

Alumni Collaboration

WITH ENROLLMENT SERVICES



MISSISSIPPI STATE
UNIVERSITY™

ENROLLMENT SERVICES OFFICES

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



MISSISSIPPI STATE
UNIVERSITY™



THANK YOU!



MISSISSIPPI STATE
UNIVERSITY™

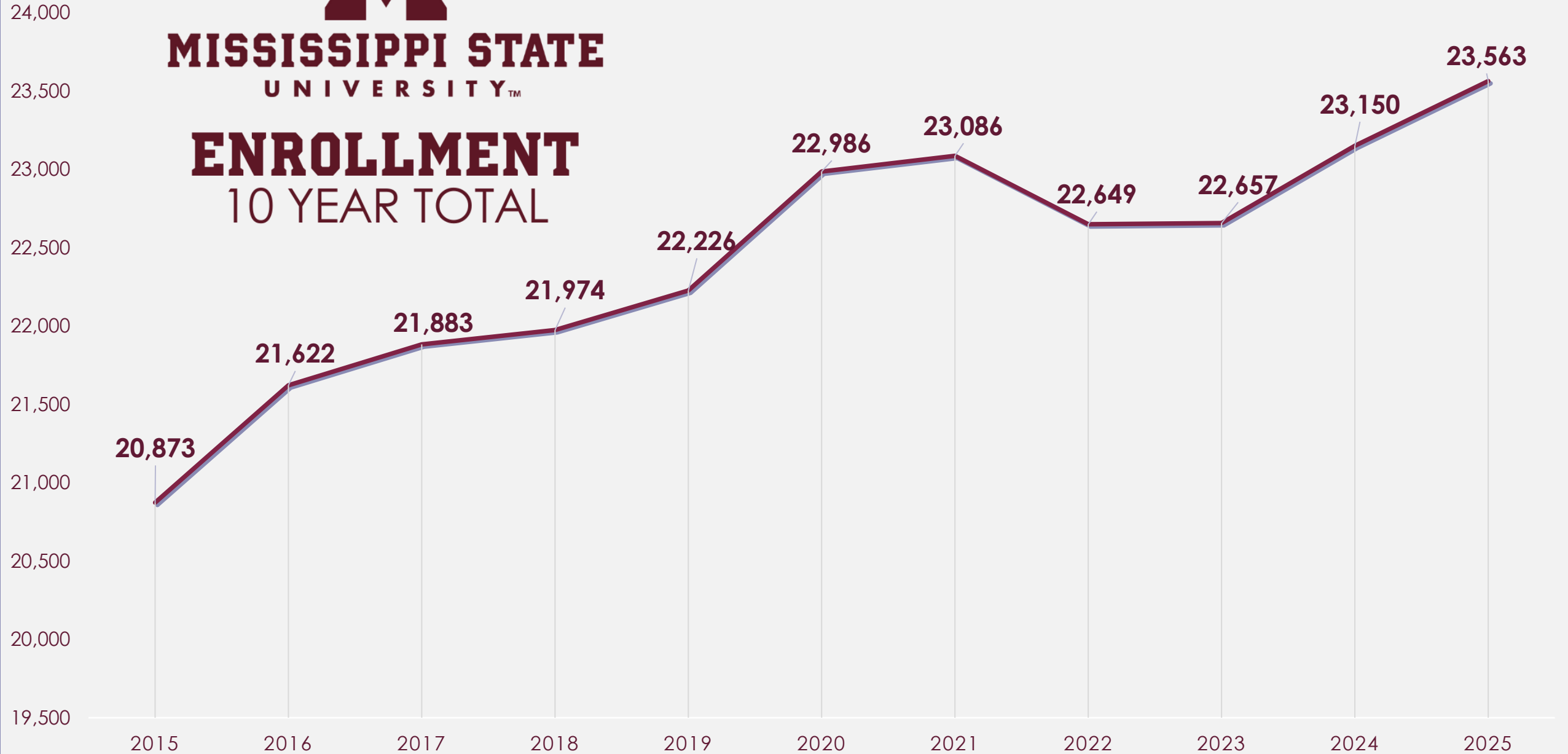


MISSISSIPPI STATE
UNIVERSITY™

ENROLLMENT

10 YEAR TOTAL

— Enrollment



FALL 2025 *Enrollment Data*

**OVERALL
UNIVERSITY ENROLLMENT:**

23,563 (+1.8%)



FALL 2025 *Enrollment Data*

FIRST TIME IN COLLEGE:

4,049 (+12.5%)

ACT Average - 25.1

GPA Average - 3.75



**Enroll most MS
residents of any
MS institution**

FALL 2025 *Enrollment Data*

FIRST TIME TRANSFER:

1,890 (-.009%)



