

## Public Schools

The DeSoto County Public School System is a single, consolidated entity governed by the County Superintendent of Education and five-member Board of Education, elected by qualified voters.

- The system is the largest in the State of Mississippi and maintains one of the lowest operating costs.
- The DeSoto County Public School System has one of the highest accreditation ratings as determined by the Mississippi State Department of Education.
- The system also holds a current valid rating from the Southern Association of Colleges and Schools.
- 86.1% of DeSoto County residents hold a high school diploma or higher.



## DeSoto County Schools 2010-2011

Type	Facilities
Elementary	19
Intermediate	3
Middle	8
High	8
Primary (K-2)	2
Vocational/Technical Center	1
Alternative Center	1
<b>Total # of Schools</b>	<b>42</b>
<b>Total Enrollment</b>	<b>31,825</b>

- Teacher/Pupil Ratio - 1:22
- Total Faculty - 2,033
- Total Staff - 727
- Public Expenditure per Student - \$7,813.14 (without debt service) \$8,887.57 w/debt service
- Graduation Rate - 85.4%
- Average Composite ACT Score - 19.8

Source: DeSoto County Schools



## Programs

### Special Education

*The Child Development Center in Olive Branch serves multi-handicapped children. DeSoto County Schools also offer numerous special education programs.*



### DeSoto County Career and Technology Center (DCCTC)

The DeSoto County Career and Technology Center was built and is operated by the DeSoto Co Board of Education.

The Career-Tech Center serves all eight high schools in the county with transportation provided by the school bus system. Eight career and technical programs are offered, providing two years of training to students.

The basic philosophy of the Career-Tech Center is to provide students with entry level skills for a job in the field they have studied and also to prepare the student to further their education by entering a technical school, community college, or four-year university.

### Private Schools

DeSoto County also offers a variety of private and parochial schools including the following:

#### Bethel Baptist School, Walls

781-7774

- K4-12
- Affiliation: Baptist

#### Cross Creek Christian Academy, Olive Branch

895-0525

- K4-6
- Affiliation: Baptist

#### DeSoto County Academy, Olive Branch

895-6385

- Affiliation: Baptist

#### Highway Baptist Academy, Southaven

393-9240

- K3-12
- Accreditation: Currently seeking accreditation through Mississippi Association of Christian Schools
- Affiliation: Baptist

#### Sacred Heart School, Southaven

349-0900

- PreK-8
- Accreditation: State of Mississippi
- Affiliation: Catholic

#### Southern Baptist Educational Center (SBEC), Southaven

349-3096

- K3-12
- Accreditation: Southern Association of Colleges and Schools
- Affiliation: Baptist



## Higher Education Opportunities



DeSoto County residents have access to one of Mississippi's largest community colleges, Northwest Mississippi Community College, with campuses in Southaven and in Senatobia.

Internationally known University of Mississippi, affectionately known as "Ole Miss," and Mississippi State University are short, comfortable commuting distances for DeSoto Countians. Ole Miss's main campus is located just 60 miles south of DeSoto County in Oxford. Ole Miss offers bachelor, master, and doctorate degrees in a variety of disciplines and is the oldest university in Mississippi. The campus is home to the Center for the Study of Southern Culture, Mississippi's only school of pharmacy, and a widely-recognized school of law.

### Northwest Mississippi Community College Senatobia, Mississippi; enrollment 3328

A two-year college offering more than 60 courses of study within several academic divisions, the NWCC main campus is located approximately 20 miles south of DeSoto County. Northwest is accredited by the Mississippi Junior College Accrediting Association and by the Southern Association of Colleges and Schools. NWCC offers the Associate of Arts Degree in more than 50 academic areas of study and the Associate of Applied Science Degree in more than 50 vocational and technical fields.

### Northwest Mississippi Community College— DeSoto Center

Southaven, Mississippi; enrollment 3711

NWCC operates a satellite campus in Southaven with classroom and extra-curricular activities similar to those of the main campus. Academic programs of study leading to an Associate of Arts Degree include accountancy, business administration, computer information systems, elementary education, business & office administration, pre-law, secondary education, general college, English, history, science, psychology, and sociology.

