

**Alumnae Association President's Response:**

August 13, 2008

The MUW Alumnae Association is on record as supporting the current name of our alma mater. This stance was reiterated today by our esteemed President Kym Golden Gore, who made this statement in response to a request for a comment from an Associated Press writer:

"Prior to Dr. Limbert's announcement, the MUW Alumnae Association Board of Directors passed a resolution in support of keeping the name Mississippi University for Women. Our Board and our general membership feel that the current name is marketable and is inextricably tied to the women's emphasis mission, a mission that is historic, yet relevant, and one that is crucial to the W's continued success as a Mississippi Institution of Higher Learning. To date, Dr. Limbert has presented no objective evidence that a name change is warranted, nor that a name change will have any impact on enrollment or retention. In fact, the results of the University's own subjective study -- the 20/20 Visioning process -- do not support a name change. The MUW Alumnae Association continues to examine and study the issue and would be open to a valid, scientific process, but without any objective evidence to support Dr. Limbert's position that a name change will increase enrollment, the Association cannot support the pursuit of a name change for MUW."

