

Question: In what ways does your department reflect and advance the mission of the college?

Although our department does not teach in the classroom, assist with studies or advise for registration, we advance the mission of the college every day. As representatives of the institution it is vital that we are clear on Augsburg's mission and service to the world in order to effectively communicate it to others. As representatives of our potential students we are the listening ear to the world's great needs. Our focus shifts inward and outward constantly. It is with this shared experience that our office discussed the practical ways we live the mission of the college.

To nurture future leaders in service to the world...

- We provide the initial invitation to the public through media and personal contact.
- We provide personalized customer service to all adults considering college. Through email, phone and appointments we take time to answer all questions, provide clear information and refer students to other resources if our program is not the best fit for them.
- We are the open door to the college. Through informative materials and clear admission processes we make our front door accessible.

By providing high quality educational opportunities...

- We educate individuals about their various educational opportunities. This occurs in an informative, accurate, and compelling information session. In a competitive market our quality is our distinctive characteristic. We provide individual appointments where in-depth conversation, personalized service and sincere encouragement help individuals understand their options and the quality programs we offer.
- We carry the message of our high quality education to individual employers, local corporations and community organizations. Through presentations where competitors describe their options the depth of our degree programs is explained.

Which are shaped by the liberal arts...

- We communicate the competitive advantage of a liberal arts education in the current job market in information sessions and individual appointments.
- We highlight the Liberal Arts majors we offer that no other competitor offers. The ability to provide minors and specializations is another distinctive advantage.
- Providing adult students with the ability to choose foundation courses recognizes their personal interests and individualized gifting.

And shaped by the faith and values of the Christian church...

- We embody the concept of hospitality. We treat all students with respect and as valued individuals. Detailed preparation and thoughtful communication ease any tension about the inquiry process.
- We are articulate about vocation and the invitation to people from all faith backgrounds.

- We are encouraging to those who want to be in a place that is grounded in Christian faith, but more hospitable to a variety of views such as to sexual orientation or political positions.

By the context of a vital metropolitan setting...

- Our office has helped facilitate partnerships with a variety of institutions and corporations including: United Hospital, Unity and Mercy Hospital, and Thrivent.
- Our office has partnered with 24 metropolitan adult programs to form the Twin City Adult Education Alliance. As one of the founding members we have continued to set the pace for mutual respect and cooperation in providing adults with a range of educational options. We try to set an example of professionalism and service to adult students.
- We are the face of Augsburg to corporations, small businesses, and local non-profits.

And by an intentionally diverse campus community...

- Our personalized service to students has helped increase the diversity of our adult students. We work with first-generation students, many of which come from ethnic communities. We are experienced at walking people through the admission process, connecting students to appropriate services and talking through issues of fear about coming to college. Such attention to anxiety issues also helps older adult students who have been away from college for many years.
- Unlike many of our competitors, we accept freshman into our program. So students who have been deterred in the past can begin with a college designed to help them start and complete their degree.
- Combining our relationships with a wide range of organizations, we draw an economically diverse group of students including executives from major corporations and inner-city single mothers from non-profits.
- Our articulation agreements enable us to take the MnTC AA as a package from local community colleges. Since a large percentage of minority students choose to begin their education at a community college, the seamless transfer to Augsburg makes our college more attractive than other college options. Our office has paid particular attention to our relationship with key colleges such as Minneapolis Community and Technical College, Normandale Community College and Inver Hills Community College.

Our department is keenly aware of our responsibility to provide an accurate picture of Augsburg in a compelling way to potential students. This not only shapes the public view of the college, but determines the type of student who is drawn to such a place. We advance the mission of the college by opening the front door to our local adult community and inviting them to prepare for their own role in civil society through education.

Weekend College and Graduate Admissions