

By: Representative Clark

To: Education;
Appropriations

HOUSE BILL NO. 447

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 WORK FORCE TRAINING AND EDUCATION PROGRAMS; TO AUTHORIZE THE
5 BOARD TO ADOPT REGULATIONS AND EMPLOY PERSONNEL; AND FOR RELATED
6 PURPOSES.

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

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

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

12 (b) Mississippi's work force skills and educational
13 attainment levels are low compared to other work forces;

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

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

22 (2) The Legislature declares that the public policy of the
23 state requires a comprehensive and coordinated marketing and
24 promotion effort to inform parents, youth and workers of the
25 importance of continued skill building and education and to raise
26 the awareness of the citizens of the state to the importance of a
27 highly skilled, flexible and competitive work force.

28 (3) There is created the Mississippi Training and Education
29 Marketing Board to be domiciled in the City of Jackson. The board

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

56 (4) A majority of the members of the board shall constitute
57 a quorum for the transaction of all business and the carrying out
58 of the duties of the board. No member shall receive any salary,
59 but each member shall receive per diem compensation as authorized
60 in Section 25-3-69 and shall be reimbursed for expenses in the
61 manner and amount specified in Section 25-3-41. The board shall
62 meet on the call of its chairman or at the request of a majority

63 of its members, but in any event the board shall meet not less
64 than four (4) times in each year.

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

76 (6) The board shall plan and conduct campaigns for
77 advertising parent, student and worker information and promotion
78 to increase the participating in training and education programs,
79 to make aware career and job skill and education requirements,
80 trends earning potentials, advancements and other such relevant
81 information. The board may contract for any advertising parent,
82 student and worker information and promotion services. To
83 accomplish those purposes, the board shall disseminate
84 information:

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

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

90 (c) To decide upon some distinctive and suggestive
91 emblem for Mississippi trained and educated workers and to promote
92 the use of same in the advertisement and promotion of Mississippi
93 workers.

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

96 (a) To adopt, alter, rescind, modify or amend the rules
97 and regulations necessary for the exercise of its powers and the
98 performance of its duties. Those rules and regulations shall have
99 the force and effect of law when not inconsistent with the law.

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

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

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

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

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

119 (g) Purchase or authorize the purchase of all office
120 equipment and supplies and to incur all other reasonable and
121 necessary expenses and obligations necessary to carry out the
122 purposes of this section.

123 **SECTION 2.** This act shall take effect and be in force from
124 and after July 1, 2004.