The local sales tax will accumulate to $71.5 million, of which $20 million have been allocated for co-development activities on the UCR campus.

In the past decade, Olmsted County’s labor force has increased by 20% and projections indicate a 26% growth rate by the year 2020 and 42% growth by 2030. The demand for higher education is 18% greater in Rochester than anywhere else in the state. To meet these demands key principles and goals have been identified to move UCR into the next millennium. These goals are reflected in the 1998 Master Academic Plan Amendment, outlining recommendations in five broad areas: academic articulation, adult education and workforce education, student services, technological infrastructure, and marketing, communications and research.
UCR is the Twelfth Largest Higher Education Campus in Minnesota

UCR is:

- A partnership between the University of Minnesota and the Minnesota State Colleges and Universities.
- A unique campus whose academic programs span certificate to doctorate. The partnership collectively offers 150 program options.
- A dynamic center for education, culture and recreation in the Rochester area.
- A pilot site for the Minnesota Virtual University.
- A future telecommunications hub providing access to education, real time, at any time.

UCR figures include credit-based enrollments at RCTC, Winona State University Rochester Center and the University of Minnesota Rochester Center. UCR is the 10th largest campus in the MNSCU System. When comparing all private and public higher education institutions in Minnesota, UCR ranks 12th.
1998 Goals

♦ Create an institutional identity reflective of the partnerships among MnSCU, University of Minnesota, private colleges, area business and the community
♦ Reshape the Master Academic Plan to highlight the partnerships and facility enhancements at UCR
♦ Expand upper degree offerings to address regional employer needs
♦ Facilitate a seamless student registration process
♦ Develop, in conjunction with the University of Minnesota and other partners, the Virtual University concept to include various alternative delivery models

Leadership

New Positions: Provost, Vice Provost for Technology, Academic Program Director, Executive Assistant, plus additional staff time from employees of both systems

Plans to start joint UCR strategic planning process in 1999

Greater Rochester Area University Center (GRAUC) subcommittees reorganized to compliment UCR vision
(Government Committee, Organization Committee, Co-Development Committee, Public Information Committee)

Board of Providers reshaped
(Expanded to include representation of public/private colleges and universities)

University Center Rochester Advisory Council

The creation of the full and equal partnership of the University of Minnesota and the Minnesota State Colleges and Universities in 1997 strengthened the relationships of the three public partners of University Center Rochester. These partners include the Rochester Community and Technical College, Winona State University Rochester Center and the University of Minnesota Rochester Center. All three institutions formally had Rochester advisory committees. Under the leadership of the Office of the Provost, it was proposed that the three advisory committees merge into one advisory council for University Center Rochester.

The Provost serves as the ex-officio member of the UCR Advisory Council. UCR Advisory Council consists of three elected officers, an ex-officio representing the three public institutions, representatives from each of the former advisory committees, community and industry representatives. The primary purpose of the Advisory Council is to strengthen UCR through advice and counsel to the Office of the Provost. The Advisory Council will place significant emphasis on academic programs, including support for industry advisory committees that address the full compliment of UCR program offerings and needs. Other issues being reviewed and discussed by the Council include recruitment of students, technological delivery, and K-12 coordination for educational transition.
A SPECTRUM OF ACHIEVEMENTS

Funding

$36 million has been garnered for new projects

- $20 million sales tax referendum
- $5 million bonding
- $1 million for interior roadways
- $9.2 million for Technology Center
- $1.08 TeachNet consortium award from MnSCU

Student Services Consolidation

- Renovation and staff co-location completed for a seamless/one stop approach
- New MnSCU Student Information System (SIS) allows MnSCU students to now register on-line
- A UCR receptionist position represents all UCR partner institutions

2000 Capital Bonding Proposals

$36.4 million in capital requests written and submitted to MnSCU

- Health Sciences: $17 million
- Student Center: $12 million
- Horticulture Technology: $3 million
- Public Safety: $2.5 million
- Connecting Roadways: $1.9 million

