



**MISSISSIPPI STATE**  
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ALUMNI ASSOCIATION

Leadership Conference  
February 24, 2024



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Alumni Association

## Mission

The MSU Alumni Association activates and supports the Bulldog Family, encouraging alumni, students, and friends to grow a lifelong connection with Mississippi State University and inspire their ongoing support toward each other and the university.



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## Vision

To advance Mississippi State University by providing a valued network to the Bulldog Family while cultivating their passion and loyalty to the University and each other through meaningful engagement.



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# Our Core Values

**Service:** We lead through service. We serve our university. We serve the Bulldog Family. We serve our partners. We serve each other. Above all... we serve.

**Respect:** We work to create a culture built on the foundation of treating all individuals with mutual respect that is committed to diversity, inclusion, and the belonging of all Bulldogs.

**Collaboration:** We are better when we support each other and those we serve. We believe in teamwork and collaboration that lead to greater creativity, coordination, superior solutions, and better outcomes.

**Innovation:** We inspire, empower, and provide the resources and environment for innovative ideas to flourish. We welcome new concepts and approaches that lead to creative ideas and solutions.

**Integrity:** We conduct ourselves ethically and with honor. We act in good faith and do so in all our interactions — with the Bulldog Family, with the University community, and within our workplace.



# Our Strategic Goals

**Build our Community:** Strengthen our alumni community by promoting service, sustaining lifelong relationships, expanding access, and advocating all Bulldogs.

**Deepen our Impact:** Increase the impact and reach of the Alumni Association and Mississippi State University through collaborating with Alumni, the University, friends, and partners.

**Plan for our Future:** Invest in the tools, skills, processes, and people that will enhance the Alumni Association's organizational capacity to meet future needs and perform at a high level.



# Alumni Association Staff



Orly Hardin



Michael Richardson



Leanna Smith



Janet Downey



Sykes Zimmerman



Kaci Misun



Brooke Bridges





## *Top 6 Concentrated States*

**Mississippi (53%)** **Alabama (6%)** **Tennessee(6%)**  
**Texas (5%)** **Georgia (3%)** **Florida (3%)**



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# Living Alumni



**161,000+**

*Active Members\**

**51,598**

**100+**

**ALUMNI CHAPTERS  
AND CLUBS**

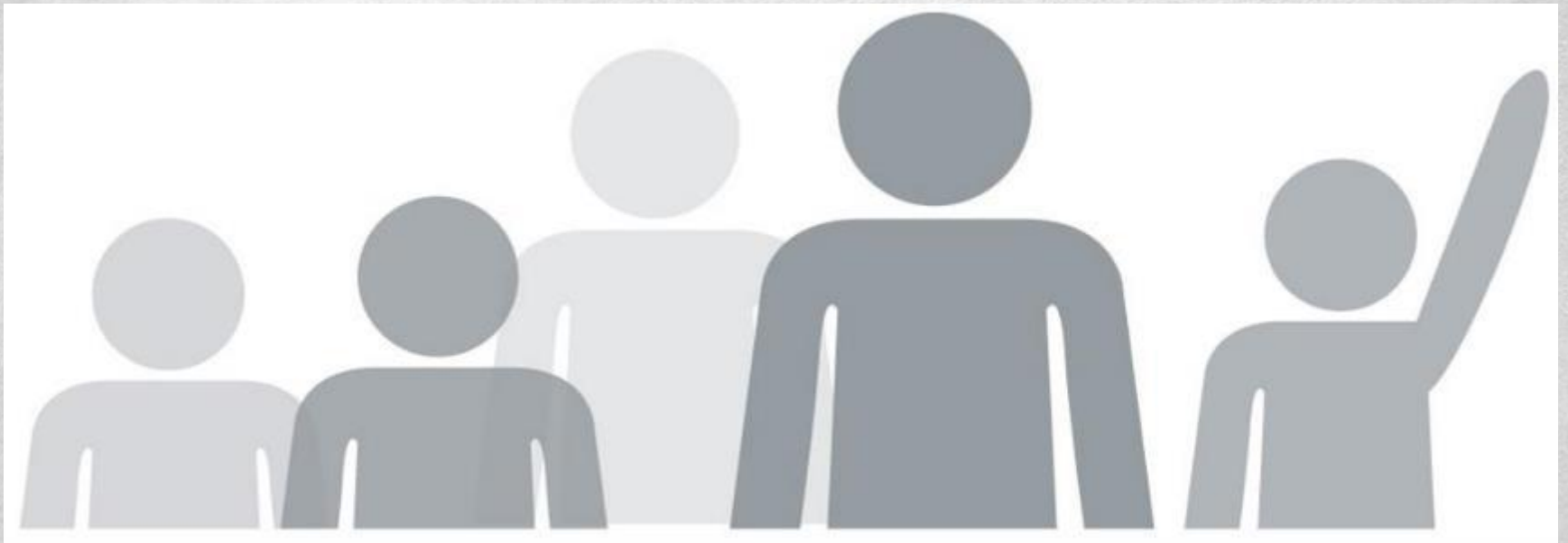


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# 20% Increase in the number Alumni Association Volunteers



**781 Volunteers in 2023**



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It is all about....

