



MISSISSIPPI CENTER FOR
PUBLIC POLICY

Annual Review

2024-2025





MISSISSIPPI CENTER FOR PUBLIC POLICY

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Our Mission

The Mississippi Center for Public Policy (MCPP) advocates for free markets, limited government, and strong traditional families.

A MESSAGE FROM OUR CHAIRMAN



For the past 15 years, America has endured a relentless ideological assault—a revolution masquerading as progress. Men, we were told, could become women and take part in women’s sports. Transgender admirals, they said, were needed in the Navy.

It didn’t stop at biology. Our nation’s history was rewritten—1776 discarded for 1619, and statues toppled by neo-Marxist mobs. Movies and books were produced not to entertain but to lecture and scold.

The radical left didn’t merely politicize culture or weaponize sport. They aimed to gut the Constitution itself—stacking the Supreme Court, scrapping the electoral college, and elevating D.C. to statehood.

Then just like that, millions of Americans said, “Enough.” Revolution, as Victor Hanson Davis has said, seems to be giving way to what he calls America’s Restoration.

For the first time in years, the federal government is run by people ready to push back. D.E.I. schemes are being dismantled, immigration laws enforced, and cultural Marxists told that their dogma no longer holds sway.

But it’s not enough to leave it to Washington, D.C., to undo the damage of the past couple of decades and restore our country. That’s why MCPP spearheads efforts to point our representatives towards policies that will best serve Mississippi.

Instead of being the last to implement conservative policies, Mississippi could be a leader. Wouldn’t it be nice if we took the lead?

This *Annual Review* sets out what we have achieved to make this happen—and what we plan to be part of the American Restoration.

- Cal Wells, Chairman of the Board



Recent Victories

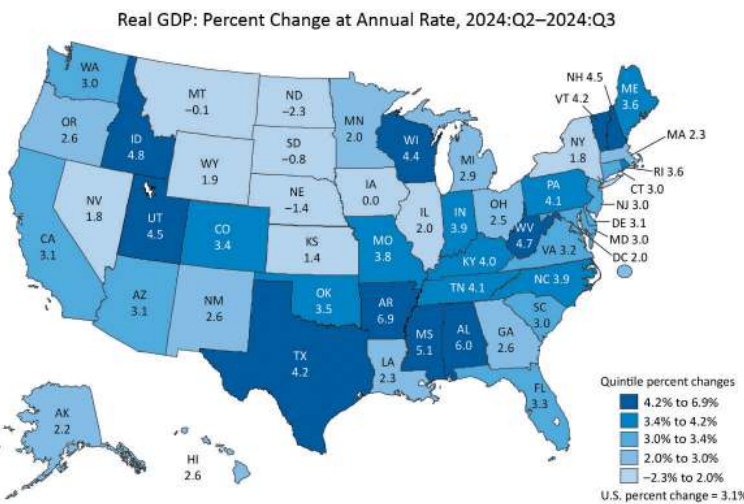
Over the past couple of years, our advocacy has been effective as Mississippi’s policymakers have embraced several of our flagship policy recommendations, driving transformative change across the state. These wins include:



**Speaker Jason White and
MCPP President & CEO Douglas Carswell**

- **Income Tax Cut** to a flat 4 percent, putting more money back into the pockets of Mississippians.
- **Labor Market Freedom** with a groundbreaking universal occupational licensing law that dismantles barriers and unleashes opportunity.
- **Education Reform** with a new funding model to fund students, not systems, providing each child with a personalized education budget tailored to their needs.
- **Combating Critical Race Theory** with legislation to counter divisive ideologies, prohibiting colleges from teaching that any group of Americans is inherently superior or inferior based on race or other traits.

These reforms are delivering tangible results. For generations, Mississippi languished at the bottom of national rankings—50th out of 50 states. Now, the tide is turning. Evidence of progress is clear: according to the U.S. Bureau of Economic Analysis, Mississippi emerged as one of the fastest-growing states in the nation in 2024. Our strategic vision is lifting the state from its historic lows, charting a course toward prosperity and opportunity for all.



**In 2024,
Mississippi
was one of
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Future Goals

MCPP has a laser-like focus on achieving the following vital reforms:

SCHOOL CHOICE

MCPP is leading the charge to expand educational freedom, advocating for both public-to-public and public-to-private school choice, ensuring every family can access the best opportunities for their children.

INCOME TAX ELIMINATION

We are unwavering in our support for abolishing the state income tax, a bold step to enhance Mississippi's competitiveness and attract growth.