**Enroll most
transfers of any
MS institution**

FALL 2025 *Enrollment Data*

**GULF COAST ENGINEERING:
90 (-6.2%)**



FALL 2025 *Enrollment Data*

**MERIDIAN CAMPUS:
523 (-13.2%)**



FALL 2025 *Enrollment Data*

GRADUATE SCHOOL:

4,030 (-2.3%)



FALL 2025 *Enrollment Data*

ONLINE EDUCATION:
3,261 (+4.1%)



**HAIL
STATE**

FALL 2025 *Enrollment Data*

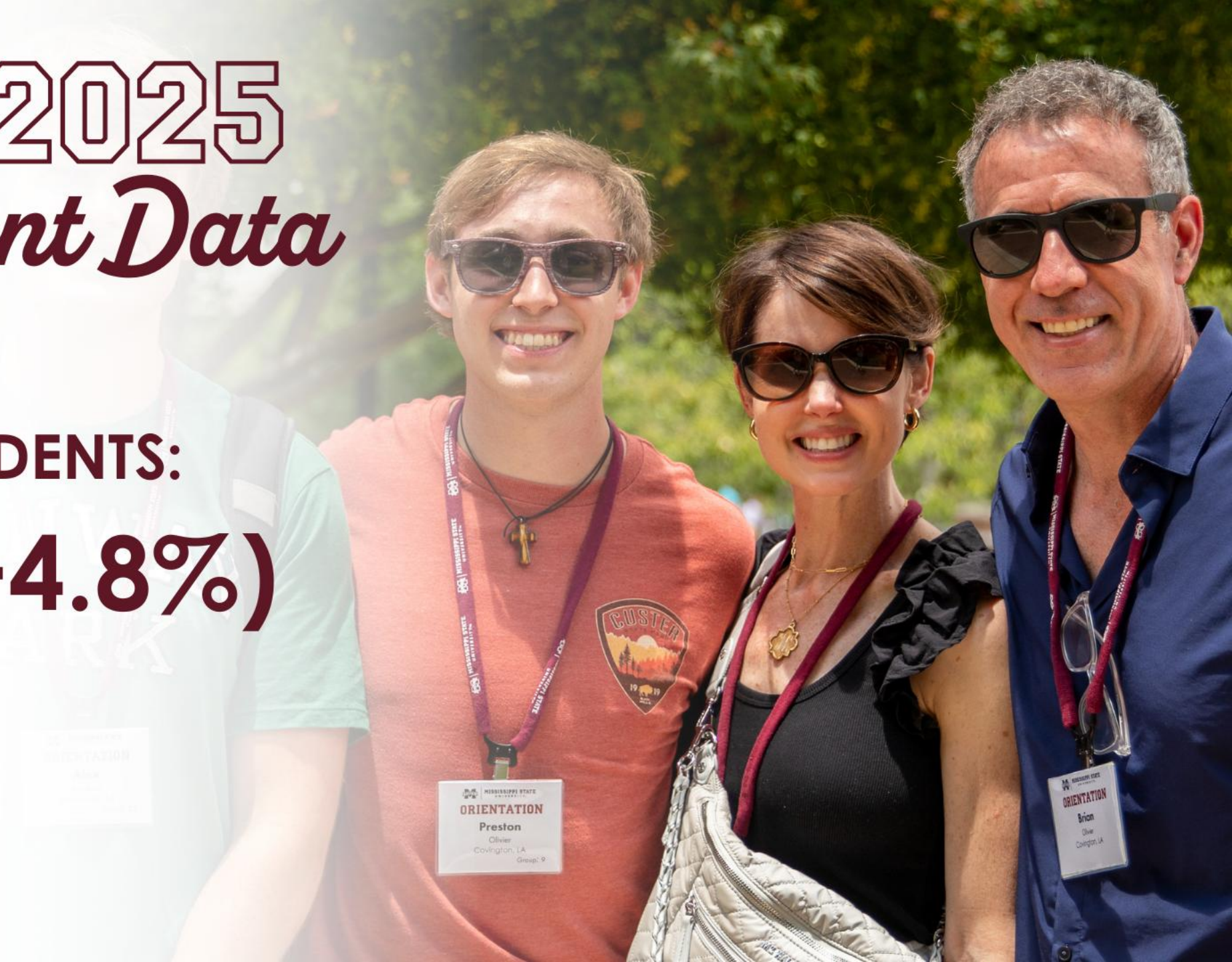
MISSISSIPPI RESIDENTS:
14,491 (+.002%)



FALL 2025 *Enrollment Data*

NON-RESIDENTS:

8,146 (+4.8%)



MISSISSIPPI STATE UNIVERSITY
ORIENTATION
Preston
Olivier
Covington, LA
Group: 9

MISSISSIPPI STATE UNIVERSITY
ORIENTATION
Brian
Olivier
Covington, LA

FALL 2025 *Enrollment Data*

MINORITY:

