

Celebrating **STUDENT RECRUITMENT**



Alumni Leadership Conference



ENROLLMENT SERVICES OFFICES

- Admissions & Scholarships
- Orientation & Events
- Registrar
- Student Financial Aid
- Student Recruitment & Marketing

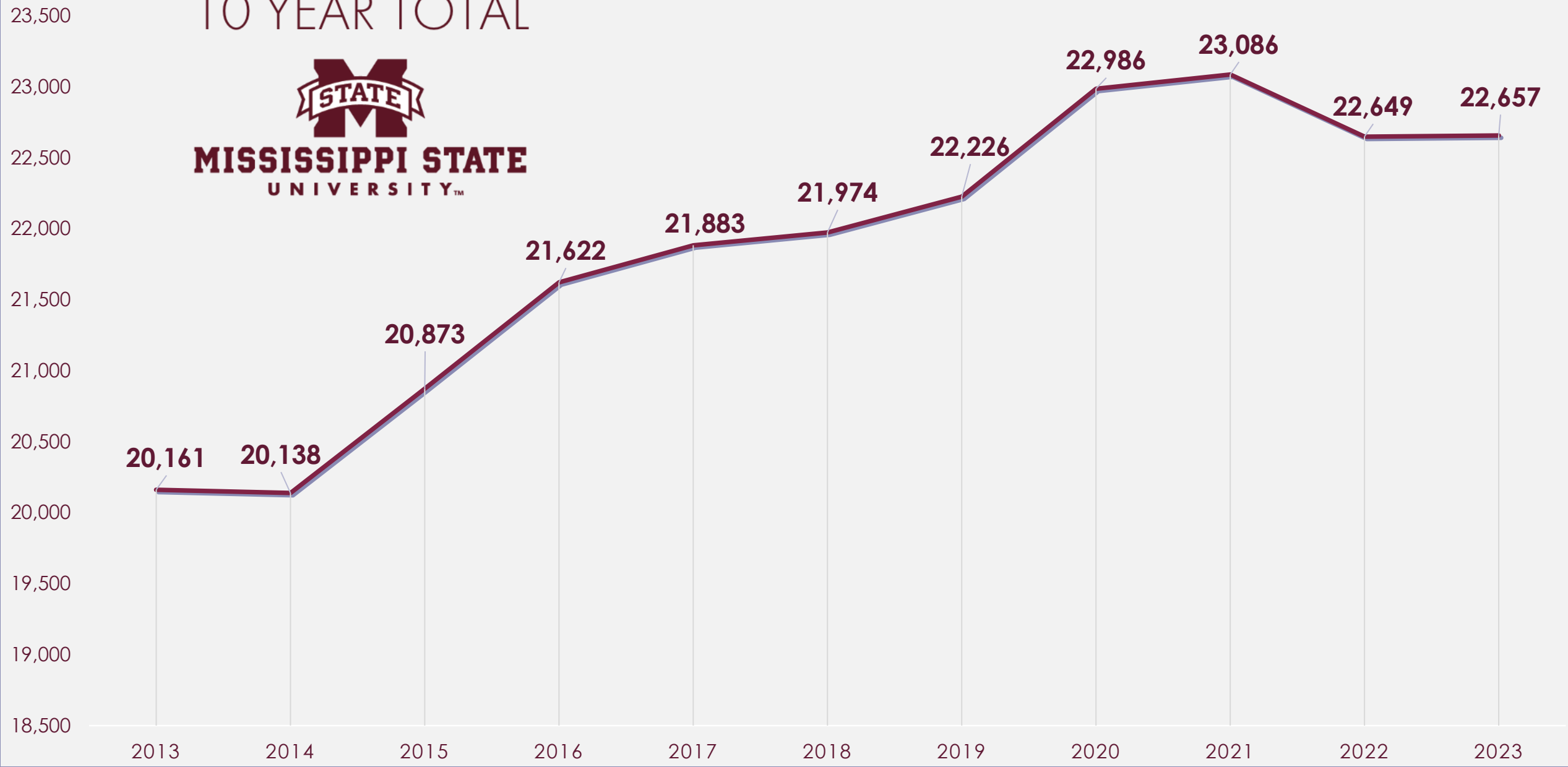


MISSISSIPPI STATE
UNIVERSITY™

Enrollment

ENROLLMENT

10 YEAR TOTAL



FALL 2023

Enrollment Data

TOTAL ENROLLMENT:

22,657 (+.04%)

FIRST TIME IN COLLEGE:

3,751 (+11%)

FIRST TIME TRANSFER:

1,748 (-4%)

FALL STATE

FALL 2023

Enrollment Data

GULF COAST ENGINEERING:

110 (-9%)

MERIDIAN CAMPUS:

581 (+2%)

GRADUATE SCHOOL:

3,990 (+2%)

ONLINE EDUCATION:

2,993 (+2%)

FALL STATE

FALL 2023

Enrollment Data

MINORITY:

5,874 (-0%)

MISSISSIPPI RESIDENTS:

14,245 (-1%)

NON-RESIDENT:

7,550 (+2%)

INTERNATIONAL:

856 (+6%)

FALL STATE

FALL 2023

Enrollment Data

BACHELOR OF APPLIED SCIENCE

239 (+15%)

LARGEST MS COUNTY ENROLLMENT

Madison, Rankin, Oktibbeha,
Desoto, Hinds, Harrison

LARGEST NON-RESIDENT STATE ENROLLMENT



OBSTACLES

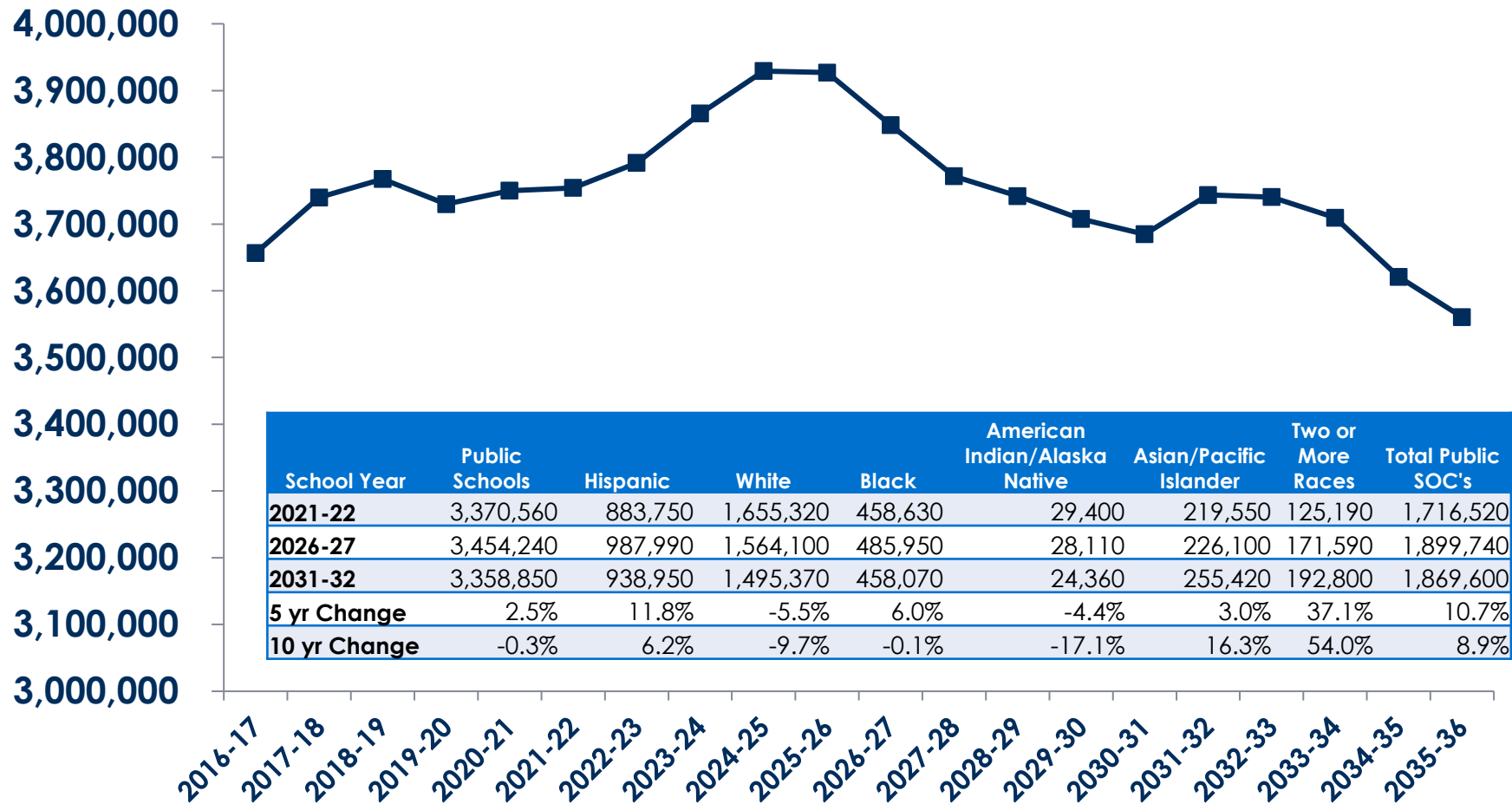
- High School Graduation Numbers Declining
- Increased Competition
- Struggle with Tuition Revenue and Headcount
 - Success of Privately Funded Scholarships
- Establishing New Non-Resident Markets