Technical programs of study leading to an Associate of Applied Science Degree include accounting technology, aviation maintenance technology, cardiovascular technology, funeral services technology, hotel & restaurant management technology, micro-computer technology, office systems technology, respiratory therapy, commercial truck driving, and practical nursing. Adult Basic Education is also available.

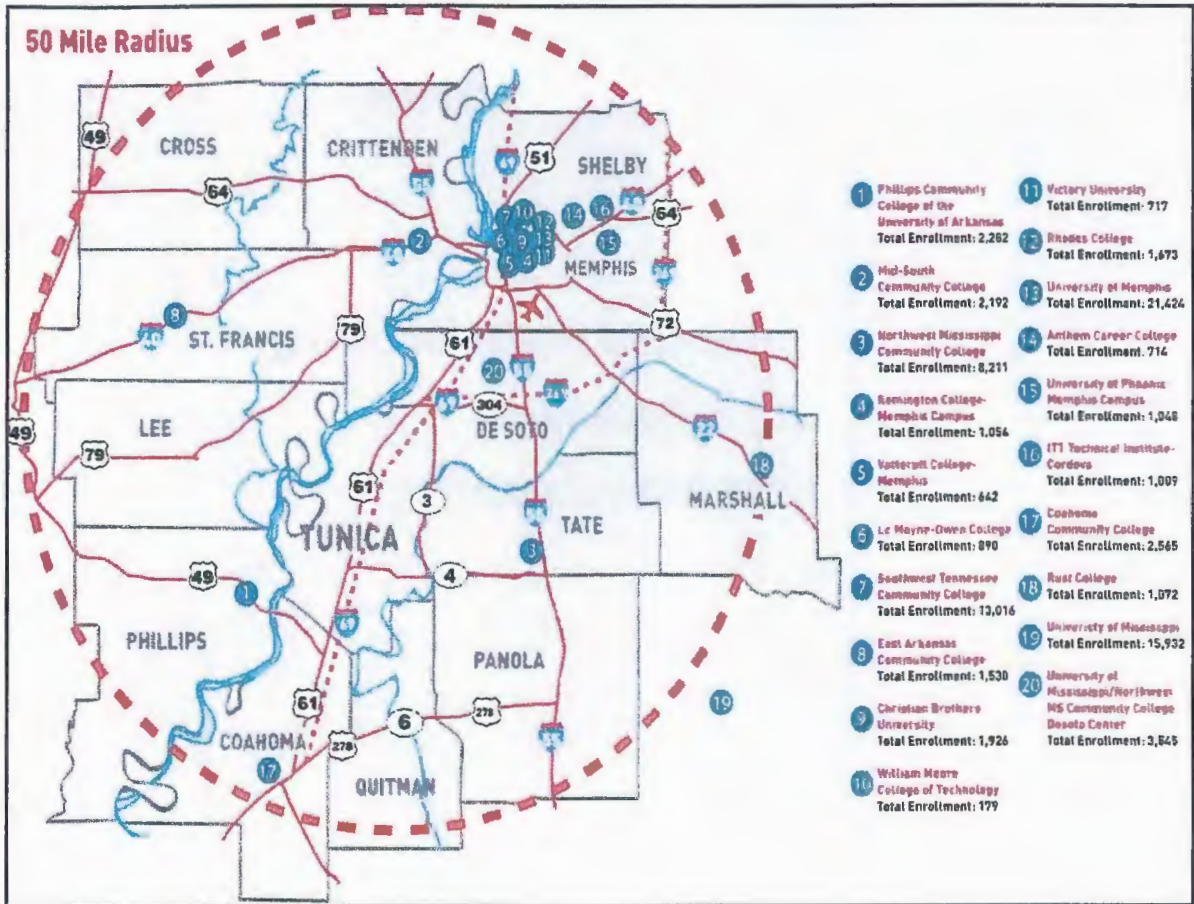
### The University of Mississippi—DeSoto Center Southaven, Mississippi; enrollment 970

