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## PREFACE

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The Office of Institutional Research presents this eleventh edition of the Mississippi College FACT BOOK, which is Volume I of the 2008-2009 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 2005 edition of the Carnegie Classification, Mississippi College is classified under the classification Master's M: Master's Colleges and Universities (medium programs), which offers a full range of baccalaureate programs and is committed to graduate education through the doctoral 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 eleventh edition of the 2008-2009 Mississippi College FACT BOOK.

David de Medicis  
Office of Institutional Research



Mississippi  
College

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# **Mission Statement of Mississippi College**

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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.

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# Strategic Goal Statements of Mississippi College

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## **I. Academic Excellence (SG09; SD14; AP02; AP05; AP06; AP07; SG10; AP11; AP13)**

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; SG10; SG04; AP05; AP06; AP12)**

### 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 (SD11; SD14; AP02; AP09; CS03; CS04; CS05)**

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 (SG09; SD14; SG02; SG04; CS04)**

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 (SD11; SD14; SG10; SG04; AP07; CS05; SG07; SG08; FG08; FG11; FG12)**

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 (CS05)**

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 (CS04; SG07; SG08)**

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 (SD11; CS05)**

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 (SD11; CS03; CS05)**

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 (SG09; SG10; SG07; SG08; FG11; FG12)**

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 (IT01; IT02)**

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.

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\*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; IT refers to Information Technology  
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: Objectives completed in 2004-05: SG01, SG03

2005-06: Objectives completed in 2005-06: AP01, SG05, AP03, AP08; SD06 was changed to CS05

2006-07: Objectives completed in 2006-07: SD01, FG10, AP10

2007-08: Objectives completed in 2007-08: FG03, FG04, FG06; FG07 was rewritten and changed to SG10; FG01, FG02, FG05, SG10, & SG06 were put on hold

2008-09: FG09 was set aside for 2008-09

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# **2008-09 Strategic Directions and Objectives**

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- 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)**
- SG02. CONDUCT A DETAILED REVIEW OF MC'S RETENTION RATES. SUB-POPULATIONS SHOULD BE INCLUDED IN THIS REVIEW. (Goal V)**
- SG04. DETERMINE GROWTH POTENTIAL IN SPECIFIC ACADEMIC PROGRAMS FOR UNDERGRADUATE, GRADUATE, AND LAW. (Goals II, V, VI)**
- SG07. DEVELOP AN ENROLLMENT MANAGEMENT PLAN. (Goals VI, VIII, XI)**
- SG08. TRACK KEY ENROLLMENT. (Goals VI, VIII, XI)**
- SG09. EVALUATE AND ANALYZE CURRENT RESIDENTIAL POPULATION IN AN EFFORT TO MAXIMIZE THEIR MISSISSIPPI COLLEGE EXPERIENCE IN A FISCALLY RESPONSIBLE MANNER. (Goals I, V, XI)**
- SG10. ADD SATELLITE LOCATIONS WHERE ECONOMICALLY FEASIBLE. (Goals I, II, VI, XI)**
- FG08. DEVELOP A SYSTEM BY WHICH ENDOWED SCHOLARSHIPS AND INSTITUTIONAL DISCOUNTS ARE COMBINED IN ORDER TO MAXIMIZE ENROLLMENT AND MAXIMIZE BENEFIT TO BOTH THE ACADEMIC DEPARTMENT AND THE COLLEGE. (Goal VI)**
- FG11. MONITOR ENDOWMENT PERFORMANCE AND ASSESS ITS IMPACT ON ENDOWED SCHOLARSHIPS. (Goals VI, XI)**
- FG12. MEASURE THE FINANCIAL CONTRIBUTION OF THE DIFFERENT STUDENT GROUPS THAT MAKE UP OUR ENROLLMENT (ADP, GRADUATE, INTERNATIONAL, ETC.). (Goals VI, XI)**
- AP02. MAKE THE HONORS PROGRAM A POWERFUL, DISTINCTIVE FEATURE OF OUR ACADEMIC PROGRAM AMONG PROSPECTIVE STUDENTS, ESPECIALLY THOSE WITH STRONG ACADEMIC BACKGROUNDS. (Goals I, III)**
- AP04. IMPROVE FACULTY DEVELOPMENT OPPORTUNITIES THAT LOOK TO TEACHING EFFECTIVENESS. (Goals IV)**

- AP05. REFINE OUR PROCESSES FOR MEASURING STUDENT LEARNING. (Goals I, II)**
- AP06. DEVELOP BOTH THRESHOLD AND CAPSTONE COURSES FOR ACADEMIC PROGRAMS REITERATING BOTH LITERACY SKILLS AND THE KNOWLEDGE BASE AND METHODOLOGY OF THE MAJOR. (Goals I, II)**
- AP07. IMPROVE THE RECRUITING OF STUDENTS GENERALLY AND ESPECIALLY WITH AN EYE TO EXCEPTIONAL TALENTS AND ACADEMIC STRENGTHS. (Goals I, VI)**
- AP09. MARKET ACADEMIC QUALITY BY DEVELOPING PROMOTIONAL LITERATURE FOR EVERY DEPARTMENT. (Goal III)**
- AP11. GIVEN THE RISING IMPORTANCE OF INTERNATIONAL STUDENTS, MC WILL PUT INTO PLACE A SYSTEMATIC PROCESS FOR EVALUATING STUDENT TRANSCRIPTS AND ACADEMIC ADVISING FOR INTERNATIONAL STUDENTS. (Goal I)**
- AP12. TO ENHANCE ACADEMIC QUALITY, EVERY ACADEMIC DEPARTMENT WILL PUT INTO PLACE AND MONITOR TUTORIAL LABS STAFFED BY EITHER QUALIFIED STUDENTS OR FACULTY MEMBERS. IF STAFFED BY STUDENTS, THESE LABS WILL BE SUPERVISED BY A DESIGNATED FACULTY MEMBER. (Goal II)**
- AP13. IMPROVE AND EXPAND ONLINE COURSE OFFERINGS AND ONLINE COLLATERAL SERVICES FOR REGULAR BRICK AND MORTAR COURSES, INCLUDING A STRATEGY FOR REGULAR FACULTY TRAINING, BRINGING COURSES AND PROGRAMS INTO THE ONLINE FORMAT AND DEVELOPING ONLINE COURSES. (Goal I)**
- CS01. DETERMINE FACULTY, STAFF, AND CURRENT STUDENT SATISFACTION. (Goal IV)**
- CS02. DETERMINE FACULTY/STAFF SATISFACTION WITH FRINGE BENEFITS. (Goal IV)**
- CS03. DETERMINE ALUMNI SATISFACTION. (Goals III, X)**
- CS04. DETERMINE CURRENT STUDENT SATISFACTION. (Goals III, V, VIII)**
- CS05. ENHANCE TIES TO MISSISSIPPI BAPTISTS. (Goals III, VI, VII, IX, X)**
- IT01. OUTFIT ALL ACADEMIC CLASSROOMS ON CAMPUS WITH APPROPRIATE COMPUTER TECHNOLOGY (E.G., INTERNET ACCESS AND POWERPOINT CAPABILITIES) BY 2011-2012. (Goal XII)**
- IT02. ASSESS THE INTERESTS AND NEEDS OF ADMINISTRATION, FACULTY, AND STAFF REQUIRED TO ENHANCE TECHNOLOGY USAGE. (Goal XII)**

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*Revised; Mississippi College Board approval March 19, 1998*

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