

**Employment Outreach Efforts**  
**January 23, 2010 – January 22, 2011**

Some of the positions for which outside recruitment is conducted are advertised in *The Clarion-Ledger*. This newspaper is distributed statewide and posts all job announcements on *CareerBuilder.com*; therefore, this source potentially reaches the entire national workforce. Further, in an effort to ensure direct contact with a diversity of qualified individuals, we also forward most job announcements to a number of Mississippi's Community Colleges and Universities including several of the historically black universities--Alcorn State University, Jackson State University, and Tougaloo College. We also sent most of our job announcements to the Urban League of Greater Jackson, Mississippi and the national and state offices of the NAACP. Finally, we advertised four (4) of our job announcements in a minority owned newspaper, *Mississippi Link*.

One of our best resources for reaching a diversity of Mississippians continues to be Mississippi Department of Employment Security (MDES). MDES maintains at least one employment center in every county of Mississippi and serves the larger metropolitan areas through several employment centers. Additionally, most job announcements are forwarded to the Mississippi State Personnel Board which posts them in a variety of places and forms including its website, [www.mspb.ms.gov](http://www.mspb.ms.gov).

The agency also has an active internship program. In 2010 and thus far in 2011, the agency has hired 19 (nineteen) interns in various departments throughout the agency, such as News and Public Affairs, Radio, Education, Production, Technical Services, and Communications. The internship program continues to serve as an effective way to reach potential employees and mentor the community's students. See the summary of long-term recruitment initiatives for further details.

We feel that our efforts to reach a variety of Mississippians are well served by these resources, which are just a few of the many resources we utilize in advertising our job announcements. Nevertheless, we continue to seek new, economically efficient resources to ensure even greater access to the diverse workforce of Mississippi and the United States.

**Long-term recruitment initiatives**  
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- a. **Internship Program:** The opportunity for an internship with Mississippi Authority for Educational Television is offered to all students enrolled in or recently graduated from an institution of higher learning. Occasionally, the agency will make an exception and allow individuals who are not enrolled in or graduates of an institution of higher learning. The agency has submitted internship information to all universities, junior colleges and community colleges in Mississippi for several various internships that were available in 2010 and early 2011. Further, internship information is made available to the public via the agency's Website. The internships available and filled in 2010/early 2011 included internships in the areas of Education, Content, Communications, Technical Services, News and Public Affairs, Radio and Production. More specifically, these internship positions include radio and television production, on-air work, copywriting, communications, programming and technical assistance. Currently, MPB has one (1) intern working on-site and nineteen (19) others worked this past summer and fall in various areas throughout the agency. The interns pool included both male and female applicants. Possible positions with the agency include positions in graphic arts, on-air work, prop design, television production, technical assistance and scriptwriting. Upon approval of students' respective institutions of higher learning, students may receive credit for these internships. A midterm and final evaluation has been created by MPB to forward to the intern's respective Professor and Institution of Higher Learning.
- b. **Training program for personnel:** The training programs available to various level employees at MPB are ever-changing programs in part according to what the Mississippi State Personnel Board mandates and/or offers to state employees. These programs are designed to provide information and skill development to supervisors on the fundamentals of supervising people and programs in government and to assist them with gaining knowledge required of supervisors and/or to reach Educational Benchmarks that the agency encourages. This training is essential to state employees' acquiring the skills necessary to continue to qualify for higher-level positions and advancement; however, this training is an additional cost to the Human Resources Department and due to severe

budget cuts, this training was reduced to a minimum with only two (2) employees having been enrolled in the Basic Supervisory Course.

The agency also sends many employees to various conferences throughout the year; however, this, too, was minimized this year due to budget cuts. These conferences provide professional development and networking opportunities.

- c. **Listing of each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities:** Our only upper-level opening during the referenced period was listed with the Mississippi Association of Broadcasters, a media trade group. In addition, the upper-level opening was listed in the Urban League Greater Jackson, state and national NAACP, and Mississippi's historically black colleges and universities.
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- d. **Co-sponsoring at least one job fair with an organization in the community whose membership includes substantial participation of women and minorities:** MPB co-sponsored Get STEMulated! which aims to expose underrepresented populations, namely minorities and girls, to careers and educational opportunities in science, technology, engineering, and mathematics. This project is an educational outreach component of MPB's Canton Community Outreach Project and MPB television program *Job Hunter*. MPB invited state agencies, organizations, community colleges and universities, and local businesses to a STEM Career Fair to exhibit and demonstrate STEM-related job skills and career paths for students in grades nine through twelve. MPB also provided a series of presentations to students on career discovery and development, along with *Workplace Essentials*. *Job Hunter* is a pilot television program that guides viewers through the journey to find careers in advanced manufacturing in Mississippi and seeks to bring together students, educators, and employers to ensure the continuation of Mississippi's manufacturing base, to advance the level of production among its workers, and to provide skilled workers to Mississippi's growing advanced manufacturing industry. The first pilot episode focuses on in-demand metalworking careers. This exciting field guide approach to finding high-tech jobs visits employers along the Gulf

Coast and central Mississippi including Northrop Grumman and Laurel Machine and Foundry, as well as community college Centers for Excellence--Gulf Coast Community College, Jones County Junior College, and Pearl River Community College--for hands-on instruction in welding, pipe bending and machining. *Job Hunter* is made possible by funding from the State of Mississippi and support from the Mississippi Manufacturers Association. The Canton Community Outreach Project, a service of MPB's Education Division and an outreach effort in Canton, is impacting this community of need and making a difference by providing resources and collaborating with established agencies currently serving the community.

MPB also participated in an internship fair at the University of Southern Mississippi on Thursday, November 18, 2010.