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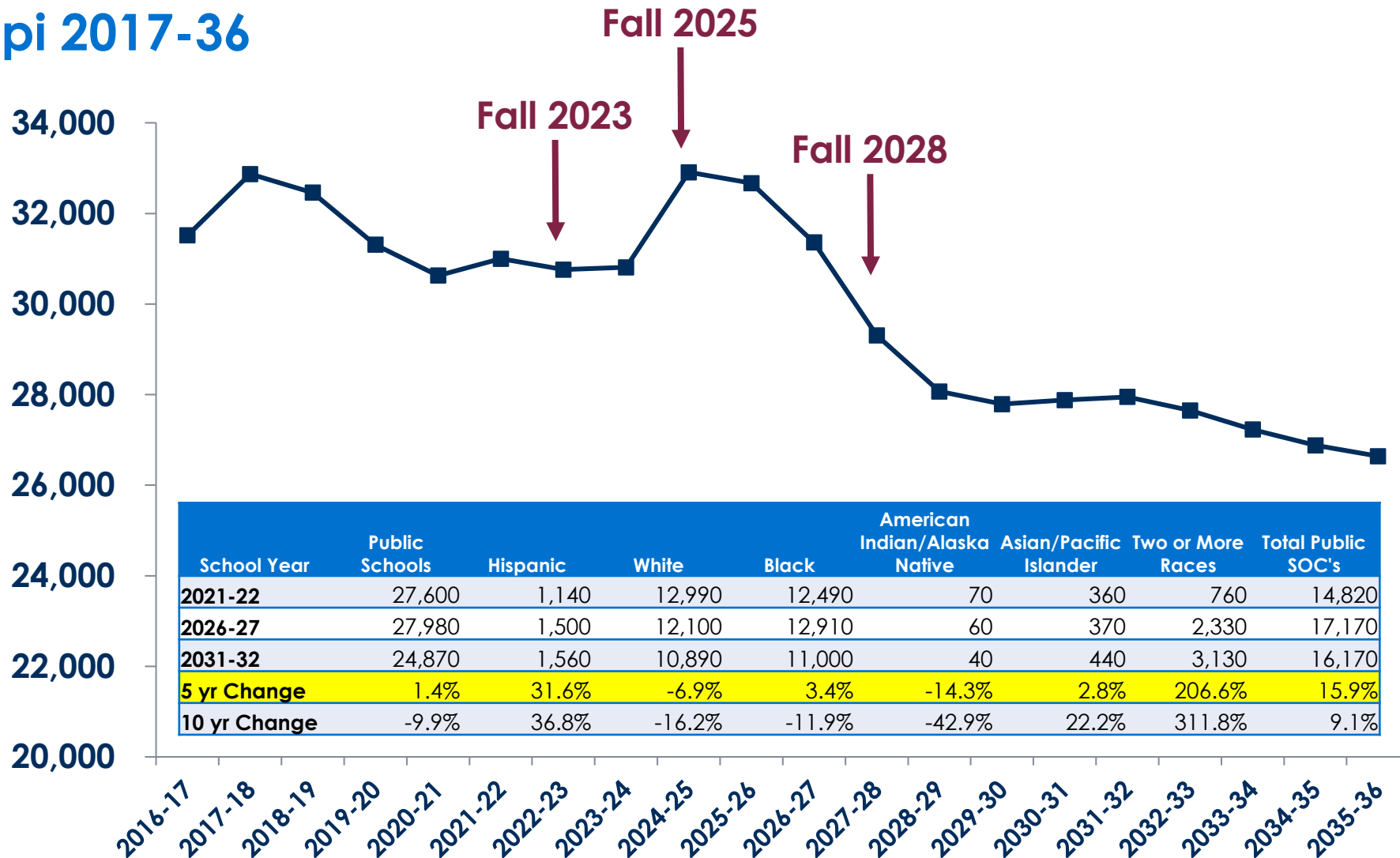
PROJECTED CHANGE IN HIGH SCHOOL GRADUATES