Marketing and Research

- New UCR logo
- Joint course catalog published fall 1998 and spring 1999
- First place award recipient from Newspaper Association of America for vendor supported projects – THE LINK publication.
- Curriculum study completed
- Five-year student/staff data collection for UCR
- Marketing study completed - SNG community perception poll
- New internal and external signs and banners
UPDATE OF THE 1994 MASTER ACADEMIC PLAN
Selected Recommendations

Five flex teams were established and continue to work on the master academic plan amendment including: Academic Articulation, Adult Education and Workforce Training, Student Services Integration, Marketing/Communication & Research, Technology Infrastructure/Media Center.

Academic Articulation
- Build upper division programs around Rochester economic cornerstones: Health Care & Business Technologies
- Strengthen adult education and workforce development training through shared resource development
- Integrate technologically-based instruction throughout the curriculum
- Develop new degree programs based upon occupational research & regional employment need
- Ensure quality instructional opportunities through “TeachNet” professional development opportunities for faculty and staff
- Streamline core curriculum among institutions to reduce duplication and maximize resources

Adult Education and Workforce Education
- Create a comprehensive operational strategy for new program development and program redesign for key health-related professions, computer technologies, manufacturing technologies, and selected occupational fields
- Develop public-private partnerships between education and businesses to effectively drive new program development, enhance present curriculum offerings, redesign existing programs, and leverage resources
- Deliver technology-based educational offerings, within selected program areas

Marketing, Communications and Research
- Create a coordinated, integrated marketing and communications plan to include strategies for research, publications, enrollment management, electronic media, advertising, special events, public relations, etc.
- Implement an image-related strategy that clearly and aggressively repositions the physical plant as more of a “campus” than just a “center” and more strongly leverages the institutional brands of the partners
- Institute a coordinated and flexible curriculum development program that is committed to providing a coherent and "quick response" academic program
- Create a unified customer service infrastructure

Student Services
- Develop an integrated course catalog among partner institutions
- Create a distributed service operational plan with strategically placed kiosks off-campus
- Facilitate new UCR transfer agreements, course equivalencies, fee structures and seamless registration procedures

Technology Infrastructure
- Develop state-of-the-art facilities for the application of technology to learning, academic support, administrative functions, and community service
- Pilot local and state initiatives such as Minnesota Virtual University (MnVU)
- Integrate the technology and telecommunications used at UCR into a seamless, reliable information system that meets student and staff needs
- Create opportunities and support mechanisms for faculty to be leaders in the application of information technology to learning
- Extend access to education to the community through UCR’s teaching and learning telecommunications hub
MASTER SITE PLAN
The master site plan is completed spanning 3 phases

Phase I: the first phase of development includes:

- The Technology Center and relocation of displaced facilities related to the technology center
- Consolidation of student services
- Mayo Run and North/South road
- Campus roads including a new major vehicular access road from County Road 22, redevelopment of the existing main entry as a main ceremonial entry to the campus
- The Regional Recreation and Sports Complex
- Sitework for development of a major campus quadrangle
- Soccer and football field development by the City of Rochester

Phase II: the second phase of potential development includes:

- Infrastructure Development (utilities)
- Continued Development of Heintz Center for a Workforce Training Center
- Development of a new Rural Law Enforcement Training Center at Heintz
- Construction of a new Horticulture Program/Greenhouse Facility
- Construction of a new Student Life Center
- Construction of a new Allied Health and Sciences Building
- Construction of Regional Public Safety Training Facility
- Completion of the south section of the campus loop road
- Additional parking on the west side of campus
- Continued development of the campus quadrangle
- Relocation of the existing baseball and football fields

Phase III: the overall concept master plan includes areas for potential construction:

