RUST COLLEGE
HOLLY SPRINGS, MISSISSIPPI

MISSION
Rust College is a historically Black, co-educational, senior liberal arts college founded in 1866 by the Freedman’s Aid Society of the Methodist Episcopal Church to offer quality programs in business, education, humanities, science and math, and social science to prepare students for leadership and service in a global society.

WE ARE
- A college related to the United Methodist Church
- A college with sound programs designed to serve students who have a variety of academic preparations
- A college that recognizes the threefold functions of education as teaching, research, and community service, with its primary mission as teaching
- A college with programs designed to acquaint students with cultural, moral, and spiritual values both in theory and in practice
- A college that provides an opportunity for education to all, regardless of race, religion, gender, national origin, or ethnic background.

VISION
Our vision for the future reflects an institution of teaching and learning, internal and external to the classroom. Students will come to prepare for careers while living and studying in an environment that nurtures academic and personal development.

Strategic Initiatives 2014-2019
1. To operationalize programs and activities that are firmly based in the institutional mission;
2. To utilize an institutional model for monitoring and evaluating the effectiveness of college operations as they relate to the institution’s mission;
3. To maintain a strong academic program with a focus on teaching, research, and community service in order to prepare students for a global society;
4. To institutionalize an enrollment management system aimed at recruitment, retention, and graduation of top quality students with the skills necessary for success in their chosen fields;
5. To stabilize enrollment at 1,000 FTE students;
6. To improve the system for acquiring and managing the College’s fiscal resources to include a projected increase in the permanent endowment to $35 million; and
7. To continue to upgrade the College’s technologies to meet the needs and challenges of present and future students.

Goal
To make Rust College the premier private liberal arts college in North Mississippi, serving young people from throughout the world.

Passed by President’s Cabinet and Approved by the President on February 4, 2015