6,883 (+7.0%)



FALL 2025 *Enrollment Data*

**INTERNATIONAL:
926 (-.008%)**



FALL 2025
Enrollment Data

**LARGEST
NON-RESIDENT
STATE ENROLLMENT**

**LARGEST MS
COUNTY ENROLLMENT**

Madison, Rankin, Oktibbeha,
Desoto, Hinds, Harrison



FALL STATE

OBSTACLES & OPPORTUNITIES

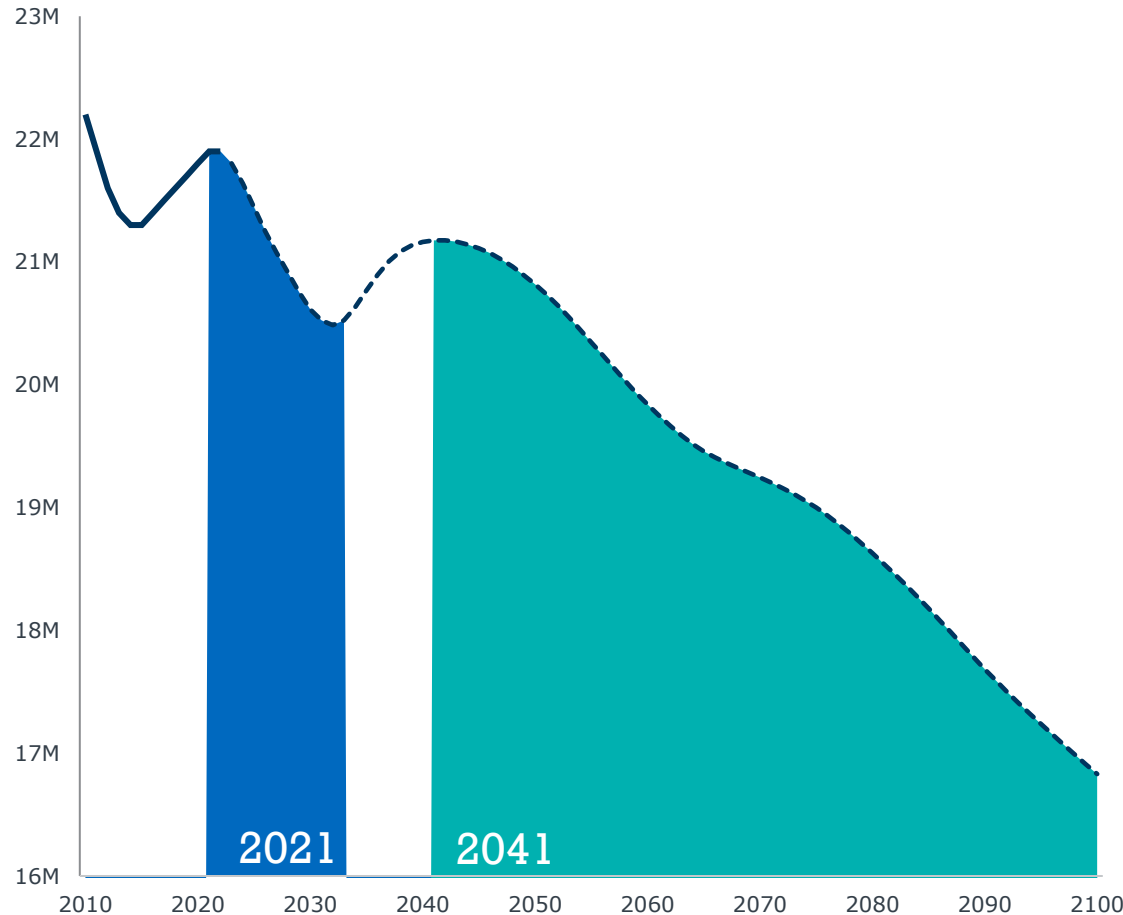
- **High School Graduation Numbers Declining**
- **Increased Competition**
- **Struggle with Tuition Revenue and Headcount**
 - Success of Privately Funded Scholarships
- **Establishing New Non-Resident Markets**