United States 2017-36



PROJECTED CHANGE IN HIGH SCHOOL GRADUATES

Mississippi 2017-36



RECRUITMENT

Funnel



PROSPECTS

INQUIRIES

APPLICANTS

ADMITS

CONFIRMED

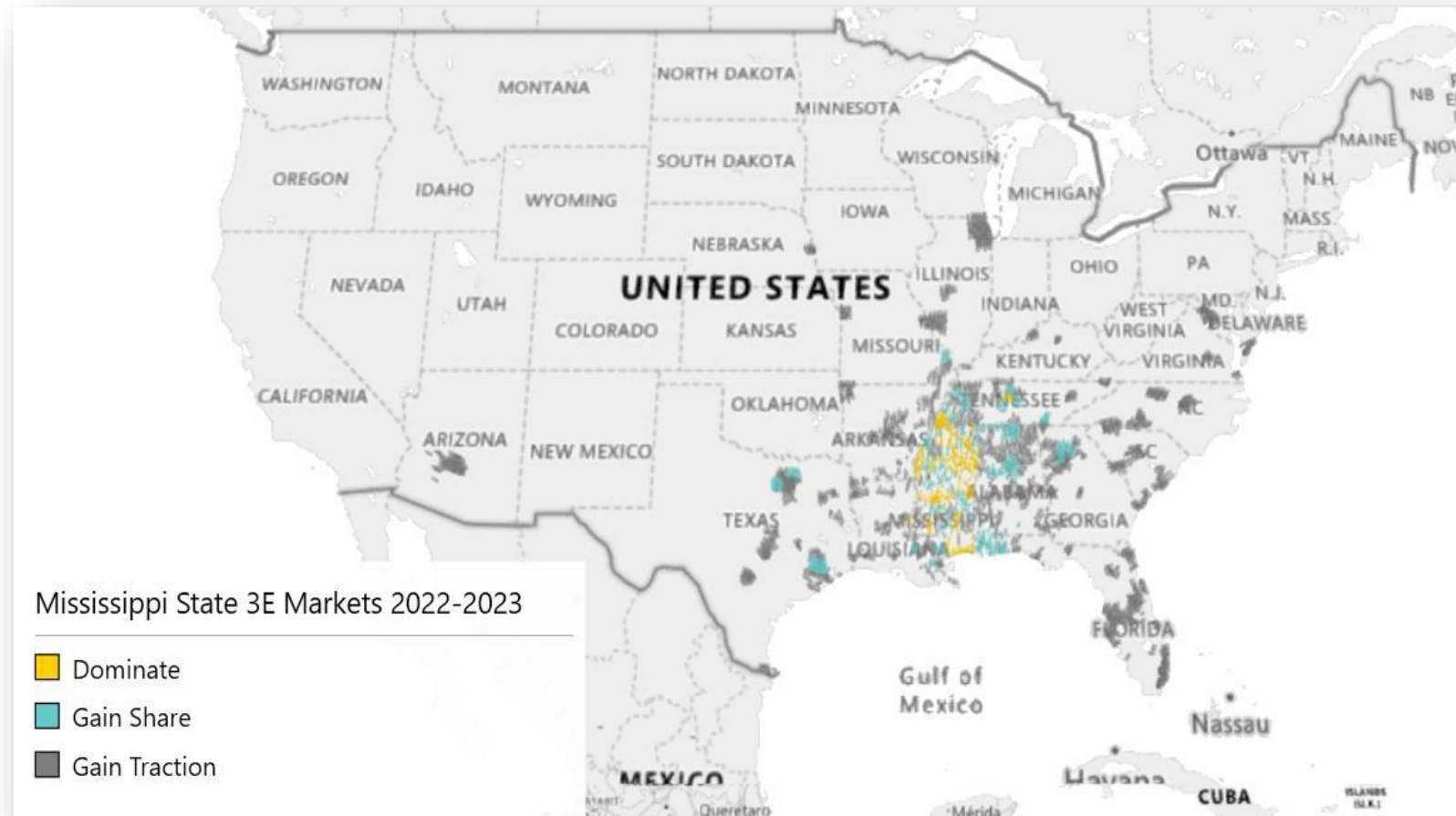
ENROLLED



