
Strategic Goal Statements of Mississippi College

I. Academic Excellence

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

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

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

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

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

Mississippi College will recruit students seeking a quality education in the liberal arts/sciences, pre-professional, 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

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

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

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

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

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.