Fewer People Means Fewer Enrollments

Demographic Cliff Followed by Even Steeper Decline Through 2100

United States 15- to 19-Year-Old Population, IHME Projection



The Demographic Cliff

-6.3% or **-1.4M**

Decline in 15- to 19-year-old youth population, 2021-2032

Peak Population

-21% or **-4.3M**

Decline in 15- to 19-year-old youth population, 2041-2100

3x

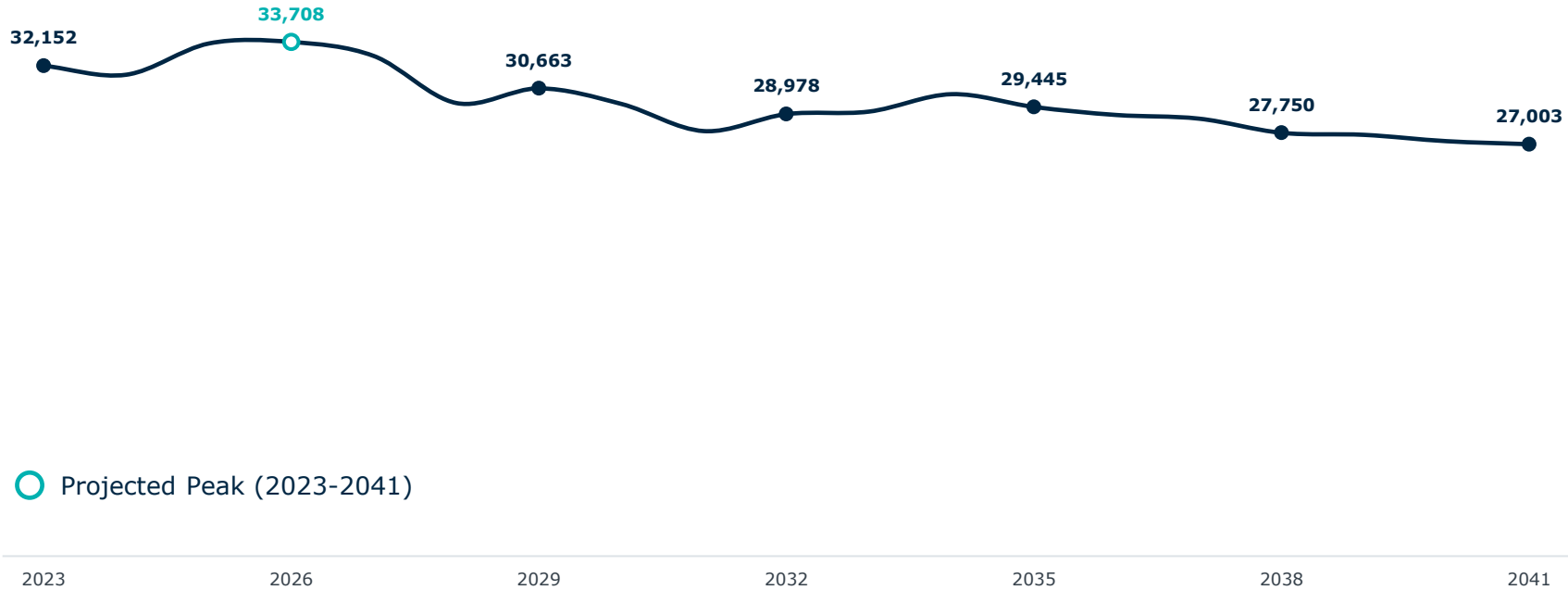
*College-going population decline from 2041-2100 projected to be **~3x the size of pandemic-era enrollment losses***

1) Institute for Health Metrics and Evaluation.

Source: "Global Burdens of Disease Population Projections 2019-2100," Institute for Health Metrics and Evaluation; EAB interviews and analysis.

Mississippi High School Student Landscape

Total Public + Private High School Graduates 2023 to 2041



33K
Projected peak of graduates in 2026



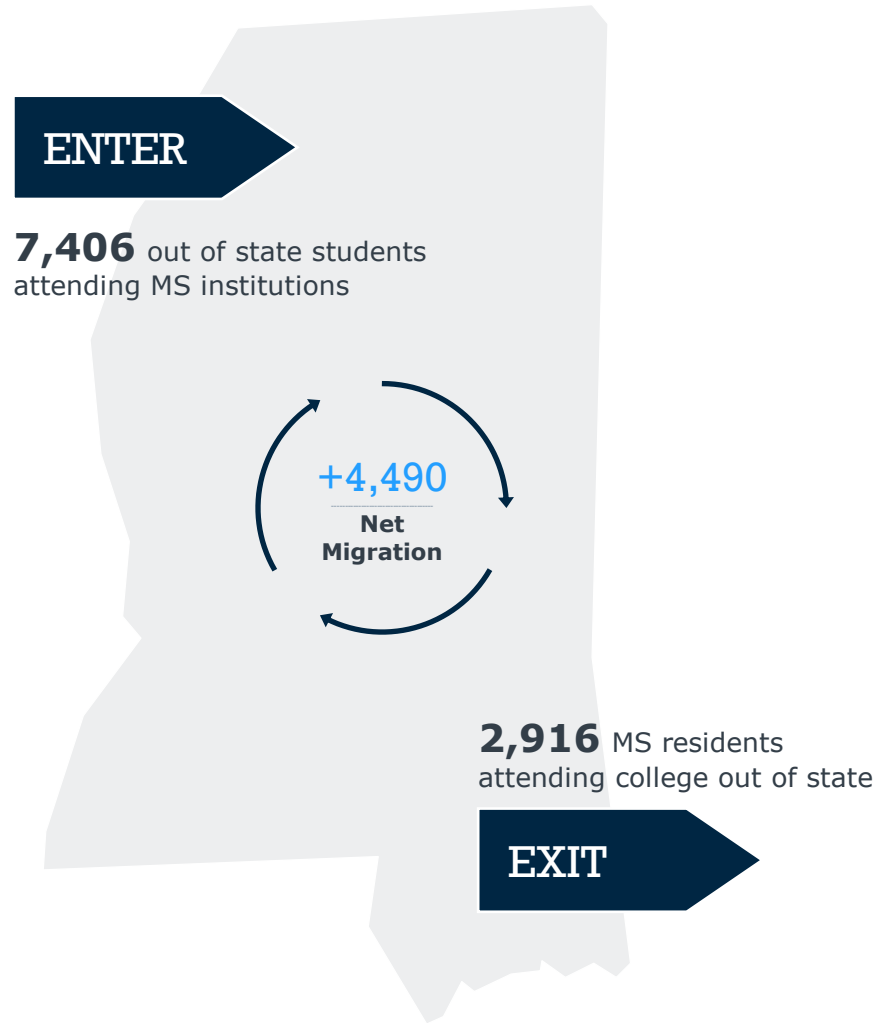
-16%
Projected change between 2023 & 2041