- Additional academic buildings along an east/west axis and adjacent to the Recreation and Sports Complex
- Potential relocation of trade and industry facilities from Heintz Center to the UCR campus; allowing area for expansion of Workforce Training and Rural Law Enforcement facilities at Heintz
- Additional athletic fields and athletic facilities (a Stadium) in the north section of the site
- Additional parking areas in support of new facilities
- Locations for potential co-development opportunities such as a performing arts or cultural center on sites to the east or west of the academic campus or adjacent to Mayo run
- Additional development could take place on a site to the east of County Road 22, on axis with the main ceremonial campus entry. Development could include academic or research facilities, campus housing, retail, etc.
UCR Full Buildout
A Partnership Between the University of Minnesota and the Minnesota State Colleges and Universities

A SPECTRUM OF ACHIEVEMENTS 1998

The Sports Complex Includes:

Fieldhouse
An indoor fieldhouse with a 200 meter track and four multipurpose floor courts. The fieldhouse accounts for approximately 44,000 square feet of the total complex.

Multipurpose/Performance Courts
A performance court area consisting of a hardwood floor for two basketball courts and fold-out bleachers for seating up to 1,500 around one court area.

Kinesiology Lab
A 3,000 square foot fitness center space for various exercise equipment with adjacent space for free weights and weight machines for cardio equipment, circuit and weight training.

Other Features
Multipurpose Rooms/Classrooms
Athletic Practice-Multipurpose Floor
Athletic Practice-Sprung Wood Floor
Meeting/Conference Room
Team/General Locker Rooms

Architects Rendering
Technology Center - "Connecting to the Community and the World"

Education anywhere, anytime via technology is the goal of the University Center Rochester (UCR). The vision is to make UCR a center for extending education to the Rochester area and beyond through telecommunications.

Meeting the Challenge of Change

The need for higher education and a constantly retrained workforce have never been greater. Yet the demands of work and family that students experience require that educational institutions develop new models and tools to meet their learning needs. New technology offers the promise of expanding educational access to students, providing them with learning tools and access to worldwide learning resources that may never have been available to them before, and enabling them to pursue their education at a time and place most appropriate to their needs. UCR’s strategic initiatives to build technology facilities and infrastructure, expand the use of technology in teaching and learning through faculty development, and developing technology-mediated programs for distance education will prepare UCR to better meet the needs of the region’s students in the future.

Technology Center Facilities

The 1998 Legislature provided funds to re-purpose and renovate facilities at UCR into an instructional development and technology/digital media center for faculty and development of electronic media. The University of Minnesota and the Minnesota State Colleges and Universities (MnSCU) are providing additional funds for the project. The Technology Center will provide faculty with a facility where they can develop educational materials and where students from across many disciplines can acquire skills in digital communications, electronic publishing, information sciences and other skills in the knowledge economy. The Technology Center will include training and demonstration rooms, recording studio and digital media production labs, television production studio and editing bays, a TV master control room, studio classrooms and laboratories, and improved interactive television classrooms. Funds will also be used for equipment and furnishings for interactive television facilities, digital media center and community learning-site classrooms. The Technology Center is in the pre-design stage with full operation projected by fall 2000.

Technology Infrastructure

The Technology Center is more than classrooms and production labs and studios. Much of the renovation is for ‘behind the walls’ technology. Funds will be used expand the campus telecommunications infrastructure and the data and video connections from the campus to the outside world. Infrastructure improvements will enable UCR to deliver education to distance students and provide students and faculty with access to learning resources from all over the world.

