

By: Senator(s) Burton

To: Universities and
Colleges; Appropriations

SENATE BILL NO. 2861

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; 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 workforce skills and educational
13 attainment levels are low compared to other workforces;

14 (c) The workplace in the United States and Mississippi
15 is changing in response to heightened international competition
16 and new technologies, and such 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 hereby declares that the public policy
23 of the state requires a comprehensive and coordinated marketing
24 and 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 workforce.

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

57 (4) A majority of the members of the board shall constitute
58 a quorum for the transaction of all business and the carrying out
59 of the duties of the board. No member shall receive any salary
60 but each member shall receive per diem compensation as authorized

61 in Section 25-3-69 and shall be reimbursed for expenses in the
62 manner and amount specified in Section 25-3-41. The board shall
63 meet on the call of its chairman or at the request of a majority
64 of its members, but in any event the board shall meet not less
65 than four (4) times in each year.

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

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

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

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

91 (c) To decide upon some distinctive and suggestive
92 emblem for Mississippi trained and educated workers and to promote

93 the use of same in the advertisement and promotion of Mississippi
94 workers.

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

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

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

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

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

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

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

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

124 SECTION 2. This act shall take effect and be in force from
125 and after July 1, 2001.