

By: Senator(s) Horhn

To: Universities and
Colleges; Appropriations

SENATE BILL NO. 2954

1 AN ACT TO ESTABLISH THE MISSISSIPPI TRAINING AND EDUCATION
 2 MARKETING BOARD AND PROVIDE FOR ITS MEMBERSHIP; TO EMPOWER THIS
 3 BOARD TO CONDUCT PROGRAMS TO ADVERTISE AND INCREASE PARTICIPATION
 4 IN WORKFORCE TRAINING AND EDUCATION PROGRAMS; TO AUTHORIZE THE
 5 BOARD TO ADOPT REGULATIONS AND EMPLOY PERSONNEL; TO AMEND SECTION
 6 57-63-11, MISSISSIPPI CODE OF 1972, TO MAKE THE VICE PRESIDENT FOR
 7 AGRICULTURE, FORESTRY AND VETERINARY MEDICINE AT MISSISSIPPI STATE
 8 UNIVERSITY AND THE CHAIRMAN OF THE DEPARTMENT OF AGRICULTURE AT
 9 ALCORN STATE UNIVERSITY MEMBERS OF THE SPECIAL TASK FORCE FOR
 10 ECONOMIC DEVELOPMENT PLANNING; TO REQUIRE THE HEADS OF THE STATE
 11 INSTITUTIONS OF HIGHER LEARNING TO ASSIST THE SPECIAL TASK FORCE
 12 FOR ECONOMIC DEVELOPMENT PLANNING IN AN ADVISORY CAPACITY AND TO
 13 MEET WITH THE TASK FORCE AT LEAST ONCE ANNUALLY; AND FOR RELATED
 14 PURPOSES.

15 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

16 **SECTION 1.** (1) The Legislature finds that:

17 (a) The continued economic development of the State of
 18 Mississippi depends greatly on the skills and educational levels
 19 of the workers of the state;

20 (b) Mississippi's workforce skills and educational
 21 attainment levels are low compared to other workforces;

22 (c) The workplace in the United States and Mississippi
 23 is changing in response to heightened international competition
 24 and new technologies, and such forces, which are ultimately
 25 beneficial to our state, are shrinking the demand for and
 26 undermining the earning power of unskilled labor; and

27 (d) Mississippi lacks a system to help parents, youth
 28 and employed workers understand the importance of education and
 29 training for entry and progression in the workplace.

30 (2) The Legislature hereby declares that the public policy
 31 of the state requires a comprehensive and coordinated marketing
 32 and promotion effort to inform parents, youth and workers of the
 33 importance of continued skill building and education and to raise



34 the awareness of the citizens of the state to the importance of a
35 highly skilled, flexible and competitive workforce.

36 (3) There is hereby created the Mississippi Training and
37 Education Marketing Board to be domiciled in the capital city of
38 the state. The board shall be composed of fifteen (15) members:
39 one (1) member shall be the Commissioner of Higher Education, or
40 his designee; one (1) member shall be the Executive Director of
41 the State Board for Community and Junior Colleges, or his
42 designee; one (1) member shall be the State Superintendent of
43 Education, or his designee; one (1) member shall be the private
44 sector Co-Chair of the State Workforce Development Council; one
45 (1) member shall be the Chairman of the Mississippi Education
46 Council; ten (10) members shall be composed of (a) representatives
47 of business in the state who are owners of business, chief
48 executives or operating officers of business, (b) representatives
49 of secondary and postsecondary educational institutions, (c)
50 representatives of organizations that have experience with respect
51 to youth activities, and (d) representatives of organizations that
52 have experience and expertise with respect to workforce skills
53 development. A majority of the members of the state board shall
54 be representatives of business. The members of the board shall
55 represent diverse regions of the state and diverse population
56 groups of the state. The appointment of the members of the board
57 shall be made by the Governor of the State of Mississippi with the
58 advice and consent of the Senate. All appointments shall be made
59 within sixty (60) days after the effective date of this act, for
60 terms of six (6) years. Each member shall serve after the
61 completion of his term until the successor is appointed and duly
62 qualified. Each vacancy shall be filled by appointment for the
63 unexpired term. The chairman shall be designated by the Governor
64 from among its members.

65 (4) A majority of the members of the board shall constitute
66 a quorum for the transaction of all business and the carrying out



67 of the duties of the board. No member shall receive any salary
68 but each member shall receive per diem compensation as authorized
69 in Section 25-3-69 and shall be reimbursed for expenses in the
70 manner and amount specified in Section 25-3-41. The board shall
71 meet on the call of its chairman or at the request of a majority
72 of its members, but in any event the board shall meet not less
73 than four (4) times in each year.