Minnesota Virtual University

The University Center Rochester has been identified as a test-bed for Minnesota Virtual University (MnVU). Through a web-based online catalog MnVu will provide a “front-door” to public and private higher education programs and services. MnVU will extend access to people who want to identify program options, seek online services (request information, registration, advising, etc.) and participate in online educational courses and programs. As part of the test-bed program, UCR will pilot procedures for making information on its programs available online, develop training and help desk procedures to assist students and faculty using the information system, and pioneer ways to use information gathered through MnVu to improve access and service to students.
## Higher Education Programs

<table>
<thead>
<tr>
<th>Rochester Community and Technical College</th>
<th>University of Minnesota Rochester Center</th>
<th>Winona State University - Rochester Center</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One Year</strong></td>
<td><strong>Two Year</strong></td>
<td><strong>Baccalaureate &amp; Upper Level</strong></td>
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<tr>
<td>29 Career Programs*</td>
<td>57 Associate Degrees in Technical and Liberal Arts Areas and Diploma Programs</td>
<td>4 Undergraduate Programs Credit Courses</td>
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<td>11 Baccalaureate Majors 3 Baccalaureate Minors</td>
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*Includes certificate programs and award of attendance programs that can be completed in less than one year.
<table>
<thead>
<tr>
<th>MASTER'S/GRADUATE PROGRAMS</th>
<th>PhD PROGRAMS</th>
<th>DIPLOMA/ASSOCIATE DEGREES/CERTIFICATE PROGRAMS</th>
<th>DIPLOMA/ASSOCIATE DEGREES/CERTIFICATE PROGRAMS cont.</th>
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<tr>
<td><strong>University of Minnesota</strong></td>
<td><strong>University of Minnesota</strong></td>
<td><strong>Health Unit Coordinator</strong></td>
<td><strong>Digital Arts – Computer Graphics</strong></td>
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<td>Rochester Center</td>
<td>Rochester Center</td>
<td><strong>Medical Assistant</strong></td>
<td><strong>Digital Arts – Multimedia</strong></td>
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<tr>
<td>Master of Education in Adult Education</td>
<td>Doctorate of Education in Educational Policy and Administration</td>
<td><strong>Pharmacy Technician</strong></td>
<td><strong>Digital Arts – Music Technology</strong></td>
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<td>Master of Education in Elementary Education</td>
<td>BACALAUREATE and UPPER LEVEL PROGRAMS</td>
<td><strong>Practical Nursing</strong></td>
<td><strong>Electronics Engineering Technology Engineering</strong></td>
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<tr>
<td>Master of Education in Human Resource Development</td>
<td>University of Minnesota Rochester Center</td>
<td><strong>RN Perioperative Nursing</strong></td>
<td><strong>Engineering Related Curriculum</strong></td>
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<td>Master of Education in Middle and Secondary School Education</td>
<td>Rochester Center</td>
<td><strong>Automobile Mechanics</strong></td>
<td><strong>Mechanical Engineering Technology Surveying</strong></td>
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<td>Master of Education in Special Education</td>
<td>Master's in Computer Engineering</td>
<td><strong>Building Utilities</strong></td>
<td><strong>Service Professions</strong></td>
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<td>Master's in Computer Engineering</td>
<td>Master's in Computer and Information Sciences</td>
<td><strong>Mechanic</strong></td>
<td>Human Services Specialist</td>
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<td>Master's in Computer and Information Sciences</td>
<td>Master's in Electrical Engineering</td>
<td><strong>Carpentry</strong></td>
<td>Law Enforcement (Criminal Justice)</td>
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<td>Master's in Electrical Engineering</td>
<td>Master's in Mechanical Engineering</td>
<td><strong>Electronic Technician</strong></td>
<td><strong>Transfer Programs</strong></td>
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<td>Master's in Mechanical Engineering</td>
<td>Master of Science in Mechanical Engineering</td>
<td><strong>Horticulture Technology – Floriculture</strong></td>
<td>(Pre)Agriculture</td>
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<td>Master of Science in Nursing (Public Health Nursing or Psychiatric/Mental Health Nursing)</td>
<td>Master of Social Work</td>
<td><strong>Horticulture Technology – Landscape</strong></td>
<td>(Pre)Athletic Training</td>
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<td>Master of Social Work</td>
<td>Post-Baccalaureate Teaching</td>
<td><strong>Machine Tool Technology</strong></td>
<td>(Pre)Business Transfer</td>
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<td><strong>Licensure Programs in:</strong> Emotional/Behavioral Disorders</td>
<td>Licensure Programs in:</td>
<td><strong>Mechanical Drafting</strong></td>
<td>(Pre)Computer Graphics</td>
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<td>Specific Learning Disabilities</td>
<td>Specific Learning Disabilities</td>
<td><strong>Service Professions</strong></td>
<td>(Pre)Journalism</td>
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<td>Mildly Mentally Handicapped</td>