ENDING DEI IDEOLOGY

MCPP stands at the forefront of efforts to eliminate divisive, race-based ideologies from our universities.

MARKET-DRIVEN HEALTHCARE

Through detailed policy proposals, we are pushing to dismantle restrictive Certificate of Need laws, cutting red tape to unleash a thriving, patient-focused healthcare economy.



MOVE UP, MISSISSIPPI!

Our state is surrounded by states that have school choice.

MOVE UP, MISSISSIPPI.

Real conservatives support your freedom to choose the best school for your family.

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4 IN 10 FOURTH GRADERS IN OUR STATE CANNOT READ THIS AD.

MOVE UP, MISSISSIPPI.

Real conservatives support your freedom to choose the best school for your family.

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1 IN 4 STUDENTS REGULARLY MISS SCHOOL.

MOVE UP, MISSISSIPPI.

Real conservatives support your freedom to choose the best school for your family.

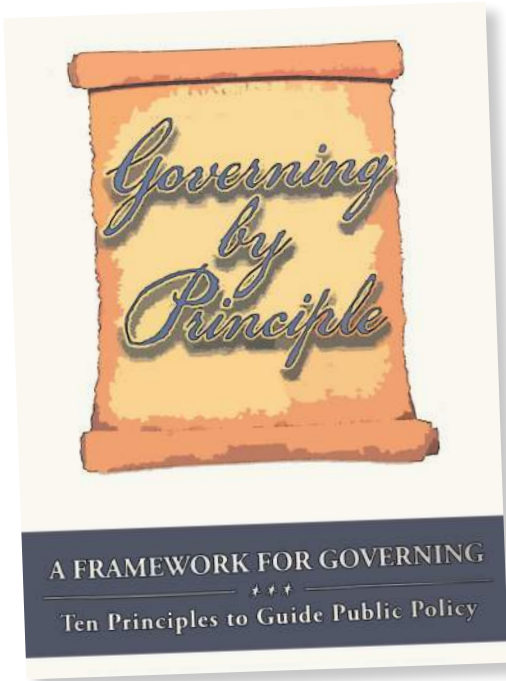
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If conservative reform was easy, it would have been done already. Getting policy makers to implement good, conservative policy takes patience, persistence, and principle! At MCPP, we never shy away from the fight, if that is what it takes to ensure our leaders do the right thing.

Our recent "Move Up, Mississippi!" campaign highlighted the urgent need for reform to improve education in Mississippi. It changed the debate in our state from one dominated by self-congratulation to one focused on the reforms we need to make education even better.

Hundreds of thousands of Mississippians saw our hard-hitting campaign for education reform!

Our Principles



Conservative policymaking must be firmly rooted in steadfast conservative principles. We should never resort to mere expediency or do and say what politicians would want us to say simply because it makes their lives easier.

Several years ago, MCPP released *Governing by Principle*, outlining the 10 core principles that should shape our approach to public policy. Today, these principles remain as vital to our mission as ever—here they are once more!

- 1 Government exists to protect rights, not to create them.
- 2 The legitimate power of government begins and ends with the people, while it's authority comes from the Creator.
- 3 Just because a problem exists doesn't mean government should try to solve it.

- 4 Long-term and cumulative consequences should be considered more carefully than short-term benefits.
- 5 Government has nothing to give anyone except what it takes from someone else.
- 6 Individuals are ultimately responsible for governing themselves and for the consequences of their decisions.
- 7 Free enterprise, not the government, is the engine of personal economic prosperity.



- 8 The free market should not be distorted by government-designed dictates or advantages.
- 9 Government has a responsibility to protect the foundational institution of society: the family.
- 10 Parents, not government, are responsible for the education and upbringing of their children.

Moving the Dial IN MISSISSIPPI

MCPP is having a real impact. Here is how we have moved the dial:

MOVING THE POLICY DEBATE

In politics, change only happens if you push. Conservative policies come about not by consensus, but because real conservatives stand up and force change.

This is how MCPP has successfully shifted the debate in Mississippi on everything from School Choice to DEI.



SPEAKER SERIES

No other organization in our state has had as much success in attracting high-profile conservative speakers and thinkers to our state. We have hosted **Douglas Murray**, **Betsy DeVos**, **Mark Mills**, and **Riley Gaines**.

Over the past year we hosted **Speaker Jason White**, **State Auditor Shad White**, and **Michael Pillsbury** of the Heritage Institute.