55% → 61%
Projected share of non-white public graduates 2023 to 2041

Student Residence + Migration in Mississippi

Fall 2022 First-Time Degree Seeking Undergraduates



State Insights + History

27K

Total first-time enrollment



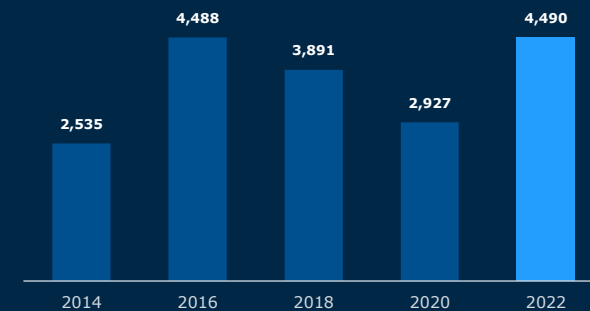
72%

First-time in-state residents

34 Institutions

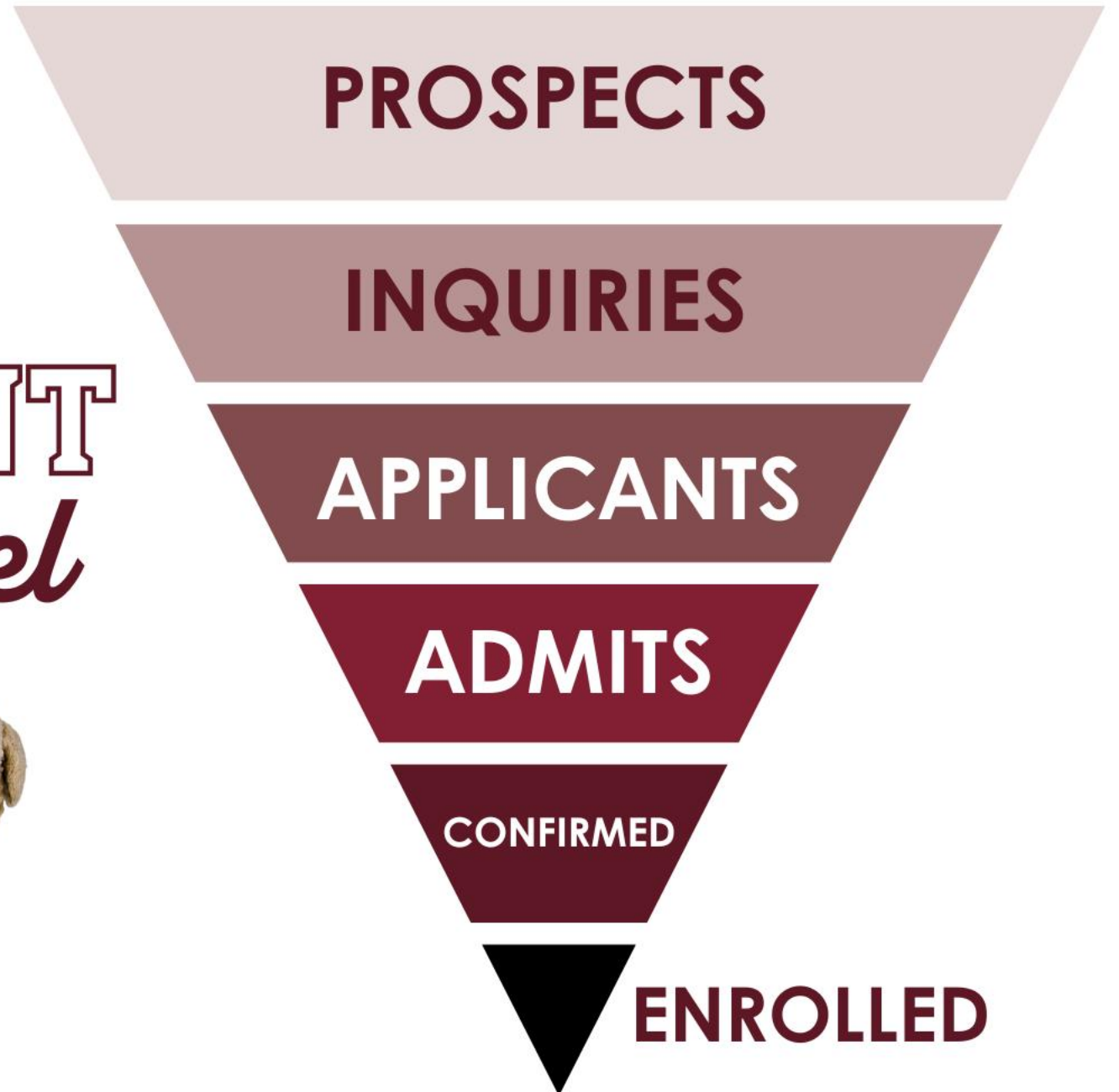
Institutions	4-Yr	2-Yr	Total
Public	8	15	23
Private	9	0	9
For Profit	1	1	2