**GETTING MORE  
BULLDOGS  
ENGAGED**



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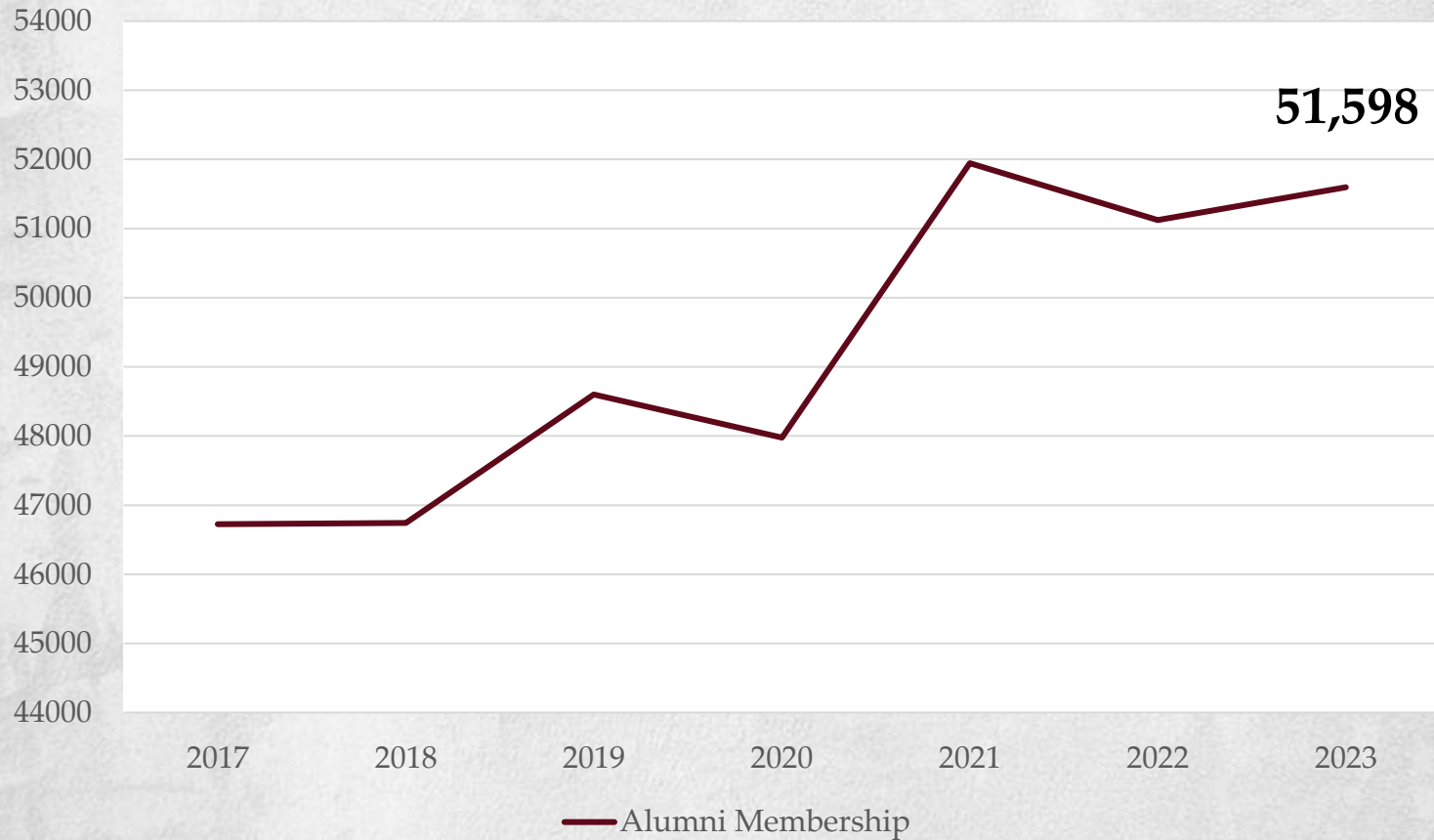
Alumni Association