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RUN RATE ANALYSIS

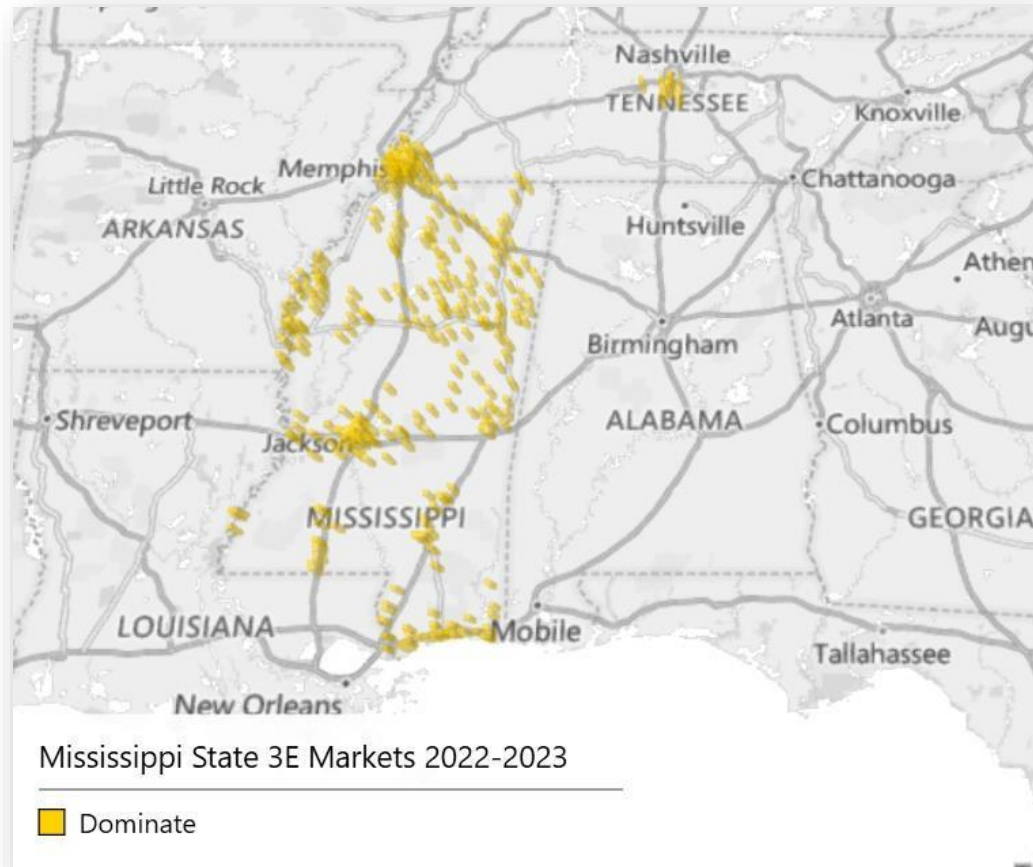




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3E DOMINATE MARKET BY STATE & COUNTY