<td>Mildly Mentally Handicapped</td>
<td>Child Development Careers</td>
<td>(Pre)Law</td>
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<td>Visual Disabilities</td>
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<td>Human Services Technician</td>
<td>(Pre)Medicine</td>
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<td>Winona State University Rochester Center</td>
<td>Post-Baccalaureate Certificate Programs in:</td>
<td>Human Services – Chemical Health</td>
<td>Liberal General Studies</td>
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<td>Master of Business Administration</td>
<td>Adult Education</td>
<td>Human Services – Developmental Disability</td>
<td>(Pre)Mortuary Science</td>
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<td>Master of Science in Counselor Education: Community Counseling</td>
<td>Child Abuse Prevention Studies</td>
<td>Human Services – Mental Health</td>
<td>(Pre)Music</td>
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<td>Elementary School Counseling</td>
<td>Human Resource Development</td>
<td><strong>Associate in Applied Science Degrees</strong></td>
<td>(Pre)Nursing</td>
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<td>Secondary School Counseling</td>
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<td><strong>Business Professions</strong></td>
<td>(Pre)Occupational Therapy</td>
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<td>Professional Development</td>
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<td>Administrative Assistant</td>
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<td>Master of Science Degree: Advanced Practice Nurse</td>
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<td>Administrative Assistant-Legal Option</td>
<td>Nursing Assistant</td>
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<td>Nursing Major</td>
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<td>Business Management</td>
<td><strong>Advance Technical Specialty</strong></td>
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<td>Family/Adult Nurse Practitioner</td>
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<td>Certificate AS/400 System Operations</td>
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<td>Clinical Nurse Specialist</td>
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<td>Medical Secretary</td>
<td>Digital Arts Technology</td>
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<td>Nursing Education</td>
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<td>Retail Merchandising</td>
<td>Dental Assistant Expanded Functions</td>
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<td>Nursing Administration</td>
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<td>Retail Merchandising – Interior</td>
<td><strong>Associate in Arts Degrees</strong></td>
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<td>Master of Science in Education</td>
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<td>Decorating Option</td>
<td>RCTC also offers an Associate in Arts Degree mainly intended for students who plan to transfer to a four-year college or university in such areas as:</td>
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<tr>
<td>Master of Science in Educational Leadership</td>
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<td>(Pre)Chiropractic</td>
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<td>Elementary School</td>
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<td>(Pre)Dentistry</td>
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<td>Secondary School</td>
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<td>(Pre)Education</td>
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<td>Specialist Degree in Educational Leadership</td>
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<td>Liberal Arts and Sciences</td>
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<td>(Pre)Medical Technology</td>
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<td>Diploma and Certificate Programs</td>
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<td>(Pre)Optometry</td>
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<td>(Pre)Veterinary Medicine</td>
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<td>Accounting Technician</td>
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<td><strong>RCTC-WSU “2 plus 2” Majors</strong></td>
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<td>Individualized Study</td>
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<td>Management Information Systems</td>
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<td>Retail Merchandising – Interior</td>
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<td>Nursing (Generic Option)</td>
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<td><strong>Health Sciences</strong></td>
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<td><strong>Services, Technology and Industry</strong></td>
<td>Nursing (RN Option)</td>
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<td>Chiropractic Technician</td>
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<td>Psychology</td>
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<td>Sociology</td>
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<td>Conservation – Fisheries and Wildlife</td>
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<td>Conservation – Forest Resources</td>
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<td><strong>Technology</strong></td>
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**Programs In Development**

