



# Mississippi's hands-on learning university

PIONEERING ACCESS TO AFFORDABLE  
HIGHER EDUCATION SINCE 1884

## The W delivers on opportunity expansion

The W has always been home to trailblazers. Since 1884, we've led the IHL system in driving expanded access to underserved populations in our state and beyond. From first-generation freshmen to non-traditional students making a career change, The W is the perfect incubator for nurturing future leaders.

## Community college partners

**75-80%** The Chronicle of Higher Education recognizes The W as a **Leading Transfer University** among Master's Universities. Historically, **transfers make up about 75 to 80% of our incoming student population.**

**\$3.8m** Our Bachelor of Applied Science program is one of few that accepts 40 hours of technical credits (90 hours total) from transferring institutions. The value of those 40 credit hours has **saved over \$3.8 million for transfer students** since its inception.



The W's focus on reaching and nurturing prospective students who fall outside of the typical demographics, especially first-generation students, creates opportunities for sustainable growth and a "rising tide" effect throughout our state.



## Strategically personal recruiting

- ✓ Increased number of recruiters & placed a regional coordinator in Hattiesburg to ensure students across the southern parts of the state get personal attention
- ✓ Aggressive buying strategy for ACT scores gave us access to over 40k more prospective students. We've seen a **9% increase in new freshmen enrollment** for fall 2024.
- ✓ Statewide informational events for both counselors and prospective students
- ✓ Developed Alumni Recruitment Team to expand coverage and ensure commitment to communicating our unique culture and value points





## Developing future community leaders

### Forward-thinking flagship programs

Our unbeatable programs, such as nursing, speech-language pathology, education, and culinary arts, are keeping students in the state of Mississippi at rates higher than any other IHL institution. **77% of W graduates are still working in Mississippi within three years of graduation. And our students graduate with the lowest amount of debt among southern regional universities.**

The W directly impacts healthcare and education in Mississippi, particularly in rural areas. In addition to ensuring academic excellence across the board, we have developed innovative professional development programs and unique degree-completion pathways designed to ensure our graduates are workforce ready

### Graduates: Ready to Launch

- ✓ New Career Services & Professional Development Center
- ✓ Innovative apprenticeship & mentoring opportunities with employers like Baptist, Ingalls, and more.
- ✓ In-demand, skills-based training for an edge in a competitive workforce
- ✓ Community-based, practical learning opportunities

## Preparing students to fill Mississippi's critical roles



### #1 in nursing education

Our nursing program is #1 in the state and in the top 5% in the nation. The majority of our nursing grads remain in the state following licensure, allowing them to fill critical healthcare roles in their communities.



### Preparing SLPs for increased job demand in MS

Job growth for speech-language pathologists in MS is predicted to rise to around 21.3% over the next 10 years, much higher than the Bureau of Labor's 5% average predicted job growth for all occupations across the nation. Our undergrad and masters programs are preparing clinicians to answer the call.



### Cutting edge education and development for K12 teachers

The W was recently acknowledged as a Mississippi Emerging Science of Reading Educator Preparation Program, and our unique style of hands-on, lab-style learning for future educators is producing a new generation of exceptionally qualified teachers.