Dominate

Mississippi

Adams
Alcorn
Bolivar
Calhoun
Chickasaw
Choctaw
Clay
DeSoto
Forrest
George
Grenada
Hancock
Harrison
Hinds
Jackson
Jones
Kemper
Lafayette
Lauderdale
Lee
Leflore
Lincoln
Lowndes

Madison
Marshall
Monroe
Montgomery
Neshoba
Noxubee
Oktibbeha
Panola
Pearl River
Pike
Rankin
Scott
Union
Warren
Washington
Webster
Winston

Tennessee

Shelby
Williamson



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3E GAIN SHARE MARKET BY STATE & COUNTY

Gain Share

Alabama

Baldwin
Jefferson
Lauderdale
Limestone
Madison
Mobile
Morgan
Shelby
Tuscaloosa

Florida

Escambia
Santa Rosa

Georgia

Cherokee
Cobb
Forsyth
Fulton
Gwinnett

Louisiana

East Baton Rouge Parish
Jefferson Parish
St. Charles
St. Tammany

Mississippi

Attala
Carroll
Clarke
Coahoma
Copiah
Covington
Holmes
Itawamba
Jasper
Lamar
Leake
Marion
Newton
Pontotoc
Simpson
Sunflower
Tate
Tippah
Tishomingo
Tunica
Wayne
Yalobusha
Yazoo

Missouri

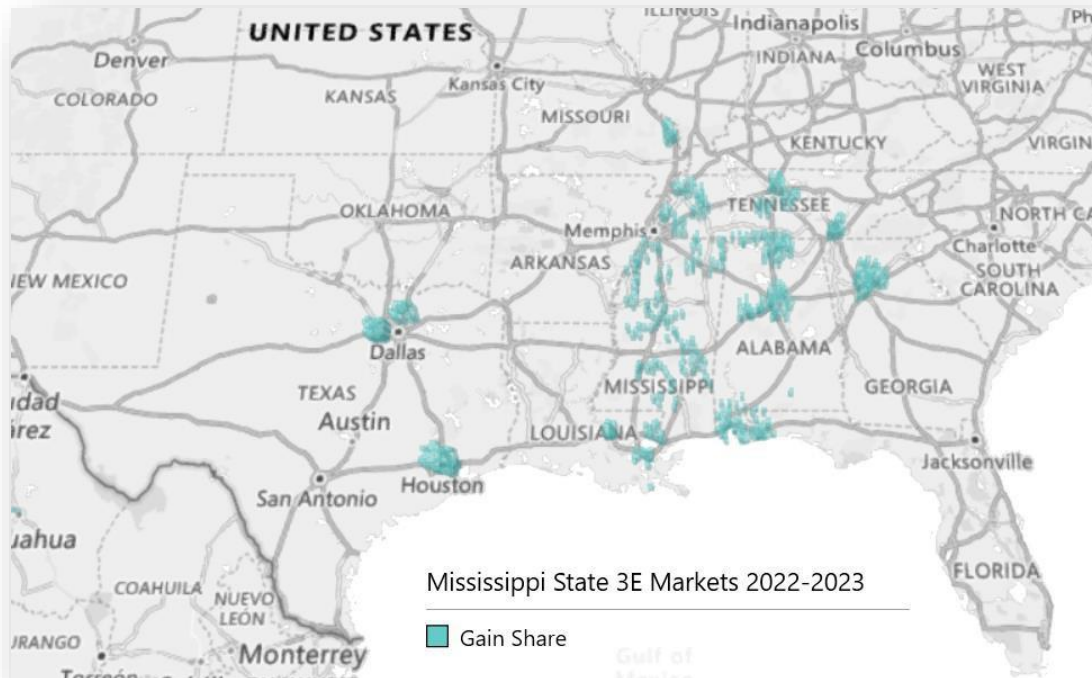
Cape Girardeau

Tennessee

Davidson
Dyer
Fayette
Gibson
Hamilton
Madison
Maury
Rutherford
Tipton

Texas

Collin
Harris
Tarrant





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3E GAIN TRACTION MARKET BY STATE & COUNTY