WEEKLY REACH

Our weekly newsletter is one of the largest conservative mailing lists in the state, with a consistently high open rate. Our audio visual output has grown exponentially over the past year and has benefited from Elon Musk's acquisition of X / Twitter.

In the past year, our social media posts have been viewed over 32 million times.



Reaching Hearts Et Minds

MCPP now has one of the largest digital audiences of any conservative organization in the state.

It is not enough to have the right principles and right policy solutions. Nor is it enough to engage with policy makers at the Capitol. The digital media revolution means that to be effective, we need to reach hundreds of thousands across Mississippi and beyond.

Over the past year, we have seen explosive growth.

STUDIO

Thanks to a generous local donor, MCPP was given a grant to build a simple studio. We now produce a weekly podcast and video in-house, watched by thousands across the state.



SOCIAL MEDIA EXPLOSION

MCPP's staff social media accounts have grown rapidly. We now have combined over 90,000 followers on X (formerly Twitter), 11,000 YouTube subscribers, and 2,526 on Instagram.



PODCASTING

We don't just produce our own podcast. MCPP's CEO, Douglas Carswell, has appeared on others, including Patrick Bet-David's podcast, watched by over 197,000 across America.



Podcast with Patrick Bet-David

THOUGHT LEADERSHIP

MCPPI places a steady stream of opinion columns in newspapers across the state and around America.



The Clarion Ledger
PART OF THE USA TODAY NETWORK

Magnolia  Tribune

The Telegraph **NATIONAL REVIEW**

PUBLICATIONS

We believe that robust research is vital for effective policy advocacy. We have produced a steady stream of papers, including our recent *Blueprint for Mississippi*, which details the flagship legislation we are advocating for in the legislature.



THE CONSERVATIVE COALITION

MCPPI works closely with leading conservative figures and organizations across our state, including the Declaration of Independence Center at the University of Mississippi.



Speaker White and Mike Hurst



THE PATRIOTISM PROJECT

It is far too common for young people to get a negative view of the U.S. on social media, TV, online, and even in school. Unless they are taught about our nation's exceptionalism at home, many children and adolescents lack traditional American values, such as:

- America is built on liberty.
- The US Constitution created the best system of government in the world.
- America is a force for good.
- Americans are amazingly inventive.
- Judeo-Christian ideals have shaped America.
- Americans have so much to be thankful for.

MCPP launched the Patriotism Project, to instill in young people an appreciation of America's exceptionalism.



Our book ***What Makes America Special: 6 Things Every Child Needs to Know About Their Country (but Aren't Being Taught)*** is intended for elementary and middle school ages.

So far we have sold over 900 copies across 37 states.



The Rising Generation!

Too many young Americans are being taught to believe their country is always in the wrong. The “woke” mind virus has infected not only college campuses, but government agencies and even sections of the military.

The Mississippi Leadership Academy offers young people in our state an opportunity to learn about liberty, limited government, and American exceptionalism.

This year, we ran an extremely successful program aimed at high school students. We have input from leading thinkers and academics, and we're over-subscribed!



HOW TO SUPPORT MCPP

Here are several ways you can support our work:

DIRECT DONATIONS ONLINE

Tax deductible donations can be made online by visiting www.mspolicy.org/donate

SEND A CHECK

Mississippi Center for Public Policy
520 George Street
Jackson, MS 39232

STOCK TRANSFER

Contact Douglas Carswell, our CEO, at carswell@mspolicy.org to request stock transfer details.

LEGACY GIVING

What sort of world do you want future generations to live in? Would you like to see American exceptionalism secured for the future? Your legacy will outlast you. It will ensure the values you cherish and which made America such a success continue. Your legacy will impact not only your children, but your children's children's children.

Please remember the Mississippi Center for Public Policy in your estate plans. Together, we can ensure that Mississippi and America prosper.

Contact Douglas Carswell, our CEO, at carswell@mspolicy.org to request any additional information about legacy support.



GUIDESTAR.ORG PLATINUM RATING

The Mississippi Center for Public Policy was recently awarded the highest charity rating (“Platinum”) from GuideStar.org, showing that we carefully steward every donor dollar.

Our Impact

2024 BY THE NUMBERS



350 people attended our speaking events.



35 students participated in our Leadership Academy in 2023.



209,033 people watched our YouTube videos, consuming 30,500 hours of content.



82,814 weekly e-newsletter subscribers, with an average 21% open rate over the year.



35,969,400 people reached across all social media.



53 Op-Eds placed in dozens of newspapers, nationally and internationally.



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