Net Migration



Source: Digest of Education Statistics, Table 309.10 & The Chronicle of Higher Education, Almanac 2024.

RECRUITMENT *Funnel*



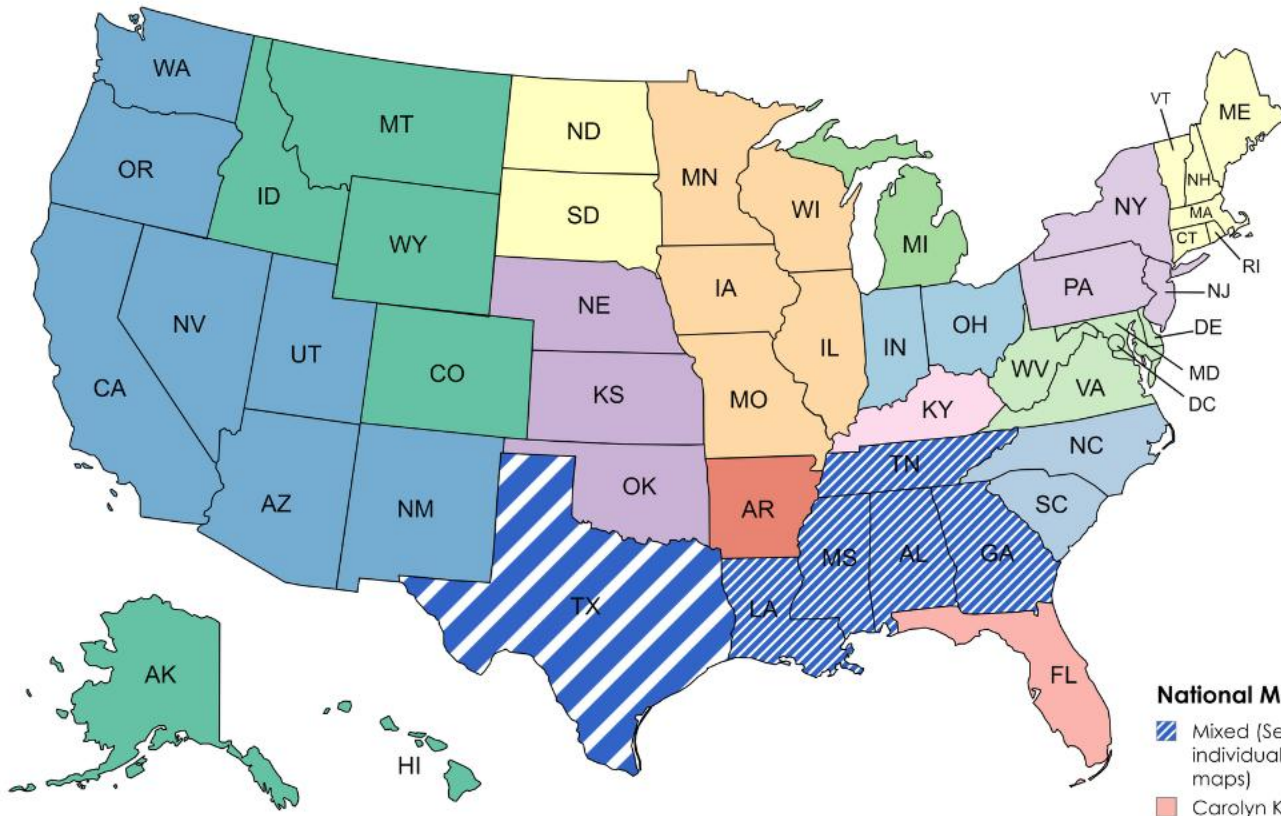
Strategic ENROLLMENT PLAN

- University Marketing Strategy
- Out of State Market Development
- Mississippi Strategy
- Greek Life Strategy



