

## Mississippi's School-to-Careers Partners

### Who are We?

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Office of the Governor  
Department of Education  
Institutions of Higher Learning  
Mississippi Development Authority  
Mississippi Economic Council  
Mississippi Parent Teacher Association  
Public Education Forum  
State Board for Community and Junior Colleges  
State Workforce Council  
\* Department of Labor, Bureau of Apprenticeship and Training

#### Why are we involved?

- Mississippi's School-to-Careers strategy forges connections among education, workforce development and economic development systems to ensure that Mississippi's citizens become continuous learners.

#### Why are we involved?

- Our focus is on improving K-12 education and its connection with community college education systems, universities, business, and labor to ensure that each student is provided with appropriate educational opportunities to prepare for constructive participation in society, immediate employment, and/or further education.

#### What is our purpose?

- All students will be expected to gain academic mastery and life-long work skills
- All students will have enhanced career exploration opportunities
- All students will benefit from applied instructional methodology in academic curricula
- Secondary and higher education will better connect with business and industry
- Effective local partnerships will be established in each of the 15 workforce development districts

#### State Partnership Activities

- Monthly meetings
- Evaluation
- Marketing

#### State Partnership: Monthly Meetings

- Policy
- State Director's Report
- IHL Report
- Partnership Activities – Job Shadowing – Feb. 3
- Spring Conference – April 23

#### State Partnership: Evaluation

- Via online reporting through our web page
- Via site visits
- To identify technical assistance needs
- To assess accomplishment of our goals

#### State Partnership Marketing Activities

- Web site
- Kiosk
- Television and Radio
- Print
- MS GEM

#### Marketing: Web Site

- [www.fastforwardms.com](http://www.fastforwardms.com)
- career choices & apprenticeships
- post-secondary education
- training opportunities
- financial aid information
- communication with you, our local partners
- average of 68 site visitors/day

#### Marketing: Kiosk

- State's remote sensing kiosk
- Northpark Mall, Jackson
- In cooperative with the Mississippi Space Commerce Initiative

#### Marketing: Television and Radio

- Ads started the week of January 8
- Will run for 13 weeks
- Example

#### Marketing: Print

- Run in statewide dailies and weeklies
- Example

#### Marketing: MS GEM

- Mississippi Global Education Mobile

- Statewide exposure

Local Partners

- You make it happen – THANKS!
- Share your needs with us
- Share your successes with us

Mississippi's School-to-Careers Partnership...forging connections among education, workforce development and economic development systems **to ensure that Mississippi's citizens become continuous learners.**