

By: Senator(s) Burton

To: Universities and
Colleges; Appropriations

SENATE BILL NO. 2653

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 ESTABLISH A
6 MISSISSIPPI TRAINING AND EDUCATION MARKETING ADVISORY COUNCIL TO
7 DEVELOP A STATEWIDE PLAN FOR A TRAINING AND EDUCATION MARKETING
8 SYSTEM; AND FOR RELATED PURPOSES.

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

10 **SECTION 1.** (1) The Legislature finds that (a) the continued
11 economic development of the State of Mississippi depends greatly
12 on the skills and educational levels of the workers of the state;
13 (b) Mississippi's workforce skills and educational attainment
14 levels are low compared to other states' workforces; (c) the
15 workplace in the United States and Mississippi is changing in
16 response to heightened international competition and new
17 technologies, and such forces, which are ultimately beneficial to
18 our state, are shrinking the demand for and undermining the
19 earning power of unskilled labor; (d) Mississippi lacks a system
20 to help parents, youth and employed workers understand the
21 importance of education and training for entry and progression in
22 the workplace.

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

29 (3) There is hereby created the Mississippi Training and
30 Education Marketing Board with domicile at the seat of government.



31 The board shall be composed of three (3) members: one (1) member
32 shall represent education, one (1) member shall represent workers
33 and one (1) member shall represent the public.

34 The appointment of the members of the board shall be made by
35 the Governor of the State of Mississippi, with the advice and
36 consent of the Senate. All appointments shall be made for terms
37 of six (6) years. Each member shall serve after the completion of
38 his term until the successor is appointed and duly qualified.
39 Each vacancy shall be filled by appointment for the unexpired
40 term. The chairman shall be designated by the Governor from among
41 its members.

42 (4) A majority of the members of the board shall constitute
43 a quorum for the transaction of all business and the carrying out
44 of the duties of the board. No member shall receive any salary
45 but each member shall receive per diem compensation as authorized
46 in Section 25-3-69 and shall be reimbursed for expenses in the
47 manner and amount specified in Section 25-3-41.

48 The board shall meet on the call of its chairman or at the
49 request of a majority of its members but in any event the board
50 shall meet not less than four (4) times in each year.

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

62 (6) Except for the collections of the proceeds of any
63 assessments levied hereunder which shall be collected by the State



64 Tax Commission and deposited in the State Treasury for the
65 administration of this act, the Mississippi Training and Education
66 Marketing Board shall prescribe reasonable rules and regulations
67 for the enforcement of the provisions of this act.

68 (7) The board shall plan and conduct campaigns for
69 advertising publicity parent student and worker information and
70 promotion to increase the participation in training and education
71 programs, to make aware career and job skill and education
72 requirements, trends, earning potentials, advancements and other
73 such relevant information. The board may contract for any
74 advertising publicity parent student and worker information and
75 promotion services. To accomplish such purposes the board, with
76 advice from the Mississippi Training and Education Marketing
77 Advisory Council, shall have power and it shall be the duty of the
78 board to disseminate information:

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

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

84 (c) To decide upon some distinctive and suggestive
85 emblem for Mississippi trained and educated workers and to promote
86 the use of same in the advertisement and promotion of Mississippi
87 workers.

88 The powers and duties of the board shall include, but not be
89 limited to, the following:

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

94 (b) Employ such personnel, including an executive
95 director, as it deems necessary to carry out the purposes of this



96 act and to fix and pay the salaries thereof, including technical
97 and professional services on a fee basis when necessary.

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

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

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

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

113 (g) Purchase or authorize the purchase of all office
114 equipment and supplies and to incur all other reasonable and
115 necessary expenses and obligations necessary to carry out the
116 purposes of this act.

117 (8) There is hereby created the Mississippi Training and
118 Education Marketing Advisory Council. The council shall be
119 composed of seventeen (17) members: three (3) voting members who
120 represent business and industry, including business members
121 serving on local workforce development boards; three (3) voting
122 members who represent workers appointed from recommendations made
123 by recognized worker organizations; five (5) voting members who
124 represent education, one (1) of whom represents local public
125 education, one (1) of whom represents two-year public
126 postsecondary education, one (1) of whom represents four-year
127 public postsecondary education, one (1) of whom represents private
128 postsecondary education and one (1) of whom represents vocational



129 education; one (1) voting member who represents community-based
130 organizations; and the five (5) ex officio voting members: one
131 (1) member shall be the Commissioner of Higher Education, one (1)
132 member shall be the Executive Director of the State Board for
133 Community and Junior Colleges, one (1) member shall be the State
134 Superintendent of Education, one (1) member shall be the private
135 sector co-chair of the State Workforce Development Council and one
136 (1) member shall be the Chairman of the Mississippi Workforce
137 Investment Board. The members of the council shall represent
138 diverse regions of the state and diverse population groups of the
139 state.

140 The Governor shall appoint council members to six-year
141 staggered terms and designate one (1) business or worker
142 representative to serve as the council's presiding officer.
143 One-third (1/3) of members' terms expire in each odd-numbered
144 year. Chairs of the council's five-partner agencies serve as ex
145 officio members of the council. An ex officio member serves as a
146 member of the council as long as the member continues to serve in
147 the designated office. The council shall be a state council
148 composed of state and local agencies and other workforce
149 development entities. It shall develop partnerships among
150 business, education, labor, government and other communities of
151 interest. The council shall develop and recommend, in cooperation
152 with the Executive Director of the Mississippi Training and
153 Education Marketing Board, to the Governor and the Legislature, a
154 single statewide strategic plan that establishes the framework for
155 the budgeting and operation of the Training and Education
156 Marketing Board in cooperation with the agencies represented on
157 the council.

158 The council shall include in the strategic plan, goals,
159 objectives and performance measures for the training and education
160 marketing system that involve programs of state agencies that are
161 represented on the council.



162 **SECTION 2.** This act shall take effect and be in force from
163 and after July 1, 2002.