Gain Traction

Alabama

Montgomery
Autauga Pickens
Barbour St. Clair
Blount Talladega
Calhoun Tallapoosa
Chilton Walker
Choctaw Winston
Clarke
Colbert
Cullman
Dale
Dallas
DeKalb
Elmore
Escambia
Etowah
Franklin
Hale
Houston
Jackson
Lamar
Lee
Marengo
Marion
Marshall
Monroe

Montgomery
Pickens
St. Clair
Talladega
Tallapoosa
Walker
Winston

Arizona
Maricopa

Arkansas
Arkansas
Ashley
Benton
Craighead
Crittenden
Drew
Faulkner
Garland
Lonoke
Poinsett
Pulaski
Saline

Florida

St. Francis
Union
Washington
White

Alachua
Bay
Broward
Duval
Hillsborough
Indian River
Leon
Manatee
Miami-Dade
Okaloosa
Orange
Osceola
Palm Beach
Pasco
Polk
Saint Johns
Sarasota
Seminole
Volusia

Georgia

Baker
Barrow
Bartow
Carroll
Catoosa
Chatham
Clayton
Columbia
Coweta
DeKalb
Douglas
Fayette
Floyd
Hall
Henry
Houston
Muscogee
Oconee
Paulding
Richmond
Troup
Walker

Illinois

Cook
DuPage
Kane
Lake
Madison
McHenry
Sangamon
St. Clair
Will

Kentucky
Fayette
Jefferson
McCracken

Louisiana

Ascension
Bossier
Caddo Parish
Calcasieu
Concordia
East Feliciana
Lafayette
Lafourche
Lincoln
Livingston
Orleans
Ouachita Parish
Plaquemines Parish
Rapides
St. Bernard
Tangipahoa
Webster
West Carroll
West Feliciana

Mississippi

Amite
Benton
Claiborne
Franklin
Greene
Humphreys
Jefferson
Jefferson Davis
Lawrence
Perry
Prentiss
Quitman
Sharkey
Smith
Stone
Tallahatchie
Walthall
Wilkinson

Missouri

Butler
Dunklin
Jackson
Saint Charles
Scott
St. Louis
Stoddard

Nebraska

Douglas

North Carolina
Forsyth
Guilford
Mecklenburg
Union
Wake

South Carolina

Aiken
Beaufort
Berkeley
Charleston
Greenville
Lexington
Richland
Spartanburg
York

Tennessee

Carroll
Chester
Crockett
Dickson
Hardeman
Hardin
Haywood
Henry
Knox
Lauderdale
Lincoln
McNairy
Montgomery
Obion
Robertson
Sullivan
Weakley
Wilson

Texas

Bell
Bexar
Brazoria
Brazos
Cameron
Dallas
Denton
Ellis
Fort Bend
Galveston
Gregg
Montgomery
Nacogdoches
Orange
Rockwall
Smith
Travis
Williamson

Virginia
Accomack
Chesapeake (city)
Chesterfield
Fairfax
Loudoun
Prince William



Strategic **ENROLLMENT PLAN**

- New Markets
- Recruitment Communication Collaboration
- Increased Recruitment/Marketing Staff
- International Recruitment Position
- Dual enrollment/Dual Credit



