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Potential university names to emerge at MUW meeting

COLUMBUS, Miss. - Mississippi University for Women is a step closer to having a new name.

The university's 30-person naming committee will meet on Friday, Jan. 23 to develop a list of three unranked names. The meeting will be held at 1 p.m. in the Welty Board Room.

Pros and cons for each name will be submitted to MUW President Claudia A. Limbert by the end of the day.

During the past few weeks, committee members have had an opportunity to narrow the field for consideration after receiving more than 1,000 submissions from the public. More than 180 different names were suggested.

The top three names will be test marketed by The Cirlot Agency, which was founded by MUW alumna Liza Looser, CEO of the agency. Work by the Jackson agency is expected to take four to six weeks.

Looser, who is also a graduate of Harvard Business School, and her husband Rick, president/COO of the agency, created the Mississippi, Believe It!â public service campaign that featured celebrated Mississippians and notable state history in public service announcements.

The Cirlot Agency, a full-service, marketing, public relations and corporate communications firm, represents accounts on a national and international basis ranging from Fortune 100 companies to some of the world's largest privately held corporations.