
PREFACE

The Office of Institutional Research presents this sixth edition of the Mississippi College FACT BOOK, which is Volume I of the 2004-2005 Mississippi College Annual Report. The other two volumes are: UNIT AND COMMITTEE ACCOMPLISHMENTS (Volume II) and SPSC YEAR-END REPORT: SUMMARY OF ACCOMPLISHMENTS (Volume III).

The FACT BOOK houses important university data, including those data, which reveal trends. It is designed to answer common questions about various aspects of the university. The primary purpose of the FACT BOOK, however, is to provide data that support planning and evaluation efforts at the university.

According to the 1994 edition of the Carnegie Classification, Mississippi College is a Master's (Comprehensive) College and University, which offers a full range of baccalaureate programs and is committed to graduate education through the specialist's degree.

The Office of Institutional Research assumes responsibility for publishing the FACT BOOK, but the data included here are the result of the work of many offices across campus. Gratitude is expressed to all those who have assisted in publishing this seventh edition of the 2004-2005 Mississippi College FACT BOOK.

Cassandra Sessoms
Office of Institutional Research



Mississippi
College

Mission Statement of Mississippi College

Mississippi College, governed by a Board of Trustees elected by the Mississippi Baptist Convention, is a private, co-educational, comprehensive university of liberal arts and sciences and professional studies dedicated to the pursuit of academic excellence. Founded in 1826, Mississippi College is the oldest institution of higher learning and the largest private university in the state of Mississippi. As a Christian institution, Mississippi College values the integration of faith and learning throughout the educational process.

Consistent with its Baptist heritage and relationship to the Convention, Mississippi College provides a quality Christian education for its student population. Students select the university because of the quality of its academic programs, Christian environment, and location. The university strives to recruit students who demonstrate excellence in scholarship, leadership, and church/community involvement. The majority of students come from Mississippi and other southeastern states.

Mississippi College stimulates the intellectual development of its students through the liberal arts and sciences and concentrated study in specialized fields, including pre-professional and professional programs. Furthermore, the university environment promotes the spiritual, social, emotional, and physical development of its students and encourages them to utilize their skill, talents and abilities as they pursue meaningful careers, life-long learning and service to God and others. The university emphasizes those undergraduate, graduate, and professional programs, which offer opportunities for service. Additionally, the university reflects its responsibility of service to the community through a variety of learning opportunities and numerous cultural enrichment experiences.

Mississippi College is committed to excellence and innovation in teaching and learning. The university seeks to employ and retain faculty who are dedicated to teaching/learning and advising students, who support and engage in scholarship and creative activities that advance knowledge, and who seek to continue their own professional development. The university also seeks to employ and retain staff and administrators who are equally dedicated to supporting these efforts. Furthermore, the university selects employees who reflect Christian values and commitment to service. Mississippi College is an equal opportunity employer in accordance with Title VII and applicable exemptions.

Strategic Goal Statements of Mississippi College

I. Academic Excellence (SD01; SD14; AP03; AP05; AP06; AP07)

Mississippi College will pursue excellence by employing effective faculty, staff, and administrators; recruiting students who can benefit from the university experience; providing an enriched learning environment and innovative delivery methods; and promoting outstanding scholarship, service, and creative activities that advance knowledge.

II. Curriculum (SD14)

Undergraduate Curriculum

The undergraduate curriculum will prepare students for a lifetime of learning and instill basic skills, knowledge, and attitudes necessary for personal development and reasoned response to a changing world. These goals will be accomplished through study in a general education component of liberal arts and sciences balanced with concentrated study in specialized fields. This educational experience will provide students the opportunity to pursue academic studies and to prepare for meaningful careers as they serve God and others.

Graduate and Post-Baccalaureate Professional Curricula

The university also will provide quality graduate and post-baccalaureate academic and professional programs in areas where demand is sufficient and where the university can best serve its constituencies while being consistent with the mission and goals of the university.