MISSISSIPPI STATE
UNIVERSITY™





National Map 2024

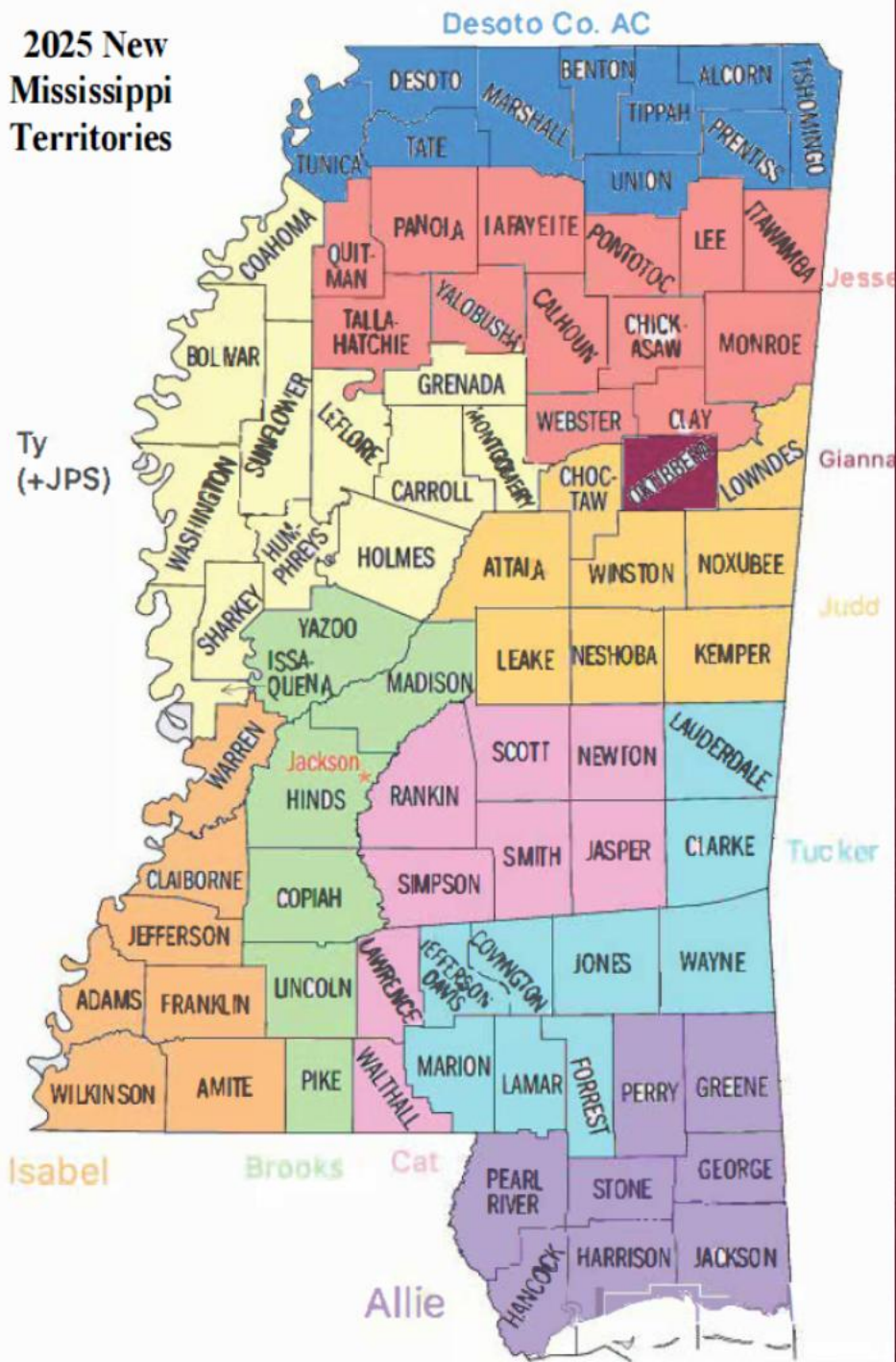
-  Mixed (See individual state maps)
-  Carolyn Kate Lowell
-  Amanda Burns
-  Savannah Willis
-  Sarah Gresham Maddox
-  Grant Nerren
-  Anna Grace Hemphill
-  Brooke Thomas
-  Jaye West
-  Michael O'Reilly
-  Austin Fitch
-  Gianna Ciotoli Maidens
-  Stori Endt
-  Anne Browning Wilson
-  Brandon Scott Fields

