

May 28, 2003

Honorable Ronnie Musgrove
Governor of the State of Mississippi
Mississippi State Capitol
Jackson, Mississippi

Dear Governor Musgrove:

As you know, we appreciate the leadership role you played in funding education first during the 2003 Legislative Session. The passage of this bill sends a strong message to the citizens of our state and others that “no child in Mississippi will be left behind.”

I am writing to ask your support of the 5th Annual IHL College Fair by making the week of October 20, 2003, College Fair Week in Mississippi. The College Fair is a joint effort among the eight public universities and is sponsored by ten corporate entities in the state. The fair has grown tremendously since 1999. Attendance by high schools has increased each year. The first year 32 schools participated. Last year, 122 schools participated. Since 1999, over 33,000 students have attended the IHL College Fair.

The purpose of the fair is to offer “one-stop shopping” for information on admissions, financial aid and student life at Mississippi’s eight public universities. While the target groups are juniors and seniors, a night program is also offered for parents and anyone interested in pursuing higher education. Enclosed is a fast fact sheet which gives you more details about the fair.

We are also proposing to the State Department of Education that the IHL College Fair materials be infused in their curriculum for secondary grades. In addition, a professional public relations firm has recently completed research for us with high school counselors and students and the findings include the fact that the top reasons for attending the Fair are: (1) the Fair helps create a mind set and supports the importance of a college education; and, (2) information regarding financial aid is available at the Fair. Students who attend the Fair tell us that the experience motivates them to get started on the college planning process.

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We respectfully request that you issue a proclamation the week of October 20-24, 2003, making it official "College Fair Week in Mississippi." Our goal is to reach as many parents and students as possible to let them know that a college education is the key to a bright and successful future and also let them know that they can receive a quality education in Mississippi.

It would help us in marketing the Fair if we could announce your plans at an early August press conference. Please contact Dr. Pam Smith, Assistant Commissioner of Public Affairs, about your plans. Her phone number is 601-432-6493.

We look forward to working with you on this initiative and await your response. If you have any questions, please contact Dr. Smith at the above number.

Sincerely,

David Pottter
Commissioner

DP:cl
Enclosure
cc: Dr. Pam Smith