

**Mississippi's School-to-Careers Initiative
STC State Partner Meeting
June 29, 2000 Minutes
MDE Suite 378**

Members Present:

Debbie Duncan
Johnny Franklin
Obra Hackett
William McHenry
Kelly Riley
Wayne Stonecypher
Suzanne Ulmer

Members Absent:

Joe Haynes – MDE/Leadership & Operations
Blake Wilson - Mississippi Economic Council
George Walker – State Workforce Development Council

Others Present:

Amani Bailey
Dennis Watts
Fred Westcott

I. State Plan: Institutions of Higher Learning Activities
The following was presented to the State Partners by Mr. Watts and Dr. McHenry with discussion.

A. Communications, Marketing and Product Development

1. Cirlot Agency's marketing plan

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| COMMUNICATIONS | Review and Refine Strategy |
| Program Identity | Present Name and Logo to Public |
| Website | Development |
| Website | Maintenance |
| Website | Marketing |
| Collateral Materials | Development of Brochures, Handouts, Posters, and In-School Merchandising as Warranted |
| Collateral Materials | Distribution of Brochures, Handouts, Posters, and In-School Merchandising as Warranted |
| Statewide Network | Maintenance |
| Print | Development of Newspaper and Magazine as Warranted |
| Print | Distribution of Newspaper and Magazine as Warranted |
| Broadcast | Production of Television and Radio Spots |
| Broadcast | Airing |
| Video | Development and Production as Warranted |
| Video | Distribution as Warranted |
| Public Relations | Development and Production of Media Kit, Newsletter, Feature Articles, Television Coverage, Press Conferences, Talk Shows, Conferences, Institutes, Kick-off Events, Speakers Bureau, Media Tour, and Editorial Boards as Warranted |

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|---------------------------------|---|
| Direct Mail | Development and Production of Specific Information for Educators, Parents, Elected Officials, and Business Leaders as Warranted |
| Direct Mail | Distribution of Specific Information for Educators, Parents, Elected Officials, and Business Leaders as Warranted |
| Specialty Items | Development, Production, and Distribution of Specialty Items as Warranted |
| Exhibit Booth | Development and Maintenance of Information |
| Media Placement | Placement as Warranted |
| Manuals | Development of Mentoring, Non-Profit, and Career Cluster Manuals |
| Manuals | Distribution of Mentoring, Non-Profit, and Career Cluster Manuals |
| Student and Teacher Internships | Development of a Pre-Service and In-Service Project/Internship |
| Student and Teacher Internships | Implementation of a Pre-Service and In-Service Project/Internship |

B.Statewide Conferences/Meetings

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| Conferences | Participate in State, Regional, and National Conferences |
| Conferences | Plan and Develop State Conference for Fall 2001 |
| Institute | Market and Evaluate Statewide Institute |

C. Student Services

D. Evaluation (Instrument to be handed out; **all comments due back by July 11th State Partner Meeting**)

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| EVALUATION | Review and Refine Strategy |
| | Distribute Evaluation Questions to Local Partners |
| | Develop HTML Evaluation Form |
| | Collect Data on Website for 99-00 year |
| | Publish Evaluation Report for 99-00 year |

II. Adoption of Workplan (*Discussion and adoption of each component specified above*)
After discussion of a new STC logo, by majority vote the State Partners agreed to operate with two logos. The logo developed last year will be used for Official Communication and the new Fast Forward Mississippi logo will be used for the web site and materials targeted toward students. Suzanne Ulmer made a motion to adopt the remaining contents of the work plan and Mr. Franklin seconded the motion. All agreed.

III. Adoption of Timeline for Completion of Workplan
Delayed for further discussion.

IV. Adoption of Budget
Delayed for further discussion.

V. Next meeting – Tuesday, July 11, 4th Floor MDE Boardroom