



RC2RU.COM

AUG  
2020

RU READY

Rochester College was founded as North Central Christian College in 1959. The world has changed much since then. So have we.

1959  
North Central  
Christian College

1961  
Michigan Christian  
Junior College

1978  
Michigan Christian  
College

1997  
ROCHESTER  
COLLEGE

NOW IT'S TIME  
TO WRITE OUR  
NEXT CHAPTER.



# We are becoming ROCHESTER UNIVERSITY

## WE ARE CHANGING OUR NAME TO REFLECT WHAT WE'VE DONE:

We've expanded our programs, improved our campus, increased our influence and built our capabilities without compromising our belief that a strong Christian faith is the foundation for success, both in learning and in life.

## WE ARE CHANGING OUR NAME TO REFLECT WHAT WE'VE BECOME:

We are a leading Christian university, rooted in the teachings of Jesus, that empowers students to realize their potential and make a powerful, positive impact in the lives of others.

## WE ARE CHANGING OUR NAME TO REFLECT WHAT WE WILL DO:

Within an environment of love and grace, we'll develop new generations of faith-focused leaders whose capability and commitment will change the world.



## RUGROWING

Not to become bigger but to become better at all we do and how we do it.



**Our compassion-centered nursing program** prepares students for careers that provide personal fulfillment while meeting urgent human needs.



**Our business, education and mass communication programs** are broadening the vocational opportunities available to our graduates and providing employers with skilled, ethical and globally aware professionals.



**Our new Garth Pleasant Arena** is the centerpiece of an expanded, strengthened athletic program which is competing at a progressively higher level in the National Association of Intercollegiate Athletics and the Wolverine-Hoosier Athletic Conference.



**Our improved facilities and campus** are designed to make Rochester University an optimal environment for learning, innovation, reflection and personal enrichment.



**Our increased recruitment efforts** are bringing a broader range of voices and perspectives to our campus.



**Our unique and innovative graduate program in missional leadership** is expanding its scope and reach.

## **RU**COMMITTED

We are guided, in everything we do, by four core values which are rooted in our Christian faith.



### CONTINUOUSLY IMPROVING



### STEWARDSHIP



### STUDENT-FOCUSED



### COLLEGIAL

## **RU**ENGAGED

A Rochester University education needs to extend far beyond our walls. We're committed to developing a community of students who use their education and faith to impact lives and contribute to the greater good. To realize their potential, we encourage students to look beyond narrow self-interest and work to improve the lives of others, our communities and the wider world.

Our Center for Social Engagement, mission and outbound programs and active alumni are making an impact in the physical, economic and social well-being of people in our local community and around the world, even as they enrich the individual students and graduates taking part in them.

## **RU**DIVERSE

While we remain solidly grounded in the Christian faith, we're building a broader interfaith dialogue, inviting ideas and contributions from other religious traditions.

We encourage diversity—in fact, we're twice as ethnically diverse as our surrounding community and some neighboring institutions. We're building on that foundation to expand the

range of voices and experiences within our walls and increase the richness of the education we offer. That includes recruiting a more diverse group of faculty, administrators and students from throughout our region—and around the world.

## **RU**COMPLETE

Education is about much more than academics. Rochester University works to develop the whole human being—mind, body and spirit.

We foster academic excellence, encourage athletic participation and support cultural enrichment through strong arts and theater programs. That engagement cultivates the critical thinking capability, emotional maturity, individual responsibility and personal effectiveness that drives student success.

## **RU**COLLABORATIVE

Effective stewardship and guidance of a university is not a one-person job. We need to be responsive, agile and innovative to meet the challenges posed by a complex, changing educational environment and to develop effective strategies for future development.

Our Executive Leadership Team harnesses the knowledge and experience of the most informed, experienced and committed members of our community. The team provides the president, board of trustees and university with knowledge-driven guidance, continually reviewing activities and strategies to drive continuous improvement in all we are and all we do.