The University of Mississippi has established a campus in DeSoto County at the Southaven Campus of NWCC. Courses are offered for non-traditional students and others seeking professional growth and educational advancement. Selected courses on the junior, senior, and graduate levels are made available and are held in the evening following a traditional academic year, and non-credit courses are offered throughout the year. Bachelor of Arts degrees may be obtained in the following fields: elementary education, secondary education, accountancy, business administration, paralegal studies, criminal justice, liberal arts, and RN to BSN. Master of Arts degrees in elementary education, educational leadership, higher education, special education, are offered, and a Master of Science degree in environmental engineering is available. Courses are also available in social work, counselor education, gifted certification, and TESOL certification. The unique "Two-Plus-Two" partnership with NWCC provides DeSoto Countians an opportunity to obtain a four-year degree without having to leave the county.



## Memphis Area Post-Secondary Institutions 2008-2009

Institution	Type	Student Enrollemnt	Completions
• Baptist Memorial College of Health Sciences	4-yr, Private not-for-profit	1,021	166
• Christian Brothers University	4-yr, Private not-for-profit	1,926	396
• Concorde Career College	2-year, Private for-profit	1,113	961
• Crowleys Ridge Technical Institute	2-yr, Public	228	180
• Delta Technical College	2-yr, Private for-profit	606	218
• DeVry University-Tennessee	4-yr, Private for-profit	279	14
• East Arkansas Community College	2-yr, Public	1,530	321
• Harding University Graduate School of Religion	4-yr, Private not-for-profit	N/A	N/A
• High-Tech Institute-Memphis	2-yr, Private for-profit	714	511
• ITT Technical Institute-Cordova	4-yr, primary associate's, Private for-Profit	1,009	187
• Le Moyne-Owen College	4-yr, Private not-for-profit	890	58
• Memphis College of Art	4-yr, Private not-for-profit	451	65
• Memphis Theological Seminary	4-yr, Private not-for-profit	272	71
• Mid-South Community College	2-yr, Public	2,192	127
• Northwest Mississippi Community College	2-yr, Public	8,211	995
• Remington College-Memphis Campus	4-yr, primary associate's, Private for-profit	1,054	530
• Rhodes College	4-yr, Private not-for-profit	1,673	377
• Rust College	4-yr, Private not-for-profit	1,072	113
• Southern College of Optometry	4-yr, Private not-for-profit	484	118
• Southwest TN Community College	2-yr, Public	13,016	1,001
• Strayer University-Shelby Oaks Campus	4-yr, Private for-profit	N/A	N/A
• Strayer University-Thousand Oaks Campus	4-yr, Private for-profit	N/A	N/A
• Tennessee Technology Center at Covington	2-yr, Public	302	120
• Tennessee Technology Center at Memphis	2-yr, Public	787	496
• University of Memphis	4-yr, Public	21,424	3,760
• University of Phoenix-Memphis Campus	4-yr, Private for-profit	1,258	202
• Vatterott Career College	2-yr, Private for-profit	257	1
• Vatterott Career College-Memphis	2-yr, Private for-Profit	642	168
• Victory University	4-yr, Private not-for-profit	717	150
• Visible School-Music and Worships Arts College	4-yr, Private not-for-profit	98	19
• William Moore College of Technology	2-yr, Private not-for-profit	179	66



## STEM Degrees

	Greater Memphis Region	North Mississippi Study Area	North Mississippi Area Including Mississippi State University
Engineering Technicians	110	53	101
Engineering	405	140	669
Mathematics	51	30	55
Computer Sciences	334	84	128
Chemistry, Biology, & Physical Sciences	532	170	478

The Annual Number of Science and Technology Graduates Is Low



## Workforce Development Center

Workforce Training and Development is available to business/industry through the Workforce Development Center (WDC) at Northwest Mississippi Community College. The Center has offices in Senatobia, Batesville, Pittsboro, and Olive Branch and currently serves over 100 businesses through 89 training partnerships.

