



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 committed 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.



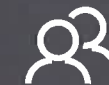
Our business, education and mass communication programs are broadening the vocational opportunities available to our graduates and providing employers with skilled, ethical and globally aware professionals.



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, reflection and personal enrichment.



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



Our unique graduate program in missional leadership is training graduates to lead in discerning and participating in God's ongoing activity in the world.

RUCOMMITTED


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



CONTINUOUSLY IMPROVING



STEWARDSHIP



STUDENT-FOCUSED



COLLEGIAL

RUENGAGED

A Rochester University education extends 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 and mission and outbound programs are actively making an impact in the physical, economic and social well-being of people in our local community and globally. Students and graduates' lives are enriched in the process.

RUDIVERSE

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. This 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 board of trustees and university with knowledge-driven guidance, unceasingly reviewing activities and strategies to drive continuous improvement in all we are and all we do.



1,100+
Students



12:1
Student/Teacher Ratio



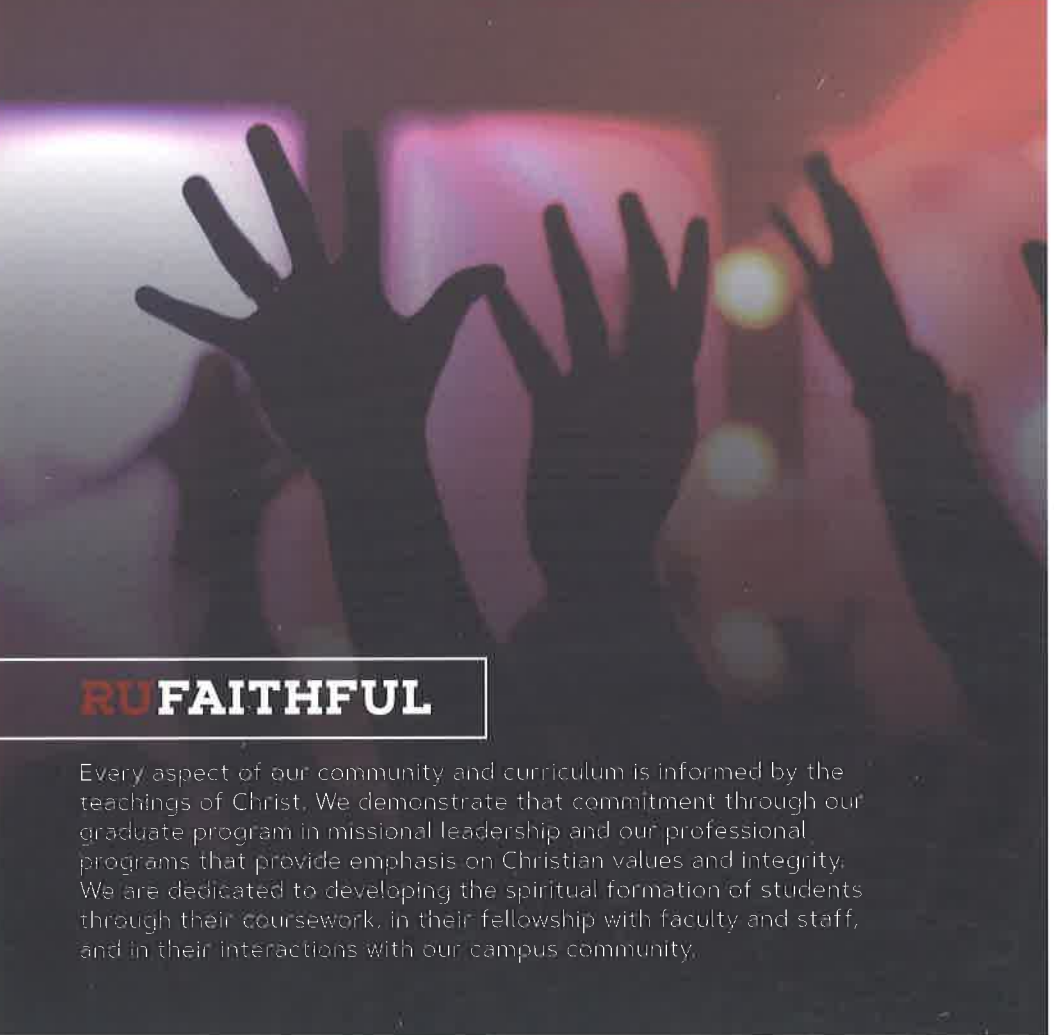
One of America's
100
Safest Communities
*according to NeighborhoodScout®



