

MINUTES

Mississippi's School-to-Careers Initiative STC State Partner Meeting November 7, 2000 – 3:00 – 4:30 MDE Room 143

Members Present: Johnny Franklin- MS Public Education Forum
Debbie Duncan – Mississippi Development Authority
Suzanne Ulmer – State STC Director
William McHenry-Institutions of Higher Learning
Joe Haynes – Mississippi Department of Education
Kelly Riley – Office of the Governor
Danny Seals – State Board for Community and Junior Colleges (for Wayne Stonecypher)

Members Absent: Obra Hackett– MS Parent-Teacher Association
Blake Wilson - Mississippi Economic Council
George Walker – State Workforce Development Council

Others Present: Karen Gates – Mississippi Department of Education
Dennis Watts – Institutions of Higher Learning
Fred Westcott – USDOL
Temple Lymberis – MS ETV

1. Approval of October 3 Minutes (*see attachment*)

- Dr. McHenry made the motion to approve the minutes.
- Debbie Duncan seconded the motion.
- Motion was passed unanimously.

OLD BUSINESS

2. Potential Partnership with ETV

- Temple Lymberis of ETV expressed her organization's interest in pursuing a partnership with School-to-Careers to highlight some of our local partners and different careers.
- Ms. Ulmer, Ms. Riley, Mr. Franklin and Mr. Watts will schedule a meeting with Ms. Lymberis to discuss this opportunity in greater detail.

3. Reporting of National Conference

- Ms. Ulmer stated that a detailed report on the National Conference will be included in the Director's Update.
- Dr. Haynes commented that the conference was an excellent opportunity to compare Mississippi's STC activities with other states. He indicated that he was happy to learn that Mississippi is on target with their efforts to ensure that every kid is ready for college and/or the job market. He spoke of accountability training and looking for ways to evaluate STC's efforts.
- Dr. Haynes expressed an interest in getting the tape presented at the conference that involved students with a weather advertisement. He felt that this would be a perfect opportunity to get parents involved.

4. Approval of IHL budget (*see attachment*)

- Dr. McHenry stated that a meeting was held with MDE staff and IHL to review the proposed budget. He indicated that a budget of \$1,260,000 was approved for the present fiscal year with several notes. He presented the budget and highlighted the recommended changes:
 - \$831,764.30 was not spent in FY1999 due to start-up of the program taking longer than anticipated. Of these funds, \$356,306 has been obligated in FY2000 budget. The remaining \$475, 458.30 will be obligated in subsequent year budgets.

- The figures within the budget categories are estimates that may be adjusted or moved within categories via an amendment to better reflect actual.
- IHL will hire temporary employment to help the State Director's office complete their tasks for an amount not to exceed \$15,000. Though employed through IHL, the "temp" will be housed at MDE.
- Additional monies were added to the budget sub-category of institutes/conferences in the amount of \$20,000.
- Additional monies were added to the budget sub-category of dissemination in the amount of \$50,000.
- Dr. McHenry stated that IHL has been informed that there is a new rule by SDOE which requires a formula for budgets. (i.e. the method used to determine the budgeted line item must be identified.) It was noted that Karen Gates of MDE will work with Mr. Watts on developing a formula. (Note: Final budget will include formula.)
- Recommendations were made: the remaining \$475,000 will be used for new projects and that all requirements go through the work group.
- Mr. Franklin made the motion to approve the budget.
- Dr. Haynes seconded the motion
- Motion was passed unanimously.

4. Update on plans for 2001 "Educated Workforce Conference"

- Ms. Riley reported that she, Ms. Ulmer, Mr. Franklin and Mr. Watts have met to begin discussing plans for the conference. Pending hotel rates and availability, the conference will be held April 23, 2001. She announced that the workgroup would convene immediately after the meeting to select the conference site and she invited others to attend that meeting.

5. IHL report

Mr. Watts reported on the timeline with the status of activities:

- Last Quarter's Activities (July-September)
 - Met with WorldCom staff to present some ideas for using Mr. Bernie Ebbers, CEO, as a spokesperson for Fast Forward Mississippi.
 - Developed a web-based statewide evaluation instrument for the local partnerships and provided a copy of the instrument to them to aid them in their preparation.
 - A Fast Forward Mississippi brochure, exhibit booth background, media kit, 3-series poster, student handout, and website were developed and produced.
 - A press conference was held on September 27, 2000 in which the Governor of Mississippi introduced Fast Forward Mississippi to the people of the State
 - Media coverage of the press conference included:
 - On-air reports by WLBT, WAPT, WJTV, and WLOX, WCBI, WTVA, and WTOK.
 - Radio reports of the press conference ran in the Jackson area.
 - Media coverage of the press conference included:
 - Articles appeared in The Associated Press, The Clarion-Ledger, The Mississippi Press, The Sun-Herald, The Meridian Star, The Picayune Mississippi Daily, The Greenwood Commonwealth, The Vicksburg Post, The Brookhaven Daily Leader, The Daily Corinthian, The Hattiesburg American, The McComb Enterprise Journal, The Oxford Eagle, The Tupelo Daily Journal, The Grenada Sentinel Star, and the Clarksdale Press Register. In addition, papers in Mobile and Pensacola carried the story.
 - Follow-up media coverage included:
 - An on-air report from the Simpson County partnership by WLBT.
 - A radio interview with Kelly Riley on Randy Bell's Community Affairs that ran in the Jackson area and an interview with Dennis Watts on The Mississippi News Network that ran statewide
 - Media kits with press releases announcing Fast Forward Mississippi were sent to all of the State's media outlets.
- October Activities
 - Attended the National STW conference in Washington, D. C.
 - FastForwardMS.com statistics
 - Average of 92 site visitors per day
 - Each visitor averaged 41 "clicks"
 - 57% of usage was during the period of 8:00am to 3:00pm
 - 32% of usage was during the period of 3:00pm to 9:00pm
 - Positive response by the local partners and others to the website has been received.
 - Approximately 35 students have requested job shadowing through the website. Ms. Ulmer recommended that IHL coordinate their efforts with Jr. Achievement for support with job shadow activities. Mr. Watts agreed to utilize Jr. Achievement with these efforts.
 - A question was raised with the schedule of career chats. After the discussion, Dr. McHenry stated that IHL will make this a priority and get it started.