These training partnerships provide critical resources necessary to insure training success.

The Center has computer labs located in Oxford, Batesville, Ashland, Holly Springs, and Olive Branch. These labs are dedicated to training, or companies can elect to send participants to classes scheduled by the Center.

Mobile training units are available to provide training space on site if needed. These units can be equipped as computer labs, with maintenance training equipment, or set up as classrooms.

Industry training manuals, videos, and CDs can be developed to provide site-specific training. The industry provides the step-by-step instructions. NWCC's technical writers edit this information into the script for the training format, either manual, video, or CD. The industry then approves the edited copy. If video/CD were being provided then the video team would be scheduled through the Research and Curriculum Unit of Mississippi State University. Once this is completed, the industry representative would go to MSU in Starkville as the Subject Matter Expert to complete the editing process. The company would then have a confidential, site-specific training resource to use as needed in its training program.

Funding is available to offset the cost of training. Realizing that some training is so specific that industry personnel or vendors are the most qualified source of training, the program allows NWCC to reimburse the industry for the trainer's time and travel expense. There is also help with the cost of training materials, books, and supplies.

The WDC has qualified staff to deliver training in the following areas:

### **Safety & OSHA Topics:**

Forklift Safety & Certification	First Aid & CPR	Lockout-Tagout
Hazcom	Blood Borne Pathogen	Proper Lifting

### **Maintenance and Technical Classes:**

Applied Electricity	Electric Motors	Motor Controls
PLC	Pneumatics	Hydraulics
Instrumentation	Process Control	Welding
Paulson Extruder Training		

### **Human Resources Areas:**

Achieve Global (Zenger Miller)	Leadership and Supervisory Skills
Zig Zigar	Train-the-Trainer
Time Management	Interpersonal/Communication Skills



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## Workforce Development Center (continued)

There are many other areas of training, from SOC and GD&T to Lean Manufacturing to Command Spanish to Serving Safe Food that the Center can provide. It also serves as a Spatial Information Application Center and offers training in the uses of remote sensing, Global Positioning Systems (GPS) and Geographical Information Systems (GIS)

Northwest Mississippi Community College has a unique partnership with business and industry in the eleven counties it serves. Through the flexibility of the state's guidelines for workforce training, any company can take advantage of the customized training assistance and resources offered through the Workforce Development Centers to meet their technical, professional, and personal training needs.

For more information please contact David Bledsoe at 662.562.3233 or Dwayne Casey at 662.562.3486.

## NWCC Industrial Start-Up Training

Workforce Training and Development is available to business/industry through the Workforce Development Center (WDC) at Northwest Mississippi Community College. The Center has offices in Senatobia, Batesville, Pittsboro, and Olive Branch and currently serves over 100 businesses through 89 training partnerships.

These training partnerships provide critical resources necessary to insure training success.

The Center has computer labs located in Oxford, Batesville, Ashland, Holly Springs, and Olive Branch. These labs are dedicated to business/industry training and can be reserved for software specific training, or companies can elect to send participants to classes scheduled by the center.

Mobile training units are available to provide training space on site if needed. These units can be equipped as computer labs, with maintenance training equipment, or set up as classrooms.

Industry training manuals, videos, and CDs can be developed to provide site-specific training. The industry provides the step-by-step instructions. Our technical writes edit this information into the script for the training format, either manual, video or CD. The industry then approves the edited copy. If video/CD were being provided, then the video team would be scheduled through the Research and Curriculum Unit of Mississippi State University. Once this is completed, the industry representative would go to MSU in Starkville as the Subject Matter Expert to complete the editing process. The company would then have a confidential, site-specific training resource to use as needed in their training program.

Funding is available to offset the cost of training. Realizing that some training is so specific that industry personnel or vendors are the most qualified source of trainers, the program allows us to reimburse the industry for the trainer's time and travel expense. There is also help with the cost of training materials, books, and supplies.