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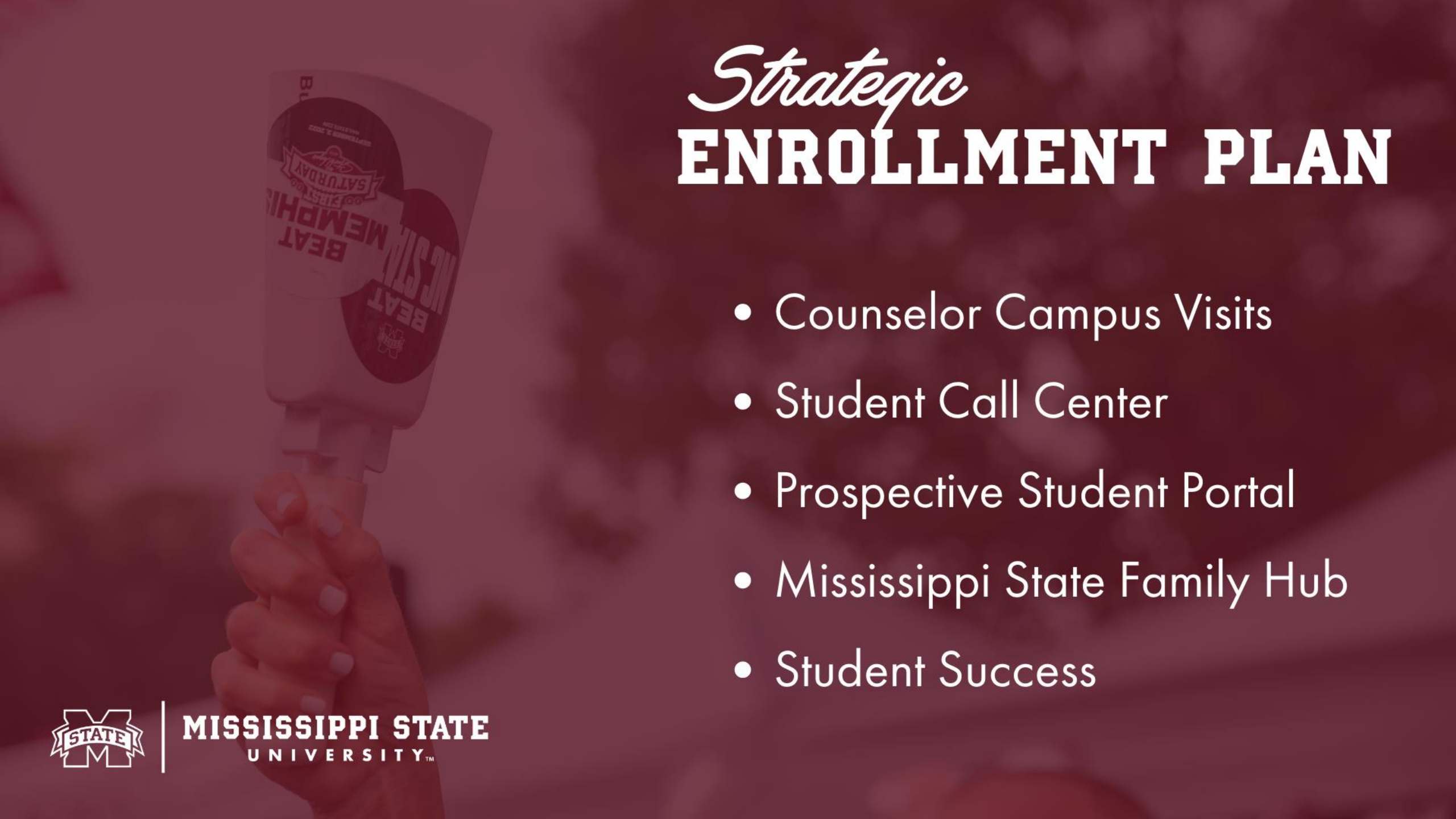
Strategic **ENROLLMENT PLAN**

- S.P.A.R.K. (Students Paving a Road to Knowledge)
- Jackson Public Schools Preview Day
- Latin Student Preview Day
- Choctaw Tribal student outreach



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Strategic **ENROLLMENT PLAN**

- Counselor Campus Visits
- Student Call Center
- Prospective Student Portal
- Mississippi State Family Hub
- Student Success



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Preliminary **FALL 2024**

ENROLLMENT DATA

FIRST TIME IN COLLEGE

+15% - APPLICATIONS

+16% - ADMITS

STARKVILLE TRANSFER

+5% - APPLICATIONS

+2% - ADMITS

MERIDIAN TRANSFER

-10% - APPLICATIONS

-9% - ADMITS

ONLINE TRANSFER

+17% - APPLICATIONS

+12% - ADMITS



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PARTNERSHIPS & OPPORTUNITIES

- Current Partnerships
- Potential Opportunities



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