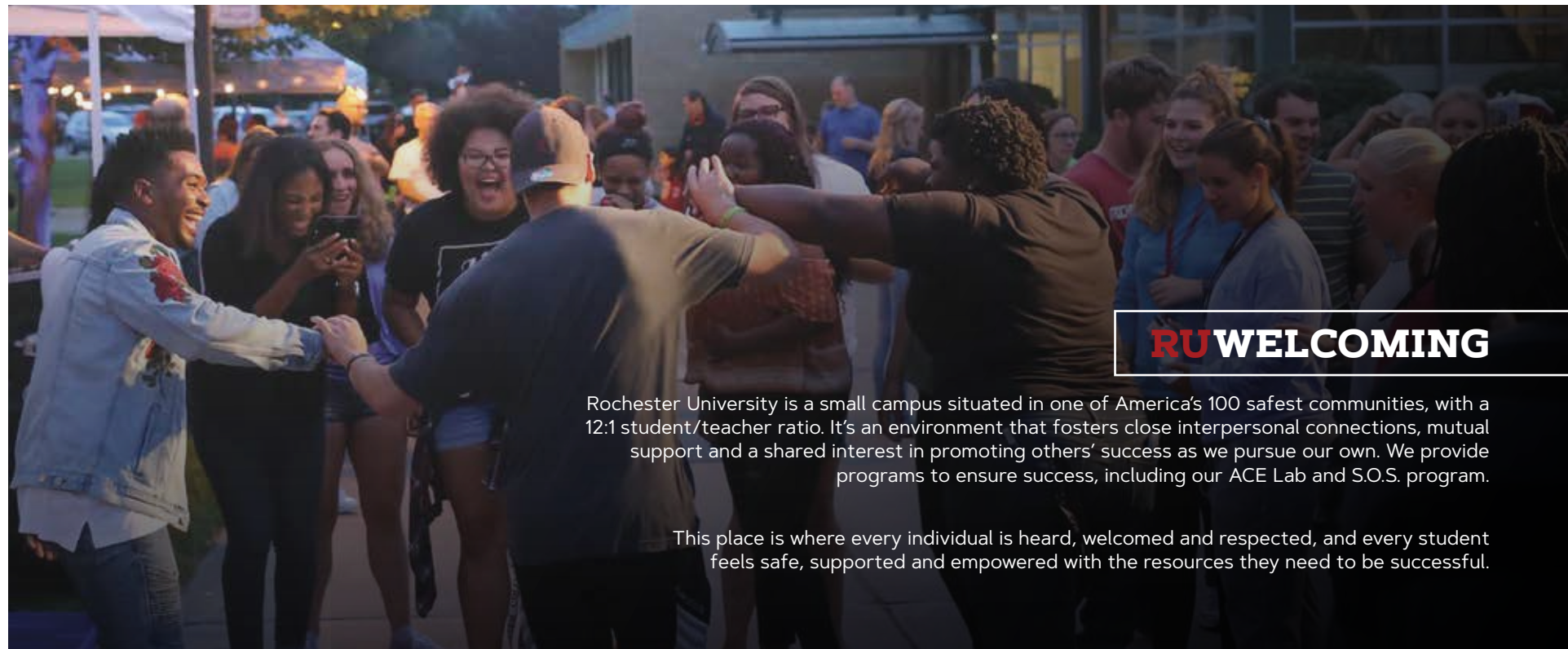
**1,100+**  
Students



**12:1**  
Student/Teacher Ratio



One of America's  
**100**  
Safest Communities



## **RU**WELCOMING

Rochester University is a small campus situated in one of America's 100 safest communities, with a 12:1 student/teacher ratio. It's an environment that fosters close interpersonal connections, mutual support and a shared interest in promoting others' success as we pursue our own. We provide programs to ensure success, including our ACE Lab and S.O.S. program.

This place is where every individual is heard, welcomed and respected, and every student feels safe, supported and empowered with the resources they need to be successful.



## **RU**FAITHFUL

Every aspect of our community and curriculum is informed by the teachings of Christ. We demonstrate that commitment through our graduate program in theology, Christian education programs and dedication to the spiritual formation of students through programming and fellowship. These things remain the foundation of the Rochester experience.



# RU READY

We're ready to welcome new generations of students to join us in creating better lives, better careers and a better world—by creating better selves.

**WE BELIEVE. WE BELONG. WE BECOME.**

Individually, we realize our highest personal potential.  
Together, we form a powerful force for good.

*And ultimately, we change the world.*

ROOTED IN FAITH | GUIDED BY VALUES | BUILT BY COMMITMENT | DESTINED TO MAKE A DIFFERENCE

# RU | ROCHESTER UNIVERSITY

**RISE TOGETHER. STAND APART.**

## TIMELINE OF CHANGES

### WINTER 2018

Develop and share our detailed implementation plan

### SPRING 2019

Reveal our new mission, vision and university logo

### SPRING 2019

Recruit first students under Rochester University identity

### FALL 2019

Reveal our new athletic logo

### FALL 2020

Celebrate our 60-year history as Rochester University



To learn more about this exciting change, visit

[RC2RU.COM](https://www.rc2ru.com)