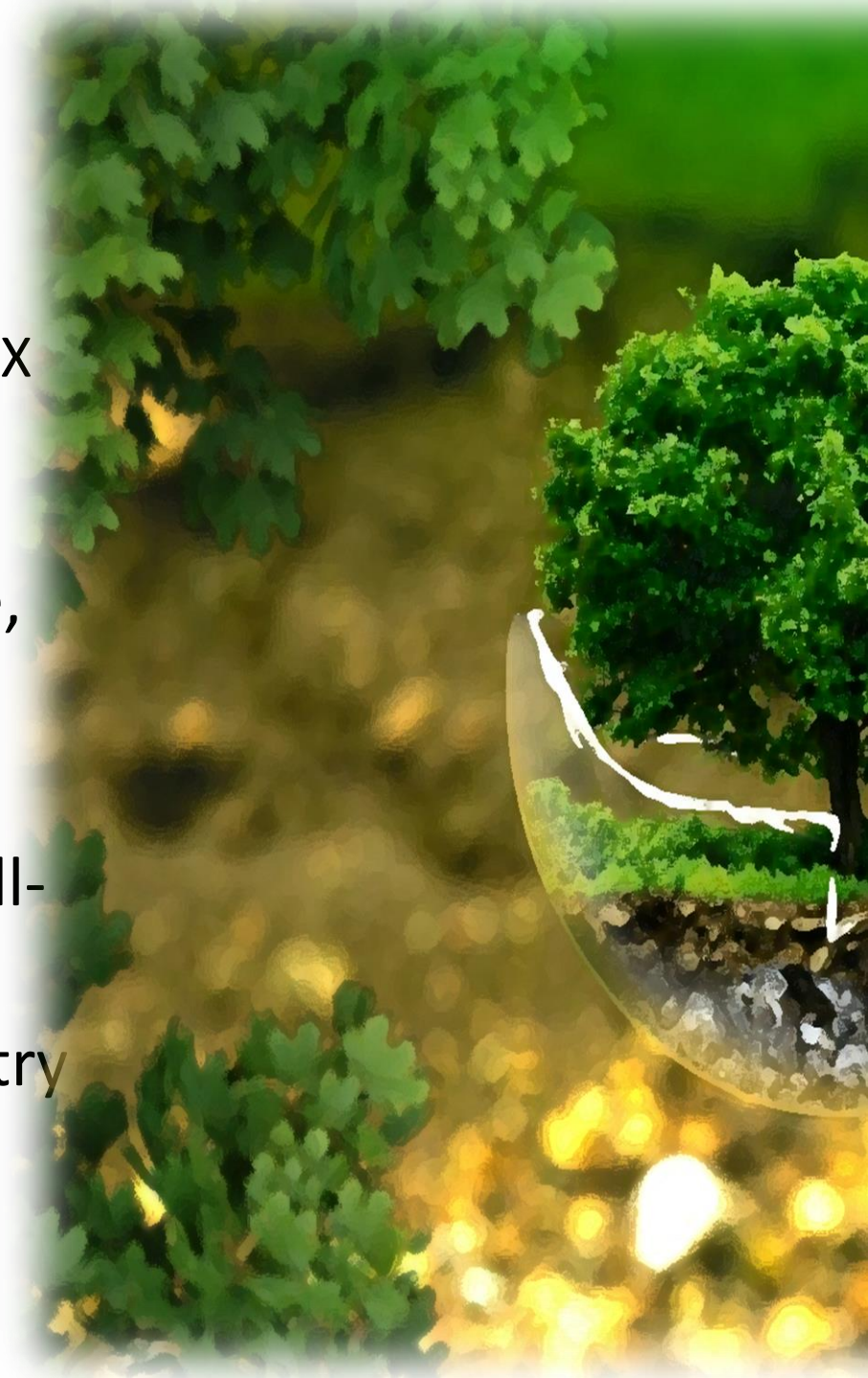


College of Professional and Continuing Studies



Environmental Shifts

- Demographic cliff – (US adult higher education market 13X traditional college age market.)
- Continued expansion of digitization in education – learners see online and hybrid as good or preferable, ability to use multiple media, AR/VR/XR
- Expansion of partnerships with industry
- Increasing desire of workers for professional and skill-based education credentials
- Importance of Credit for Prior Learning, Multiple Entry Points, Non-traditional support





Audience

- Working adults
- Students with AAS degree who need a Bachelor's
- Students seeking applied and industry-focused degrees
- Students seeking to reskill for new careers
- Employers seeking pathway for employees to reskill or upskill and advance