III. Image (SD06; SD11; SD14)

Mississippi College will seek to maintain an image as a regional comprehensive university offering high-quality liberal arts/sciences, pre-professional, graduate, and professional programs in a Christian environment. The university will focus its communication efforts on markets in Mississippi and other southeastern states. The university will monitor the public's perception of the university and will work to correct misperceptions.

IV. Faculty / Staff (AP04; CS01; CS02)

Mississippi College will recruit, employ and retain highly qualified Christian faculty, staff, and administrators who demonstrate interest in serving the university and community. The university will seek Christian faculty who also provide effective teaching/learning and advising of students, who support and engage in scholarship and creative activities that advance knowledge, and who seek to continue their own professional development. The university, in addition, will seek staff and administrators who support these efforts. To this end, the university will provide compensation and benefits commensurate with regional universities and each individual's level of accomplishment and will support professional development for all personnel.

V. Student Development and Services (SD01; SD14; SG01; SG02; SG03; SG04)

Mississippi College will seek to prepare its students for a variety of careers and service to God and others. The university will offer students personal, career, and academic counseling in a Christian manner; lectures and programs that are enriching and uplifting; student organizations; and opportunities for university and community service.

VI. Target Market (SD01; SD06; SD11; SD14; FG02; AP07)

Mississippi College will recruit students seeking a quality education in the liberal arts/sciences, preprofessional, graduate, and professional studies delivered in a Christian environment. The university will make special efforts to identify and attract students who demonstrate excellence in scholarship, leadership, community service, and church involvement, particularly Baptist church involvement.

VII. Special Programs (SD06)

Mississippi College will expand its international studies and continuing education programs in order to provide life-long learning opportunities for personal, professional, and career development.

VIII. Christian Setting (AP01)

Mississippi College will manifest Christian principles through its policies toward students, faculty, staff, and administrators; promote a campus atmosphere of helpfulness and caring; and encourage Christian relationships among students, faculty, staff, and administrators.

IX. Convention / Church (SD06; SD11)

Mississippi College will maintain a mutually beneficial relationship with the Mississippi Baptist Convention and Baptist churches. Consistent with its mission and resources, the university will meet the various needs of Mississippi Baptists, including support for state-wide Convention activities, training opportunities, contact with university personnel, and placement services for students interested in Christian service.

X. Alumni (SD06; SD11; FG01; CS03)

Mississippi College will communicate with alumni to enhance their continued relationship with the university, seek to provide career assistance, disseminate regular information about university programs and activities, and encourage fellowship among alumni to strengthen ties to their alma mater.

XI. Fiscal Affairs and Fundraising (FG01)

Mississippi College will secure and manage all resources necessary for a comprehensive university to maintain its quality academic programs and its essential support services. The university will hold tuition costs at an affordable level for the greatest number of its applicants and remain competitive with its peer institutions' costs, while maintaining a sound financial base. The university will implement efficient fundraising efforts, expand its endowment, carefully manage its facilities, and follow a master plan for capital improvements.

XII. Technology

Mississippi College will provide current technology to meet the innovative teaching/learning and administrative needs of the university and will secure the necessary support and training for the use of such technology in the university setting.

*SD refers to Strategic Direction; AP refers to Academic Program Quality; FG refers to Financial Growth; SG refers to Student Growth; CS refers to Constituency Satisfaction (University Strategic Plan)

