



MISSISSIPPI STATE
UNIVERSITY™

ALUMNI ASSOCIATION

Leadership Conference
February 22, 2025



MISSISSIPPI STATE
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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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A group of approximately 25 people, including men and women of various ages, are posed for a group photo. They are standing in a room with large windows and indoor plants. In the background, there are several large balloons in maroon, white, and gold, along with banners that read "MAROON & WHITE FOREVER" and "MISSISSIPPI STATE ALUMNI". The people are dressed in a mix of casual and semi-formal attire, with many wearing maroon shirts or vests. The overall atmosphere is celebratory and professional.

Our Core Values

Service | Respect

Collaboration

Innovation | Integrity



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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.



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Your MSU Alumni Association Staff



Jeff Davis



Kaci Misun



Orly Hardin



Michael Richardson



Leanna Smith



Sykes Zimmerman



Janet Downey



Brooke Bridges





Top 6 Concentrated States

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



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Living Alumni



166,638

*Active Members**

52,000

100+

**ALUMNI CHAPTERS
AND CLUBS**

51 Recognized



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It is all about getting more....

BULLDOGS ENGAGED

in

Philanthropy

Volunteering

Experiential

Communications



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9% Increase in the number Alumni Association Volunteers

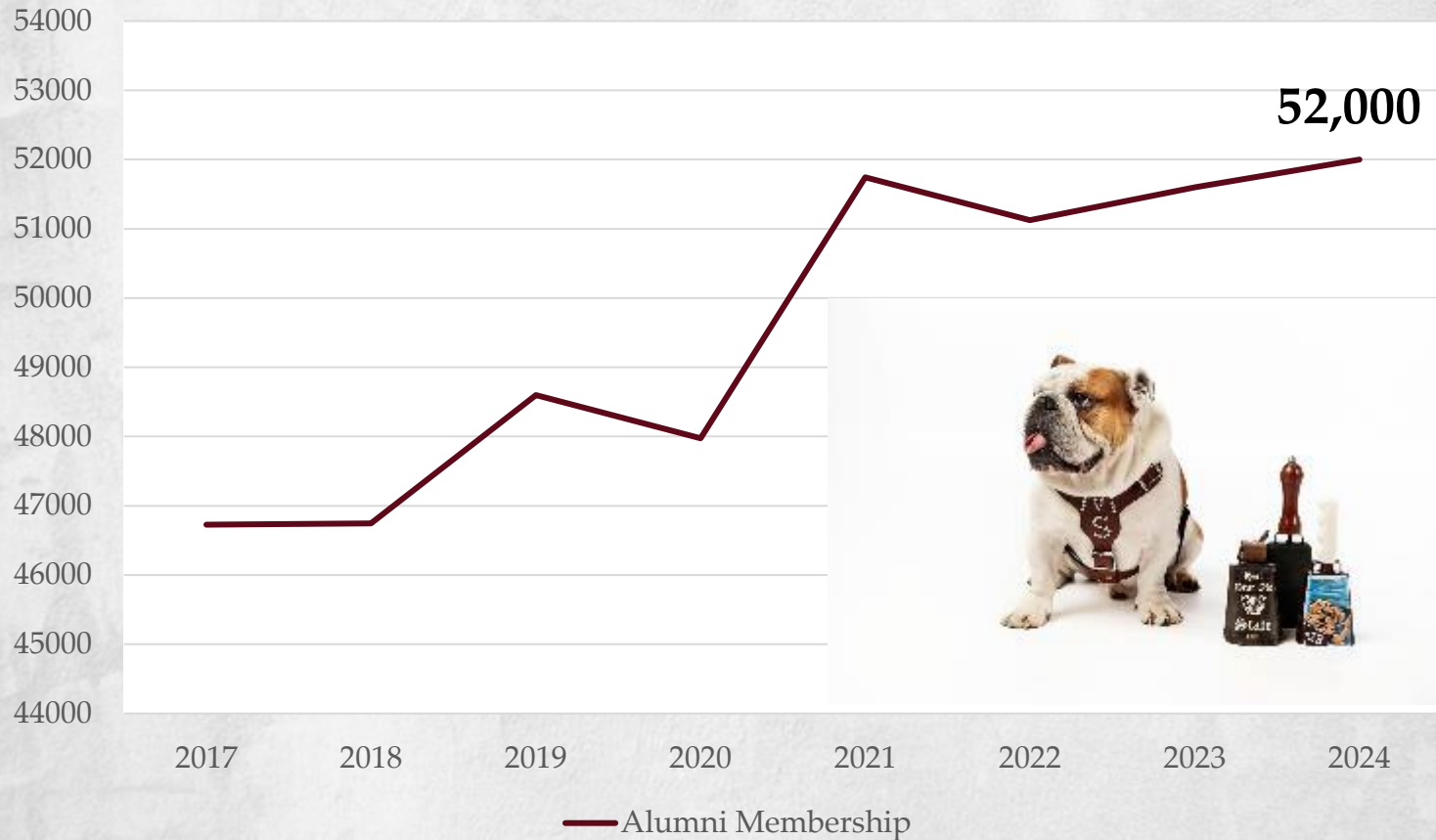
852 Volunteers in 2024



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Active Alumni Members



Engagement Growth Areas



3,573 Legacy Kids



260

Travelers

12.5% increase



446 Mentors



637 Events



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Engagement through Alumni Partnerships



KYLE CAVAN



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Engagement through Digital



38K



~20K



~19K



~8K



~158K



~14K



Areas of Focus 2025

- TRY SOMETHING NEW
- Quality events/activities over quantity
- Utilize the Event Submission form
 - Communicate with your team
- Schedule 1 planning/training meeting with Janet or Michael, in-person or virtual (Zoom, Teams, Google Meets, etc.)



WE ARE HERE FOR YOU!

- Email from AA – check your SPAM
 - Add to safe sender:
Chapters@alumni.msstate.edu
info@alumni.msstate.edu
- Don't forget -
 - Keep track of your events
 - (document, spreadsheet, Google drive)
 - Sign-in Sheets or list of attendees
 - Electronic RSVPs ~ QR Code Check-in



THANK YOU!



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Send-off Party Time

- **Date range : July 24 – Aug 10**
 - Maybe July 19 in special cases
- **Need Party commitment by May 30**
 - Party details by June 16
- **Freshman Orientation: June 5 – July 1 (9 sessions)**
- **Transfer Orientation: Apr. 25 - July 14 (4 sessions)**
 - Advertise parties at our sponsored Parent Receptions
- **Dates to know**
 - August 13 - MVNU2MSU & Sorority recruitment
 - August 15 -18 - New Maroon Camp starts
 - August 19 - Sorority Bid Day
 - August 20 - Classes start





Y'ALL COME BACK NOW,

YA HEAR ?



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