To: Economic Dev, Tourism and Parks; Appropriations

MISSISSIPPI LEGISLATURE REGULAR SESSION 2003

By: Senator(s) Horhn

SENATE BILL NO. 2694

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

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

SECTION 1. (1) The Legislature finds that:

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

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

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

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

(2) The Legislature hereby declares that the public policy of the state requires a comprehensive and coordinated marketing and promotion effort to inform parents, youth and workers of the importance of continued skill building and education and to raise
the awareness of the citizens of the state to the importance of a
highly skilled, flexible and competitive workforce.

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

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

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

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

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

(b) On the various economic aspects relating to the
careers and job trends and opportunities in Mississippi.
(c) To decide upon some distinctive and suggestive emblem for Mississippi trained and educated workers and to promote the use of same in the advertisement and promotion of Mississippi workers.

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

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

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

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

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

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

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

(g) Purchase or authorize the purchase of all office equipment and supplies and to incur all other reasonable and necessary expenses and obligations necessary to carry out the purposes of this act.
SECTION 2. Section 57-63-11, Mississippi Code of 1972, is amended as follows:

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

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

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

   (c) The President of the Mississippi Economic Council.

   (d) The State Superintendent of Education.

   (e) The State Treasurer.

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

   (g) The Director of the Department of Transportation.

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

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

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

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

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

   (m) Eight (8) members to be selected by the Governor as follows: Six (6) members shall be representatives of business and/or professional enterprises in Mississippi; two (2) of the
eight (8) members may be representative of business or professional enterprises residing outside Mississippi and may include foreign nationals.

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

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

SECTION 3. This act shall take effect and be in force from and after July 1, 2003.