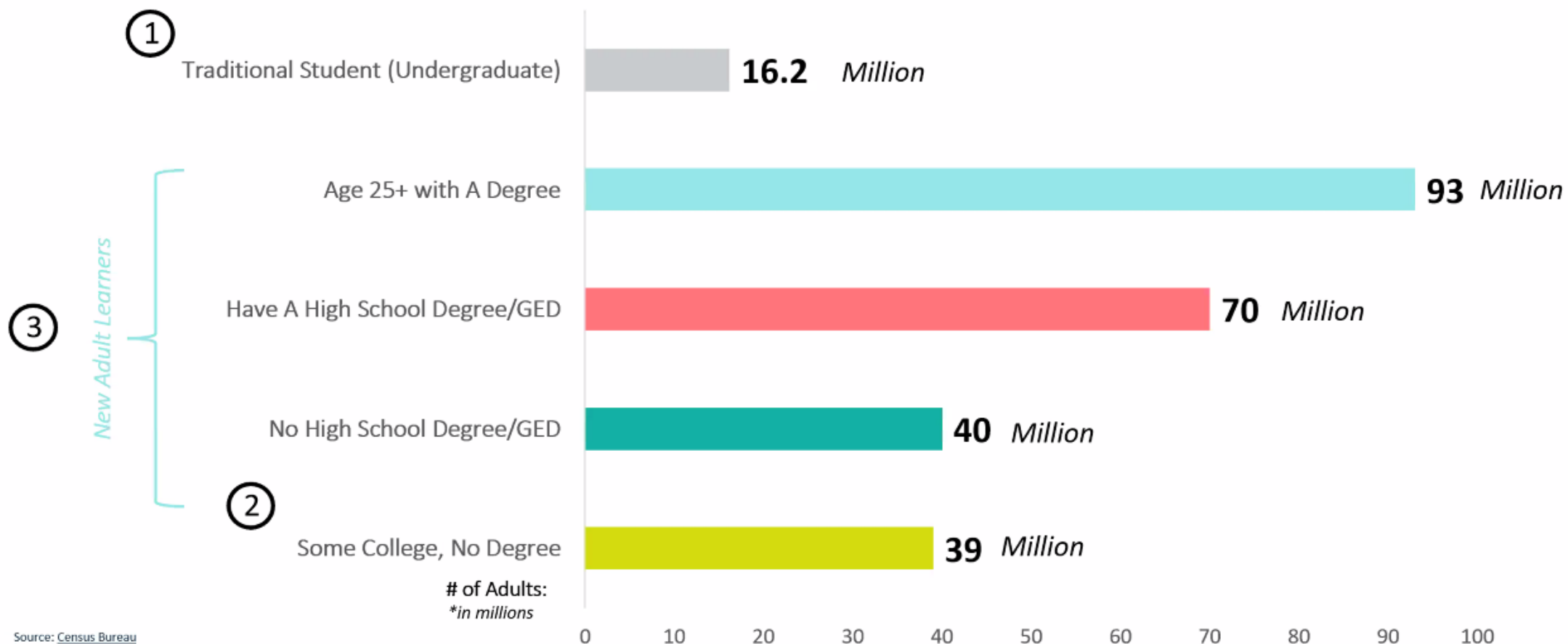
Highest education attainment for adults (25+)

State	% HS Diploma	% Some college No degree	% Assoc Degree	% Bach	% Grad
National	26.7	20.3	8.6	20.2	12.8
Alabama	30.3	21.6	8.7	16.3	9.9
Arkansas	33.9	22.0	7.5	15.2	8.6
Louisiana	33.3	21.2	6.5	15.9	8.9
Mississippi	30.1	22.2	10.2	13.8	8.9

Is Higher Education Chasing the Right Group?

Highlighting the new adult learner population for higher-educational market opportunities...

Marketable New Adult Learners vs. Traditional Student Population



Source: [Census Bureau](#)



MISSISSIPPI STATE UNIVERSITY™

COLLEGE OF PROFESSIONAL AND CONTINUING STUDIES

Academic Degree Programs

Bachelor of Applied Science

BAS – Public
Management

BAS – Business Office
Technology

Graduate Certificate –
Teaching with Virtual
Reality

Continuing Education

Non-credit programs developed by CPCS

Coordinated support
structure for CE in other
colleges

Identify pathways for
students throughout
University

Support Services for all colleges

Online education

Coordinate micro-
credentials

Collaborate with
Registrars Office
regarding PLA/CPL

Lead student success for
adult learners

A Mission Possible



A Degree That Works for All Students!



