

Dispatches from Oxford:

university-industry engagement in the rural South

June 2022



THE UNIVERSITY *of*
MISSISSIPPI

The University of Mississippi

- Flagship institution established in 1848
- Comprehensive R1 institution with undergraduate and graduate programs in engineering, health sciences, and business
- Based in Oxford, with 5 regional campuses in Grenada, Booneville, Desoto, Tupelo, and Rankin, and university medical center in Jackson
- 21, 676 students enrolled across university enterprise



Geographic and economic context

- 75 minutes from Memphis
- 2.5 hours from capital city of Jackson
- No Fortune 500 HQs
- Manufacturing (defense and automotive)



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Campus context

- New position established in 2019
- New university leadership
- Branding
- Emerging capital campaign
- 2020



NOW & EVER

THE CAMPAIGN FOR
Ole Miss.

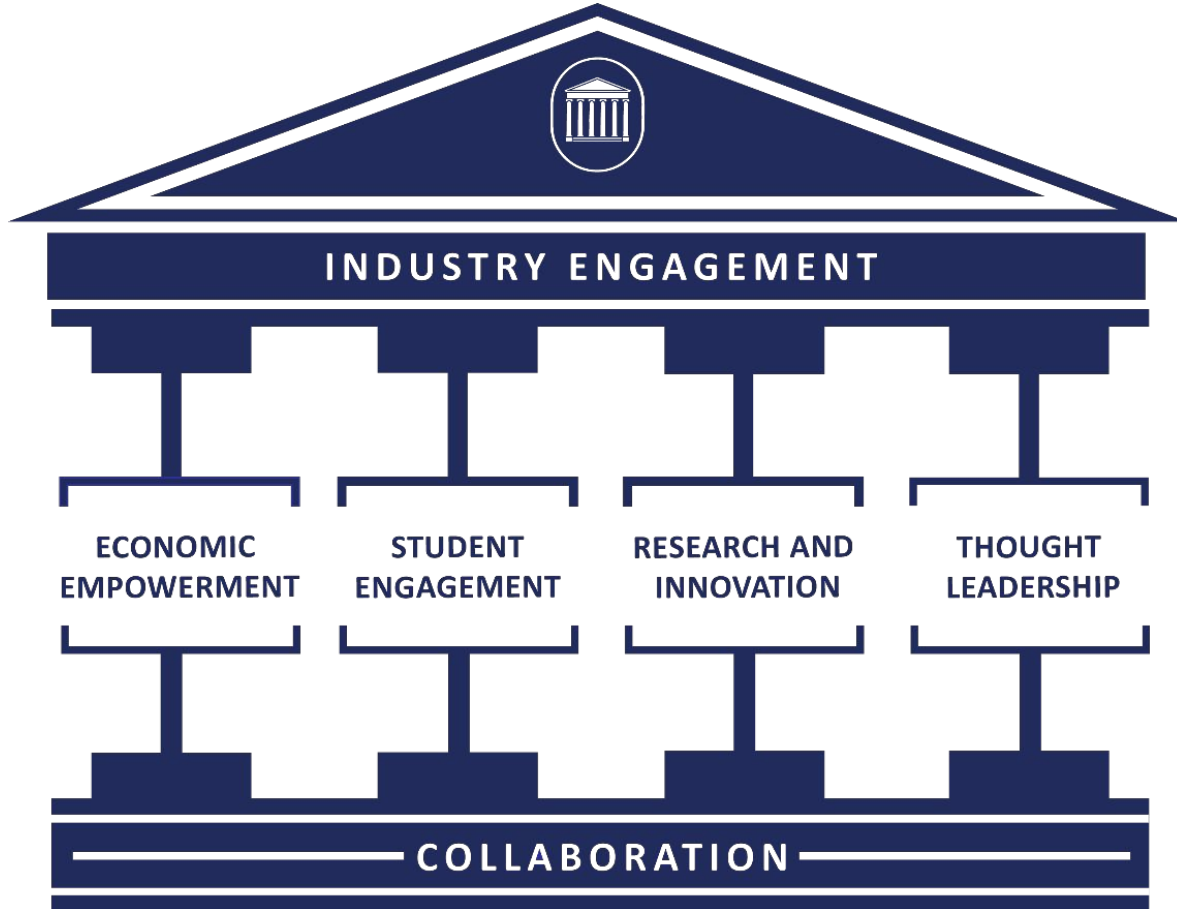


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Establishing an industry strategy

- Industry Engagement Audit: who are key partners and strategic targets?
- Industry Engagement Council: who are your internal partners and what role do they play in industry engagement?
- Industry marketing: how are you telling your story?
- Development strategy: what are you asking for and looking to do?

Mission and pillars



The University of Mississippi commits to connect industry to students, thought leaders, ideas, and innovation in pursuit of strategic partnership that advance education, research, workforce, and the community.

Inclusive of all industries...

Ole Miss uses the term “industry” instead of “corporate” to demonstrate its commitment to partner with companies of all sizes in diverse sectors—nationally, regionally and locally. This includes local manufacturers, national chains, small startups and international corporations.



A gateway to Ole Miss:

industry.olemiss.edu

- University overview
- Vision for industry engagement
- Points of contact
- Industry-centric news



Outcomes

- Strategic philanthropic investments and program support
- Campus visits and industry visits
- Collaborations with university areas of expertise
- Engagement with economic and community development agencies
- Internal trust-building and strategy alignment
- Engagement between industry and university leaders



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Thank you!

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