74 (5) The Mississippi Training and Education Marketing Board
75 shall be and is hereby declared and created a corporate body. The
76 board shall have the power to contract and be contracted with and
77 shall have and possess all the powers of a body corporate for all
78 purposes necessary for fully carrying out the provisions of this
79 article. The board shall adopt a corporate seal by which it shall
80 authenticate its proceedings. Copies of the proceedings, records
81 and acts of the board and certificates purporting to relate the
82 facts concerning such proceedings, records and acts signed by the
83 chairman of the board and authenticated by said seal shall be
84 prima facie evidence thereof in all courts of the state.

85 (6) The board shall plan and conduct campaigns for
86 advertising parent, student and worker information and promotion
87 to increase the participation in training and education programs,
88 to make aware career and job skill and education requirements,
89 trends, earning potentials, advancements and other such relevant
90 information. The board may contract for any advertising parent,
91 student and worker information and promotion services. To
92 accomplish such purposes the board shall have power and it shall
93 be the duty of the board to disseminate information:

94 (a) Relating to training and education programs within
95 the state and nation and the importance thereof in the selection
96 of careers and jobs.

97 (b) On the various economic aspects relating to the
98 careers and job trends and opportunities in Mississippi.



99 (c) To decide upon some distinctive and suggestive
100 emblem for Mississippi trained and educated workers and to promote
101 the use of same in the advertisement and promotion of Mississippi
102 workers.

103 (7) The powers and duties of the board shall include, but
104 not be limited to, the following:

105 (a) To alter, rescind, modify or amend the rules and
106 regulations necessary for the exercise of its powers and the
107 performance of its duties. Such rules and regulations shall have
108 the force and effect of law when not inconsistent therewith.

109 (b) Employ such personnel as it deems necessary to
110 carry out the purposes of this article and to fix and pay the
111 salaries thereof including technical and professional services on
112 a fee basis when necessary.

113 (c) Make such advertising contracts and other
114 agreements as it deems appropriate including particularly
115 cooperative agreements with other advertisers of similar products.

116 (d) Make cooperative agreements with the various local,
117 state and federal agencies and entities in the marketing and
118 promotion of training and education. The board may use as much of
119 its funds as it deems necessary for matching monies available from
120 any of the local state and federal agencies or political
121 subdivisions thereof.

122 (e) Seek grants, donations, contributions, including in
123 kind services from state and federal agencies and from state and
124 national nonprofit corporations and foundations.

125 (f) Keep books, records and accounts of all its
126 proceedings which shall be open to the inspection and audit by the
127 State Auditor at all times.

128 (g) Purchase or authorize the purchase of all office
129 equipment and supplies and to incur all other reasonable and
130 necessary expenses and obligations necessary to carry out the
131 purposes of this act.



132 **SECTION 2.** Section 57-63-11, Mississippi Code of 1972, is
133 amended as follows:

134 57-63-11. (1) The Special Task Force for Economic
135 Development Planning, to consist of not more than twenty-five (25)
136 members, is hereby created. The task force shall be composed of:

137 (a) One (1) member from the state's public universities
138 and one (1) member from the state's junior colleges. These
139 members shall be selected by the Governor.

140 (b) One (1) member from the membership or staffs of
141 each of the following organizations: Mississippi Association of
142 Supervisors, Mississippi Municipal Association, Mississippi
143 Association of Planning and Development Districts, and the
144 Mississippi Industrial Development Council. These members will be
145 appointed to the task force by the Governor from recommendations
146 made to the board by the respective organizations.

147 (c) The President of the Mississippi Economic Council.

148 (d) The State Superintendent of Education.

149 (e) The State Treasurer.

150 (f) The Executive Officer of the State Board of Health.

151 (g) The Director of the Department of Transportation.

152 (h) The Governor's Special Assistant for Economic
153 Development.

154 (i) The Executive Director of the Mississippi
155 Development Authority or his designee.

156 (j) The Vice President for Agriculture, Forestry and
157 Veterinary Medicine at Mississippi State University.

158 (k) The Chairman of the Department of Agriculture at
159 Alcorn State University.

160 (l) Two (2) members from federal agencies to be
161 appointed by the Governor.

162 (m) Eight (8) members to be selected by the Governor as
163 follows: Six (6) members shall be representatives of business
164 and/or professional enterprises in Mississippi; two (2) of the



165 eight (8) members may be representative of business or
166 professional enterprises residing outside Mississippi and may
167 include foreign nationals.

168 (2) The heads of the state institutions of higher learning
169 shall assist the task force in an advisory capacity and shall meet
170 with the task force at least once annually.

171 (3) It is the intent of the Legislature that the task force
172 will be organized, selected and constituted in such a way that it
173 represents the most talented individuals that could possibly be
174 assembled to address the economic development concerns and issues
175 of this state. Task force members shall be appointed by July 1,
176 1987, and the task force shall have its organizational meeting no
177 later than August 1, 1987. The Governor shall designate from the
178 task force membership a task force chairman. Terms of service of
179 task force members shall coincide with the remaining term of the
180 Governor who makes the appointment.

181 **SECTION 3.** This act shall take effect and be in force from
182 and after July 1, 2002.