The WDC has qualified staff to deliver training in areas such as:

**Safety and OSHA Topics:**

Forklift Safety & Certification	First Aid & CPR
Lockout-Tagout	Hazcom
Bloodborne Pathogen	Proper Lifting

**Maintenance and Technical classes:**

Applied Electricity	Electric Motors	Motor Controls
PLC	Pneumatics	Hydraulics
Instrumentation	Process Control	Welding
Paulson Extruder Training		

**Human Resources areas:**

Achieve Global (Zenger Miller)	Leadership and Supervisory Skills
Zip Ziglar	Train-The-Trainer
Time Management	Interpersonal/Communication Skills

There are many other areas of training, from SPC and GD&T to Lean Manufacturing to Command Spanish to Serving Safe Food that the Center can provide. It also serves as a Spatial Information Application Center and offers training in the uses of remote sensing, Global Positioning Systems (GPS) and Geographical Information Systems (GIS).

Northwest Mississippi Community College has a unique partnership with business and industry in the eleven counties it serves. Through the flexibility of the state's guidelines for workforce training, any company can take advantage of the customized training assistance and resources offered through the Workforce Development Centers to meet their technical, professional and personal training needs.

For more information please contact Dwayne Casey or David Bledsoe at (662) 562-3233 or Richard Williams at (662) 280-6190.

## **Workforce Training and Services Description & Estimated Value**

The following describes the approximate value of services and training available at the State's WIN Job Centers and 15 community and junior colleges.

### **Recruitment and Job Referral and Placement**

Workforce partners assist businesses in recruiting potential workers through traditional recruitment activities and web-based resume matching. *The approximate value is based on recruiting a pool of applicant four times the number of the potential jobs.*

Value:           \$100 per job

### **Applicant/Employee Assessment**

Community Colleges can assist a business through their performance appraisal processes. An array of assessment tools can be used for a quick, confidential evaluation of an applicant's work-related and/or academic skills. Work skills aptitude assessments include verbal, numerical, and spatial aptitudes, nonverbal reasoning, form perception, clerical perception, and color discrimination. Assessments may also include performance surveys designed to project employee work ethics, reliability and motivational components. *The approximate value is based on recruiting a pool of applicants four times the number of the potential jobs.*

Value:           \$25 to \$50 per job

### **Pre-Employment Training**

Pre-employment training matches candidates with specific jobs. Candidates must successfully complete a specific training curriculum developed by the business and college training professionals. The curriculum may include work ethics, appropriate dress, work expectations, and technical skill requirements. Candidates who do not meet training requirements, such as those who receive low scores on attendance and cooperation, may be identified prior to interviews and hiring. *The approximate value is based on a 40-hour of training applicants two times the number of the potential jobs.*

Value:           \$2800 per job

### **Customized Training**

Customized training is designed to meet a specific business need. It includes curriculum and material development as well as instruction. Funding is available through project agreements with the Community Colleges for Workforce Enhancement Training Fund administered by the State Board for Community and Junior Colleges. Appropriate financial documentation is required.

#### **Industry-Based Training**

A business may be reimbursed for up to \$35 per hour of training conducted by the industry for the industry when the college does not provide the training.

Values will vary based on training needs.

### Leased Equipment

A business may be reimbursed for equipment leased for training purposes. Such equipment may not be used for production or profit.

Values will vary based on training equipment needs.

### Train-the-Trainer

A business may be reimbursed for limited travel costs associated with training employees in a discipline not currently available through the local community college. Such reimbursement may apply to no more than two (2) individuals to attend the same training in a non-production area and no more than four (4) individuals per production training area. Travel costs comply with project rules and limits. A business may be reimbursed for up to \$20,000 per fiscal year for allowable, approved travel costs.

Value: \$833 per job

### Project Support

The community college will assign a knowledgeable representative to work with the business to assist with matching training needs with available resources. The project manager documents visits, training needs and plans, and training activities and will coordinate reimbursements.

Value: \$75 to \$125 per job.