**Bachelor's**

- Bachelor of Network Administration  
  U of M  
  Fall 2000
- Bachelor of Science (2+2)  
  Scientific & Technical Communications  
  RCTC/U of M  
  Fall 98
- Bachelor of Science Environmental Horticulture  
  (2+2)  
  RCTC/U of M  
  Fall 99

**Bachelor of Applied Health Sciences**

- Emergency Health Services  
  U of M  
  Fall 99
- Medical Technology  
  U of M/Mayo/MnSCU  
  Fall 2000
- Sonography  
  U of M  
  Fall 2000
- Radiation Therapy  
  U of M  
  Fall 2000
- Respiratory Therapy  
  U of M  
  Fall 2000
- Therapeutic Radiology  
  U of M  
  Fall 2000

**Bachelor's Continued**

- Bachelor of Science Manufacturing Technology  
  U of M/WSU  
  Fall 2000
- Bachelor of Applied Business  
  U of M  
  Fall 99
- Bachelor of Information Networking  
  U of M  
  Fall 99
- Bachelor of Science  
  Hotel, Restaurant & Institutional Management  
  U of M Crookston/WSU  
  Fall 99

**Bachelor of Applied Science**

- Allied Health  
  WSU  
  2000
- Industrial Technology  
  WSU  
  2000
- Management  
  WSU  
  2000

**Doctorate**

- Ph.D.  
  Communication Disorders Clinical Audiology  
  U of M  
  Fall 99
- Ed.D.  
  Educational Policy & Administration  
  U of M/WSU/MSU  
  Summer, 1999

**Master's**

- Master of Science Software Technology  
  WSU  
  Fall 98
- Master of Social Work  
  U of M  
  Fall 99
- Master of Science Industrial Engineering  
  WSU  
  2000
- Master of Science Strategic Mass Communications  
  WSU  
  2000
- Master of Science  
  Information Technology Management  
  WSU  
  2000
- Master of Public Policy  
  U of M/HHI  
  2000
- Master of Science  
  Information Technology Communications  
  U of M  
  Fall 99

**Associate's**

- Associate in Science  
  Digital Arts (3 options)  
  U of M  
  Fall 98
A SPECTRUM OF ACHIEVEMENTS

A Partnership Between the University of Minnesota and the Minnesota State Colleges and Universities

A Community of Partnerships

Sales Tax Reauthorization

In June of 1998, Rochester citizens voted to reauthorize a one-half percent sales tax that would generate $20 million in proceeds earmarked for the future development of the University Center Rochester campus.

The business community in partnership with the Minnesota Job Skills Partnership, area organizations and UCR partners have focused on workforce initiatives. In the past two years, RCTC has received $820,000 in direct funding support with an additional $1,047,667 of contributions from in-kind donations from area organizations.

In the past year, 500 area businesses have partnered with RCTC on workforce initiatives.

RCTC designated as the first higher education institution to be an AS/400 University partner.

Since Future Scan in 1986, over $1.3 million has been gifted to the Greater Rochester Area University Center (GRAUC) to advocate for higher education in the Rochester area and to advance the development of the University Center Rochester.

Joint revised admission agreement between RCTC and WSU established

Joint financial aid agreement in process for students enrolled in courses from both U of M and Winona State University

Two way video advising for students

Governor’s Partnership Award, Board of Directors Partnership Minnesota

Developed community co-development projects: youth sports, recreation center, performing arts

Minnesota Institute for Life Long Education Developed By WSU

"TeachNet" Grant Awarded ($1,085,000)

Potential New Partnerships
- U of M Allied Health Project
- U of M Horticulture Project
- IBM AS/400
- Mayo Clinic and U of M joint degrees