US Map of Territories



MISSISSIPPI STATE
UNIVERSITY™

2025 New
Mississippi
Territories



Mississippi Map of High School Territories



MISSISSIPPI STATE
UNIVERSITY™

A photograph of two young women hugging outdoors. The woman on the left is wearing a white baseball cap with 'CH' in orange letters and a red jacket. She is holding a white folder and a smartphone. The woman on the right is wearing a tiara and a sequined top. They are both smiling and looking towards the camera. In the background, there are other people, trees, and yellow balloons.

Greek LIFE

RECRUITMENT INITIATIVES

- Optional Greek Life Session for Campus Visits
- Small Group Dinners with Prospective Students
- Greek Life Social the evening before Preview Days
- Greek Life students taking prospective students to lunch on campus.



MISSISSIPPI STATE
UNIVERSITY™

BRAND AWARENESS *Strategies*

- Miss USA and Miss Teen USA scholarship opportunities
- Social media campaigns
 - Meteorology MSU Alumni - box mail out
 - Influencer marketing



MISSISSIPPI STATE
UNIVERSITY™

Welcome to
**PREVIEW
DAY!**



MISSISSIPPI STATE UNIVERSITY SPRING PREVIEW DAY



MISSISSIPPI STATE UNIVERSITY SPRING PREVIEW DAY



WAYS TO *Visit*

Campus Visit

Preview Day

Scholars Recognition Day

Academic Insight

Virtual Visit



MISSISSIPPI STATE
UNIVERSITY™

ALUMNI ENGAGEMENT

- Tickets for Athletic Events
- Promote Social Media –
 - Share University posts; profiles of alumni businesses/local events where alumni play a key role
- Awards Programs/Signing Days
- College Fairs



MISSISSIPPI STATE
UNIVERSITY™

ALUMNI ENGAGEMENT

- Alumni Recruitment Network
- Refer a Student
- Target local high schools/community colleges
 - Examples: snacks to counselors, sponsor local counselors for a breakfast/lunch, sponsor them to come to campus
- Host a recruitment event
- Chapter/leadership meeting speaker



MISSISSIPPI STATE
UNIVERSITY™

POWER OF CONNECTIONS

Hi John and Casey,

I hope all is going well for y'all!

I have a favor to ask, if you're available to help on Monday. If you aren't open that day, no worries at all!

My friend, Carly Williams, (whom you met last April when she and her son, Luke, were on campus for his official State campus tour), has a good friend, whose son is also a friend of Luke's, who is going to be doing their State campus tour this coming Monday, February 16. However, I know that is President's Day, so you might not be in the office that day.

Ryan Holton is a senior at Whitfield Academy here in Smyrna, GA, and a classmate of Luke's. He's interested in majoring in Mechanical Engineering, and this will be the first visit to State for him and his mom (Janelle Holton). They are scheduled in the 9:00am official campus tour on Monday morning, and then will be in the 11:00am Engineering session. He's interested in attending MSU, but this will be his first in-person exposure to State. Ryan and his mom are both really good people, so Ryan would be a good student if we can get him to enroll at State!

If you're able to say "hello" to them before his tour, that would be fantastic. But if you're not available, it's really no problem. Let me know your thoughts.

Thanks so much, and Hail State!

William

Be on the lookout for Garrett Hood from Boyd Buchanan in Chattanooga. His mom is principal of Boyd High School. Garrett is interested in State. That would be a coup.

Hi, Shelby (and Dr. Dickerson). Hail State!

I have a lead on an awesome young man named Tucker Bayer who is a from Northland Christian School student but will be graduating this year from St. Thomas High School in HOU. As you know, it is a very well established academic private school that has been around in the HOU area for a long time. Tucker is active in sports and has some unique international service projects, all while maintaining a great gpa. I have known and worked with his mother in different circles for a number of years. In fact, she knew my long-established connection to State and was very interested in hearing more. Tucker is also considering ARK, Ok State and OU. They would have a lot of interest in ways to eliminate out of state and look for scholarships.

Shelby, would you call his mom, Jenny Bayer to introduce yourself

Thank you for all you do in the H-town market and appreciate you guys always following up on my leads 😊.....

Contact

ENROLLMENT SERVICES

John R. Dickerson

Associate Vice President for
Enrollment Services

jrd72@msstate.edu

662.325.1838 (Office)

601.573.5921 (Cell)



MISSISSIPPI STATE
UNIVERSITY™