## **WIN On-the-Job Training (OJT) Reimbursement**

Mississippi's Workforce Investment Network (WIN) Job Centers can help offset training costs for new employees through the WIN On-the-Job Training (OJT) activity. Businesses may be reimbursed for up to half of a new employee's wages while the employee learns the job, on the job.

### **OJT Participant Criteria:**

Employees covered by an OJT agreement must be unemployed or underemployed (Employed earning less than a locally established self-sufficient wage, \$12 to \$18 per hour depending on location.) or dislocated workers as determined by the WIN Job Center.

### **Training Rules:**

- Reimbursement depends on the wages paid to new employees and the length of training.
- The length of training is negotiated based on the skills necessary to perform the job(s) and the new employees' existing skills.
- Limited to no more than 50% of the total workforce or new hires.
- The maximum length of training is limited to no more than six months or approximately 1000 hours.
- Businesses that relocate and lay off workers at another location may not receive an OJT for 120 days after relocating.
- Other OJT rules and record keeping requirements can be obtained from the WIN Job Center.
- Note: To reduce the record keeping burden some areas have flat-rate, fixed-price reimbursement of OJT.

Value is dependent of the wages and allowable training period.

*The information provided above and in the attached estimate of the value of training and services does not represent a commitment of funds. The community college and/or WIN Job Center will work with the company to develop and negotiate a training and service plan and funding agreement.*

## **THE MISSISSIPPI PARTNERSHIP**

Three Rivers Planning & Development District, Inc. serves as the fiscal/administrative agent for The Mississippi Partnership, one of four workforce investment areas in the state of Mississippi designated to carry out the Workforce Investment Act of 1998 (WIA).

Our workforce area is the largest geographical area in the state, covering 27 counties in north and northeast Mississippi, from DeSoto County in the northwest corner, over to Tishomingo county, down to Noxubee county, and back over to Attala county in the southwest corner. These counties include: Alcorn, Attala, Benton, Calhoun, Chickasaw, Choctaw, Clay, DeSoto, Grenada, Itawamba, Lafayette, Lee, Lowndes, Marshall, Monroe, Montgomery, Noxubee, Oktibbeha, Pontotoc, Prentiss, Tate, Tippah, Tishomingo, Webster, Winston, Union, and Yalobusha.

Currently, the Mississippi Partnership has a consortium of four one-stop operators: Itawamba Community College, Northeast Mississippi Community College, Northwest Mississippi Community College, and the Mississippi Department of Employment Security. These entities oversee the day-to-day operations at four comprehensive, full-service locations. Additionally, a system of 22 full-time and part-time affiliate sites plus two access points serve the 27 county area, with each county having at least one one-stop center.

### **BUSINESS SERVICES OFFERED TO EMPLOYERS**

#### ***Training***

- Reimburse a company for a portion of the cost of training eligible workers. On-the-job Training (OJT) is designed to help businesses find workers by reimbursing a portion of expenses incurred during the initial training process. The WIN Job Center reimburses a company up to 50% the cost of training eligible workers through OJT. Businesses may be reimbursed for up to six months. The length of training usually ranges from 160 hours to 1,040 hours per employee.
- Refer businesses and job seekers to training programs that support the human resource needs of businesses.
- Provide information on other types of training services such as pre-employment, incumbent worker and customized training which assist the company with the cost of skills upgrading.

#### ***Recruitment and Screening***

- Recruit, screen and refer a variety of job seekers, ranging from entry level workers to skilled professionals

- Recruit full-time, part time and seasonal workers
- Post job openings
- Host job fairs
- Screen applicants to ensure that the right workers with the right skills are interviewed

### *Other Business Services*

- Provide business with access to the labor pool
- Provide information about wages and employment trends
- Keep companies informed about state demographic and economic information
- Provide office space for interviewing and on-site screening
- Inform businesses on the Work Opportunity Tax Credit (WOTC) which offers employers a federal tax saving of up to \$2,400 per person for hiring an individual who qualifies under a specific target group
- Assist companies with Rapid Response and services to help manage a layoff.

**For more information contact: Paul Williams, WIN Job Center at (662) 342-4607**