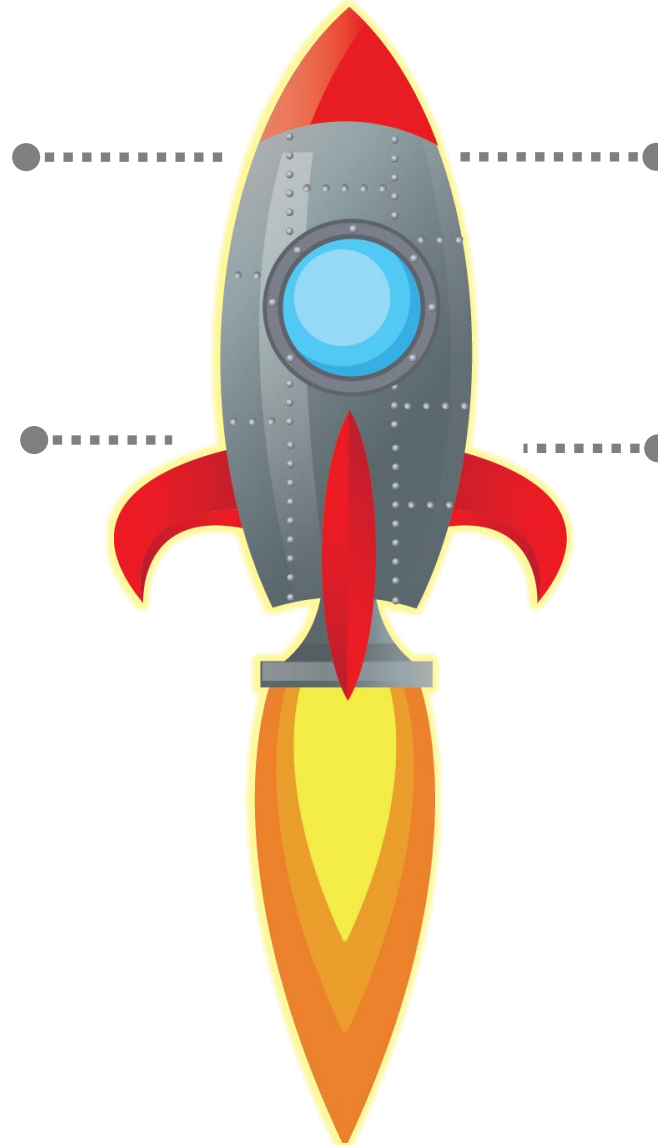
Started in
Fall 2020



Avg. Age: 32
Avg. GPA: 3.14
Avg. Sem: 4.3

BAS Graduates (since FL20)

146



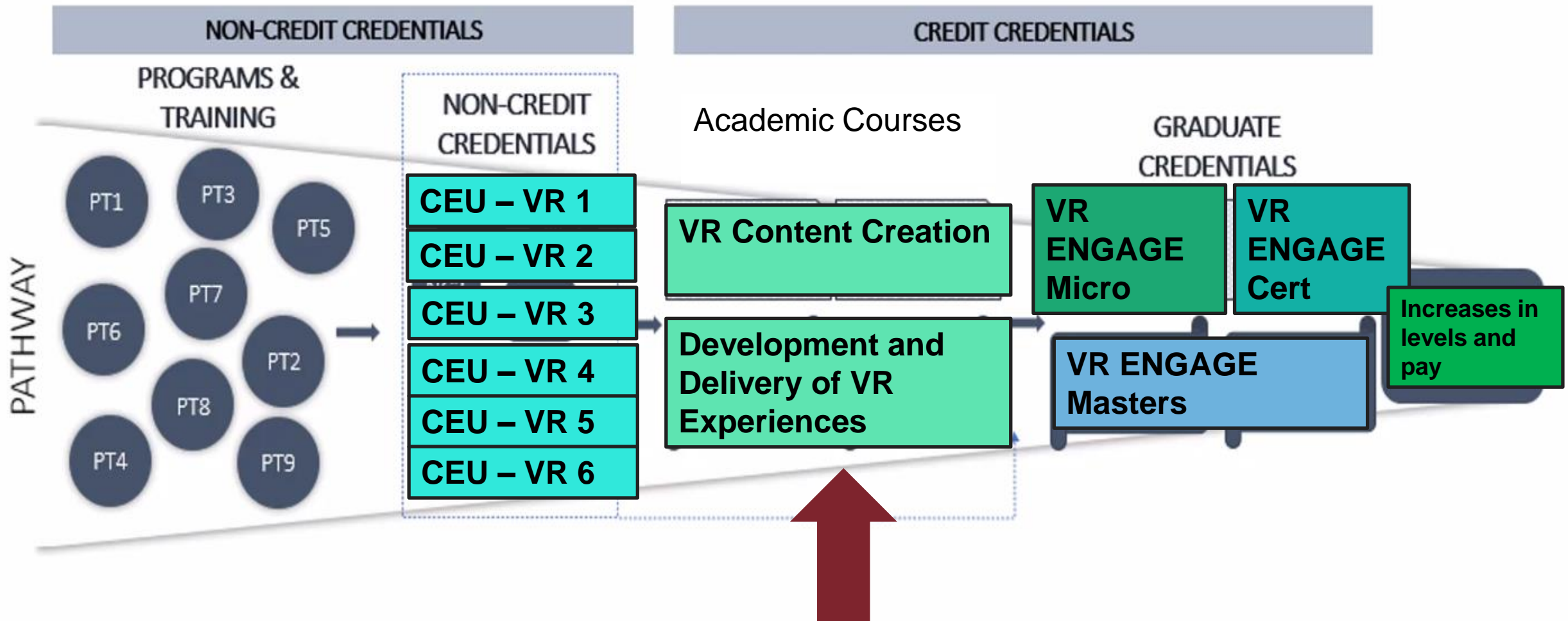
ALL 60 AAS
Credits Transfer



Over 35
Areas



Stackable Pathway



College of Professional and Continuing Studies



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Dean, College of Professional and Continuing Studies

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