# Engagement Growth

- Events hosted and attendees
- Legacy program
- Traveling Bulldogs
- Bulldog Mentoring Program
- Alumni Recruitment Network
- Alumni Volunteers

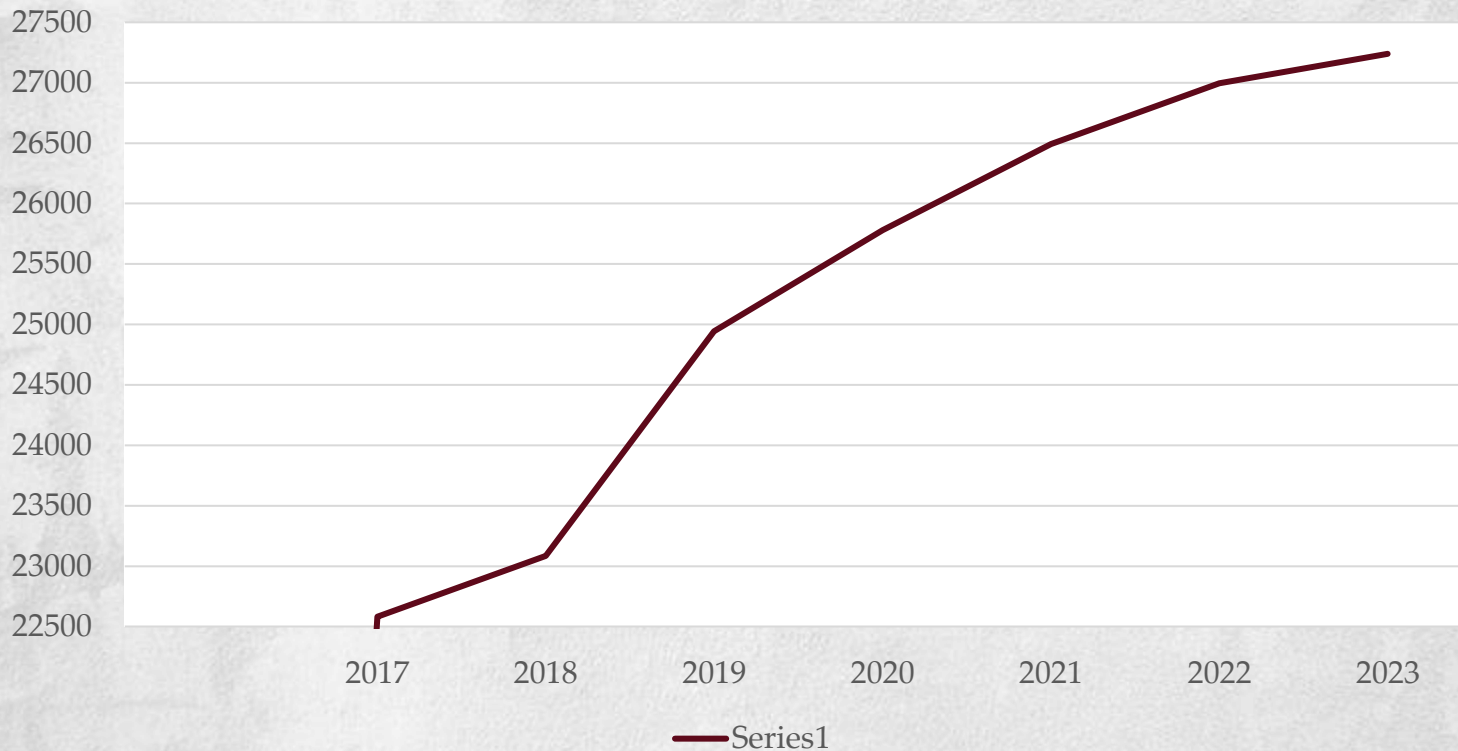


# Active Alumni Members



# MSU Car Tags on the Road in MS

26,944



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# Areas of Focus 2024

- New CRM in place and gives us the ability to track engagement on individual level
- Data we need from you Volunteer Rosters, event attendee information
- We want to do whatever we can to make that easy on you
- Allow us to identify volunteers, donors, etc....
- We need to engage more and new people!



# We are here to help and support you!!!

- Call, text, or email us if you need help
- Don't be afraid to try something new
- Be proactive and communicate what's happening in your chapter so we can share with the masses
- We appreciate each one of you and your contributions to the Alumni Association and MSU!

