



MISSISSIPPI STATE UNIVERSITY™  
ALUMNI ASSOCIATION

*2026  
Leadership  
Conference*



February 28, 2026

# 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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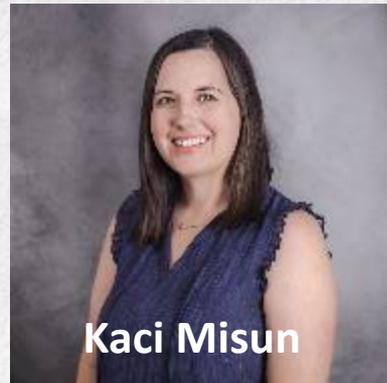
Alumni Association

# The A-Team Collaborates and Celebrates

## Executive Director's Office



**Jeff Davis**



**Kaci Misun**

## Alumni Partnerships & Business Development



**Leanna Smith**

## Engagement Team - Campus based Events & Programs



**Orly Hardin**



**Sykes Zimmerman**

2 new staff for:  
Student & Young  
Alumni Engagement  
and  
Business Partnerships



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# The A-Team Collaborates and Celebrates

## Volunteers and Regional Engagement



**Michael Richardson**



**Janet Downey**



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# Measuring Alumni Engagement

**Goal:** measure alumni engagement using the four modes of Alumni Engagement (as defined by the Council for Advancement and Support of Education - CASE).

**Alumni Engagement:** “Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution’s reputation, and involve alumni in meaningful activities to advance the institution’s mission.”



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# How does our engagement tie in with our 4 modes of **Alumni Engagement**

How do we put these into practice?

Volunteering

Philanthropy

Experiential

Communications



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# Volunteering

“Formally defined and rewarding volunteer roles that are endorsed by and valued by the institution.”

- **879** = 2025 Chapter, Club, ARN, National Board, BAAC & Committees, Bulldog Network Mentor, Engagement Volunteers
- **YOU** - you've committed to this, we will support you, train you, and encourage others to volunteer



# Philanthropic

“Financial support that is meaningful to the donor and supports the institution’s mission and strategic goals.”

- **55,067 members in 2025**
- Giving to MSU – any fund through the MSU Foundation or Bulldog Club
- Supporting your chapter scholarship fund or advancement fund
- Participating in Giving Tuesday
  - Total raised for 2025 challenge: **\$51,680**
  - Total gifts in challenge: **329**



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# Experiential

“Meaningful experiences that inspire alumni, are valued by the institution, promote its mission, celebrate its achievements and strengthen its reputation.”

- Promote MSU’s Mission
- Create a culture of purpose and impact
- Value
- Celebrate & Strengthen Dear Ole State



# Communication

“Interactive, meaningful and informative communication that supports the institution’s mission, strategic goals and reputation.”

- Share MSU’s information
- 2-way communication between the Association & Volunteers
  - Ex. Bully’s Bark email; Maroon Insider email
- Writing to admitted students
- Mentoring current students



# Communication



**Bully's  
BARK**  
MSU Alumni Association Volunteers

February 2026

**Happy 148th Birthday, MSU!**

The Agricultural and Mechanical College of the State of Mississippi, what we now know and love as Mississippi State University, was established February 28, 1878. The Mississippi Legislature gave it a mission to provide training in "agriculture, horticulture and the mechanical arts . . . without excluding other scientific and classical studies, including military tactics."

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**All VOLUNTEERS**

**ALUMNI VOLUNTEER  
LEADERSHIP WEEKEND**  
Feb. 27–28, 2026

**STATE MAROON INSIDER**  
February 2026 | The official E-newsletter of the MSU Alumni Association



**Happy Opening Day!** ⚾

At long last, baseball is officially back TODAY at Dudy Noble Field! Coach Brian O'Connor and his Bulldogs step up to the plate against Hofstra to begin the 2026 season. [Click here for the Diamond Dawgs' full schedule.](#)

Keep scrolling for your opening day lineup of news and notes just for MSU alumni. Play ball!

Email from AA – check your SPAM

Add to safe sender: [Chapters@alumni.msstate.edu](mailto:Chapters@alumni.msstate.edu)  
[info@alumni.msstate.edu](mailto:info@alumni.msstate.edu)



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# Engagement through Alumni Partnerships

<https://www.alumni.msstate.edu/meet-our-partners>



KYLE CAVAN



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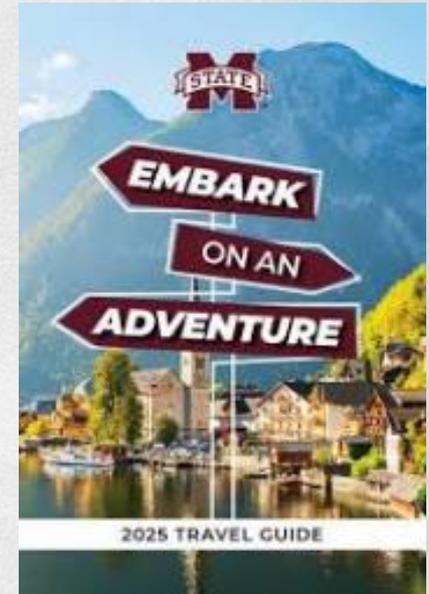


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# Engagement Programs



For children or grandchildren of alumni



Traveling Bulldogs

161 Mentors

~ 632 Events

Fall 2025 & Spring 2026



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# Engagement Program Send-off Parties



Date range:  
**July 23 – Aug 9**

Need Party  
commitment by  
**May 29**

- Full Party details by  
**June 15**



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# Areas of Focus 2026

- Keep trying SOMETHING NEW
- Quality events/activities over quantity
- Using each engagement area to prioritize our plans for the year.
  - Volunteering – recruit others to join in some type of volunteering experience
  - Philanthropic – raise funds for scholarships
  - Experiential – engagement event/activity
  - Communication – event submission form, social media



# Areas of Focus 2026

- Training Volunteers
- Schedule 1 planning/training meeting with each chapter team, micro-volunteers, ARN (in-person or virtual)
- Recognizing Volunteers
  - Encouraging award nominations
  - Better stewardship
- Re-activating, merging or sunsetting chapters



THANK YOU!



There is no  
"I" in TEAM,  
but we sure  
are glad there  
is "u" in our  
volunteers!



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**HAPPY BIRTHDAY**  
**MISSISSIPPI STATE UNIVERSITY**  
**FOUNDED FEBRUARY 28, 1878**

<https://www.youtube.com/watch?v=1xKhsBY3Gd4>



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# WE ARE HERE FOR YOU!

- Don't forget –
  - Communciation – tell us in advance events via submission form (and emails)
  - Keep track of your events
    - (document, spreadsheet, Google drive)
  - Sign-in Sheets or list of attendees
    - Electronic RSVPs ~ QR Code Check-in

Collaborate, Celebrate, & have  
some FUN!



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# 2026 Leadership Conference



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