- Media coverage for Fast Forward included:
 - An on-air profile of Kosciusko's partnership by WJTV.
 - An on-air appearance on WJTV's Saddler Report by William McHenry.
 - An editorial appeared in The Tupelo Daily Journal.
 - Press releases were sent to State media outlets announcing FastForwardMS.com had reached 100,000 hits. Radio news programs picked up the story.
- Television and radio advertisements were produced—workgroup saw final product.
- Print ads were developed—workgroup made recommendations on which ad to use.
- Mr. Watts reported that a mentoring pamphlet has been developed to aid the local partnerships in developing and establishing a mentoring program. He indicated that he will provide the workgroup with a copy of the draft pamphlet.
- The Governor is promoting the National Mentoring Partnership and the Attorney General is promoting Big Brothers Big Sisters of America. He added that these organizations and every other mentoring organization has a mentoring manual available to those with whom they partner.
- Mr. Watts recommended that efforts are made to avoid unnecessary duplication and produce a pamphlet containing the basics of mentoring and listing of some Mississippi mentoring resources. He noted that there are many resources available to those interested in establishing a 501(c)(3) nonprofit corporation.
- Mr. Watts also recommended that in order to avoid unnecessary duplication, IHL would establish a relationship with the Mississippi Center for Non-Profits in order to train interested local partnerships in the "how to" of establishing a 501(c)(3).
- Mr. Watts explained that the Mississippi Center for Non-Profits' purpose is to foster the development of non-profit organizations in our State. To this end they are willing to provide materials and workshops to interested partners at a reduced fee. In addition, the Internet Nonprofit Center, a free resource with much information for and about nonprofit organizations, can be found at www.nonprofits.org/ and linked to our website.

- November Activities

- Advertisement
 - Mr. Watts reported that part of the advertisement plan included the use of billboards which can cost up to \$3,000 per month and has limited coverage to those who drive past. He recommended that in lieu of using several static billboards, a moving billboard be used (i.e. paint the FastForward logo on the rear of the education mobile being created for the State's remote sensing project). This mobile will travel the State on a regular basis for the long-term and the cost will only be from \$8-10,000. Mr. Watts agreed to provide a mock-up of what the specifics would be on the truck.
 - Mr. Watts also recommend that FastForward be advertised on the State's remote sensing kiosk to be placed in Northpark Mall over the next six months. He noted that the only cost would be for the design work itself.
- Student and Teacher Internships
 - Mr. Watts reported that the general plan is to pair up an undergraduate education student and a teacher in a business and industry setting. The teacher and undergraduate student would remain paired during the school year for mentoring purposes. He noted that IHL would like to have this detailed out by February so that they can get teachers and students involved.
- Evaluation
 - Presently, the plan is to start collecting data for the evaluation within the next two weeks.

6. State Director's report

- Ms. Ulmer provided a report on the Local Partnership Continuation Application Process.
 - Hancock received a second review and is now complete
 - McComb is being scored and visited.
 - The following will receive follow-up visits: Mid-Delta Workforce Alliance, McComb, North Bolivar, West Tallahatchie, and, Yazoo Community Action Agency.
- **National School to Work Conference**
 - Ms. Ulmer thanked the partners who were able to attend the National School-to-Work Conference held in Washington, D.C. on October 10-12, 2000. She commented on the highlights of the conference and urged those members who were unable to attend to login on the website for on-line presentations made during the conference sessions.
- **State Workforce Development Council**
 - Ms. Ulmer reported that the West Point Partnership will be making a presentation at the State Workforce Development Council on November 8, 2000.

7. Groundhog Job Shadowing day

- Ms. Ulmer stated that the National Groundhog Job Shadow Day is scheduled for February 2, 2001.
- She noted that the regional training dates have been scheduled for November 15th in Hattiesburg and November 17th in Grenada.
- Ms. Ulmer added that during the Groundhog Job Shadow Training, IHL's staff will provide the local partnerships with a Fast Forward Website Overview.
- Ms. Ulmer requested that all involved with STC have a shadow. All agreed to participate and that the STC office would coordinate those efforts.

8. Institutes

- Ms. Ulmer stated that based upon the ideas shared among local partnerships about the design of an Institute, plans are now underway to bring teams together from each partnership for Institutes in January 2001. She added that the local partnerships have been notified of the plans to have two Institutes: January 17, 18, 19 – The Grand Oasis in Gulfport, MS; and, January 24, 25, 26 – The Grand Convention Center in Tunica, MS.
- Ms. Ulmer noted that Ms. Liz Vasquez, a consultant, is working with STC staff with planning the institutes.

9. Other business

- No *other business* was presented by the workgroup.

10. December meeting date (December 5)

- Ms. Riley stated that the next meeting of the State Partners will be held on December 5, 2000.
- Ms. Riley announced Ms. Duncan's retirement and thanked her for her return to the workgroup meeting.

11. Agenda items for December meeting

- Update on meeting with ETV
- Update on "Educated Workforce Conference"

The meeting was adjourned at approximately 4:25 p.m.