RU WELCOMING

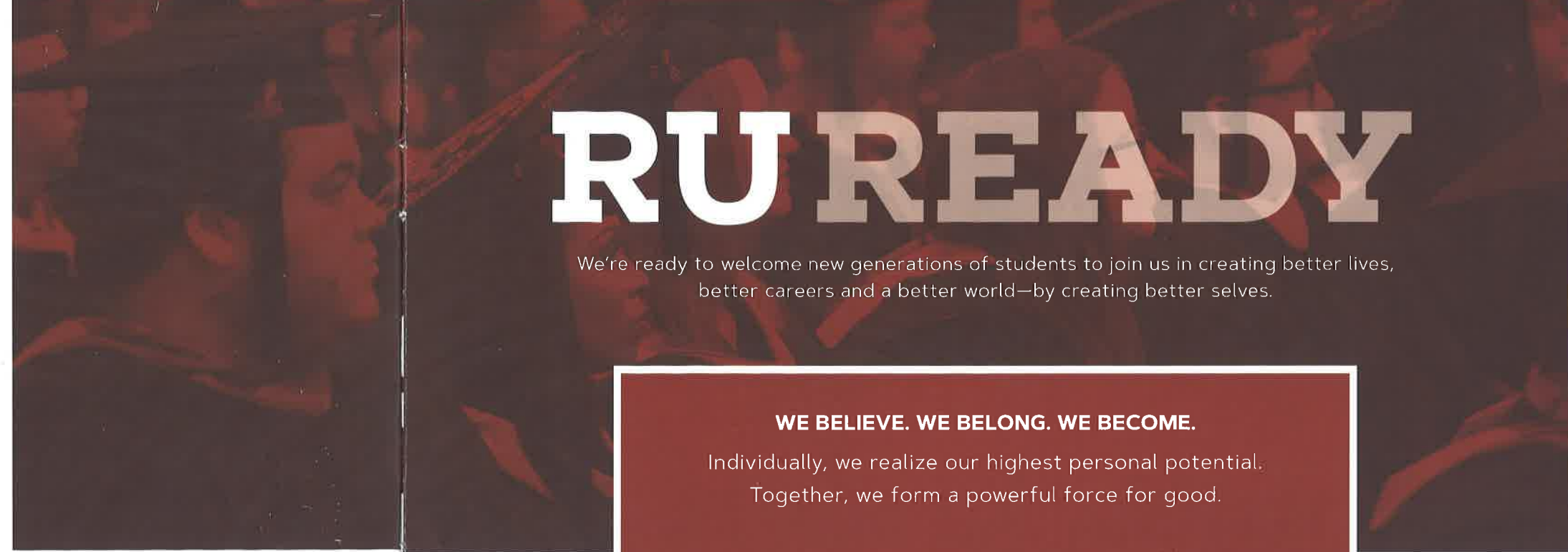
Rochester University is a small campus situated in one of America's 100 safest communities, with a 12:1 student/teacher ratio. It's an environment that fosters close interpersonal connections, mutual support and a shared interest in promoting others' achievements as we pursue our own. Our Academic Center for Excellence Lab provides free tutoring, study resources and accommodation support, and our Save Our Students program identifies and assists students who may be struggling.

Individuals are heard, welcomed and respected here. Students feel safe, supported and empowered with the resources needed 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 missional leadership and our professional programs that provide emphasis on Christian values and integrity. We are dedicated to developing the spiritual formation of students through their coursework, in their fellowship with faculty and staff, and in their interactions with our campus community.



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)