SD14 added 10/30/98

SD02,SD03,SD04,SD05,SD07,SD08,.SD09,SD10,SD12,SD13 removed 01/15/03

FG, SG, AP, and CS objectives added 4/04

2004-05 Strategic Directions and Objectives

- SD01. STABILIZE AND BUILD THE RESIDENTIAL POPULATION WHILE CONTINUING TO ATTRACT ALL STUDENTS WHO CAN BENEFIT FROM THE MISSISSIPPI COLLEGE EXPERIENCE. (Goals I, V, VI)**
- SD06. ENHANCE TIES TO MISSISSIPPI BAPTISTS. (Goals III, VI, VII, IX, X)**
- SD11. DEVELOP A COMPREHENSIVE AND UNIFIED PUBLIC RELATIONS PLAN. (Goals III, VI, IX, X)**
- SD14. ENHANCE, DEVELOP AND PROVIDE ADEQUATE RESOURCES FOR GRADUATE PROGRAMS THAT ATTRACT STUDENTS WHO CAN BENEFIT FROM GRADUATE STUDY AT MISSISSIPPI COLLEGE. (Goals I, II, III, V, VI)**
- FG01. BY MAY 31, 2005, MC WILL INCREASE THE PERCENTAGE OF ALUMNI GIVING TO 7%; 8% BY MAY 31, 2006; 9% BY MAY 31, 2007; AND 10% BY MAY 31, 2008.**
- FG02. MISSISSIPPI COLLEGE WILL REDUCE THE PERCENTAGE OF UNDERGRADUATE DISCOUNT TO UNDERGRADUATE TUITION.**
- SG01. CONDUCT A PROGRAM REVIEW OF FRESHMAN EXPERIENCE.**
- SG02. CONDUCT A DETAILED REVIEW OF MC'S RETENTION RATES. SUB-POPULATIONS SHOULD BE INCLUDED IN THIS REVIEW.**
- SG03. DEVELOP AN EARLY WARNING SYSTEM TO ASSIST "AT RISK" STUDENTS.**
- SG04. INVESTIGATE COMPETING GRADUATE BUSINESS PROGRAMS TO DETERMINE OPPORTUNITIES FOR GROWTH.**
- AP01. ENHANCE THE ACADEMIC ENVIRONMENT BY EMBRACING A "LEARNING THEME" FOR EACH ACADEMIC YEAR. FOR EXAMPLE, "CHRISTIAN FAITH & LEARNING IN THE 21ST CENTURY" MIGHT BE OUR THEME FOR 2004-05.**
- AP03. ENHANCE THE LEARNING ENVIRONMENT BY DEVELOPING A DEPARTMENT-BY-DEPARTMENT TUTORIAL PROGRAM, UTILIZING STUDENT WORKERS SUPERVISED BY DEPARTMENTAL FACULTY, ESPECIALLY GEARED TO FRESHMEN AND SOPHOMORE CLASSES.**

- AP04. IMPROVE FACULTY DEVELOPMENT OPPORTUNITIES THAT LOOK TO TEACHING EFFECTIVENESS.**
 - AP05. REFINE OUR PROCESSES FOR MEASURING STUDENT LEARNING.**
 - AP06. DEVELOP BOTH THRESHOLD AND CAPSTONE COURSES FOR ACADEMIC PROGRAMS REITERATING BOTH LITERACY SKILLS AND THE KNOWLEDGE BASE AND METHODOLOGY OF THE MAJOR.**
 - AP07. IMPROVE THE RECRUITING OF STUDENTS GENERALLY AND ESPECIALLY WITH AN EYE TO EXCEPTIONAL TALENTS AND ACADEMIC STRENGTHS.**
 - AP08. LINK ACADEMIC QUALITY AND FAITH AND LEARNING TO THE MC VISION STATEMENT.**
 - AP09. MARKET ACADEMIC QUALITY BY DEVELOPING PROMOTIONAL LITERATURE FOR EVERY DEPARTMENT.**
 - CS01. DETERMINE FACULTY/STAFF SATISFACTION WITH ANNUAL SALARY.**
 - CS02. DETERMINE FACULTY/STAFF SATISFACTION WITH FRINGE BENEFITS.**
 - CS03. DETERMINE ALUMNI SATISFACTION.**
-

SD02, 03, 04, 05, 07, 08, 09, 10, 12, & 13 were removed from the list having been either accomplished or determined to no longer need a strategic focus.

FG01, FG02, SG01, SG02, SG03, SG04, AP01, AP03, AP04, AP05, AP06, AP07, AP08, AP09, CS01, CS02, CS03 were adopted on April 2004

These objectives were ranked by the members of the SPSC for the purpose of setting priorities.