

**Tupelo Alumni Group**  
**MUW 20/20**  
**Monday, February 18, 2008**

**What are our institution's greatest strengths?**

Value as far as cost, wonderful professors, friendships that endure throughout the years.

Daughter said that the best education she received was at the W (even though she finished on (Long Island in theatre/dance)

Reputation, beautiful campus, successful graduates

**What are the most difficult challenges facing the University?**

Cost of education (for MUW to do their work), declining revenues, worry of merger (in the past more than now)

Difficult for those off campus to know the most difficult challenges. I would believe competition for good students is a challenge.

**To secure a bright future, what big questions should we be asking?**

Are we staying on track with technological changes? Are we flexibility enough to meet those challenges? (The World is Flat)

Certain tenants to be a well educated person. Have to "keep this" and keep moving forward.....a real tap dance.

Are we attracting the best students or are we losing them to other institutions (when we were there, you got the cream of the crop) – Not as many institutions were interested in female students. More difficult now to attract good students.

Have many more students (older student) coming back. Not your traditional high school graduate. Are we meeting the needs of those students.....emotionally, from a scheduling standpoint?

Are we meeting the current needs of today's students (in a relevant manner)?

Is our school as attractive when value is not a strong consideration? What else attracts a student? If we want the top students, we need the top curriculum.

Is the social scene enough today to attract and retain students?

Are the students receiving good job offers today?

**What would you like this institution to be known for 5 years from now?**

Try to attract the best professors we can. Lose top quality professors due to lack of adequate funding.

Diversity in professors and student body is important.

There is an obligation as far as ethics. Less moral grounding in business today than before.

Need a leadership institute. Too much focus by students on how much money they are going to make when they graduate. Important for students to understand importance of giving their time, etc. to causes. W is a perfect place to start teaching tenants of leadership.

Graduates today are coming out with a lack of proper speaking and writing skills.

Students come out without higher order thinking skills....life skills.

Are there programs offered other than traditional courses (personal development, guest speakers)? These programs might help attract professors and students.

University should teach ethics, etiquette, time management. Small school can do all these things and develop a reputation for it (big schools would have difficulty doing this).

**10 years from now – what should MUW be known for?**

Graduates that will make us proud.

Total excellence – everything that is done is done on the highest level. Be known for high level of excellence. Have high expectations for students. No one attends the W because they believe it is an easy school.

Lot of resources if you have good programs.

Additional comments:

Creativity and thought process is important. Students need to be creating visions. Hope the campus is teaching tolerance for all people.

Talent, Technology and tolerance make up an entire community. – The Rise of the Creative Class (Richard Florida). People who value these three values like participatory sports, historical area in which to study, etc.