

MEMORANDUM OF UNDERSTANDING

Between

River Region Chamber of Commerce
St. Charles Parish Government
St. James Parish Government
St. John the Baptist Parish Government
St. Charles Parish Public Schools
St. James Parish Schools
St. John the Baptist Parish Public Schools
Louisiana Community and Technical Colleges System
River Parishes Community College – Ascension Campus
South Central Louisiana Technical College – Reserve Campus
Workforce Development Board – St. Charles Parishes Consortium

This Memorandum of Understanding (MOU) is entered into by River Region Chamber of Commerce, St. Charles Parish Government, St. James Parish Government, St. John the Baptist Parish Government, St. Charles Parish Public Schools, St. James Parish Schools, St. John the Baptist Parish Public Schools, Louisiana Community and Technical Colleges System, River Parishes Community College – Ascension Campus, South Central Louisiana Technical College – Reserve Campus, and the Workforce Development Board – St. Charles Parishes Consortium.

Purpose of MOU: A Customized Workforce Development Campaign

The purpose of this MOU is to define and acknowledge the commitment of the cosigners to a collaborative working relationship in support of a workforce development campaign to be conducted in St. Charles, St. James, and St. John the Baptist parishes.

This three-parish (regional) campaign will be hosted and lead by the River Region Chamber of Commerce. The campaign will be implemented in collaboration with Louisiana Calling, a Louisiana-based 501c3 nonprofit organization that was established by business leaders from across the state in 2014. Louisiana Calling's mission is to develop and conduct a multiyear public messaging campaign that includes traditional media, new media, and on-the-ground resources and strategic partnerships – all designed to help Louisianans discover and appreciate the many educational pathways that lead to high-value jobs and sustainable careers available in Louisiana today. This regional campaign will be complemented by Louisiana Calling's statewide media campaign and website.

The Case for this Campaign

- We live in a knowledge economy that increasingly demands a high school diploma plus some type of post-secondary diploma or credential as prerequisites to securing a high-value job and a financially sustainable career.
- Some of these high-value jobs and sustainable career paths require a four-year university degree, but most can be secured with two-year community college degrees or technical certifications and credentials available through an extensive range of public and private training and education providers.
- In recent years, Louisiana’s education and workforce training providers – high schools, community and technical colleges, universities, and private training providers – have expanded access to and refined offerings of educational programming focused on the so-called “new collar” jobs/careers that require some type of post-secondary degree and/or credential(s), but not necessarily a four-year diploma.
- Louisiana nonetheless still struggles with a longstanding mismatch between the availability of high-value, middle-skill jobs and the availability of citizens with the certifications and credentials to fill those jobs – in general, we have more of these high-quality jobs than qualified people to fill them. This mismatch hinders our state’s economic development and limits the quality of life for many of our citizens.
- Two problem issues must be adequately addressed if Louisiana is to reduce and eventually eliminate this mismatch:
 1. *The gap between perception and reality* – there is a widespread and outdated belief that the only educational path to a good career (and the good life) is a four-year college degree. This cultural bias prevents many teenagers and your adults from considering the wide array of high-value jobs and sustainable careers that do not necessarily require a four-year degree.
 2. *The gap between opportunity and awareness* – few informational resources are available to teenagers, young adults (and their influencers) that comprehensively identifies the wide array of high value jobs and careers available in Louisiana today, and explain the education/training required and available to pursue those high-value (new collar) careers.

Campaign Elements

The St. Charles, St. James, and St. John the Baptist parishes (regional) campaign will include the following elements:

- Campaign Advisory Team – this team will include an identified leader from each of the cosigner organizations. The Advisory Team will develop a summary campaign plan and one-year calendar outline. The team will also meet periodically throughout campaign implementation to guide campaign decision making, support appropriate participation

in campaign activities, troubleshoot campaign issues as necessary, and monitor campaign implementation. Louisiana Calling will provide a Team Facilitator to organize and guide the team's work.

- Campaign Plan – a plan document, developed by the Campaign Advisory Team, that outlines key campaign goals, initiatives, timelines, and responsibility assignments. This plan document would also identify communications infrastructure and other resources available to the campaign from the cosigner organizations.
- Employers' Initiative – a collaborative engagement of key employers in the region to introduce the Louisiana Calling mission and enlist active support of the regional campaign.
- High Schools Students Initiative – a communications campaign targeting high school students in the three-parish region that utilizes new and traditional media resources, and in-person engagements and events.
- Young Adults Initiative – a communications campaign targeting young (underemployed) adults who have not yet found their path to a sustainable career and a financially stable life. This initiative will utilize new and traditional media resources, and in-person engagements and events.
- Influencers Initiative – a communications campaign targeting the key influencers of high school students and young adults. This initiative will utilize new and traditional media resources, and in-person engagements and events.

Commitment to Campaign Roles and Responsibilities

The cosigners of this MOU agree to the following campaign roles and responsibilities:

- Leadership Support – signature of the cosigner's chief executive on this MOU.
- Campaign Point Person – each cosigner will assign an appropriate leader from their respective organizations to serve as the Point Person for this regional campaign. The Point Person will serve on the Campaign Advisory Team and facilitate full participation of the cosigner in campaign activities and initiatives.
- Communications Infrastructure and Resources – each cosigner will identify and offer communications infrastructure and other resources (including facilities) that could be utilized in support of this regional campaign.
- Visible Campaign Support – listing of cosigners on campaign documents and materials, access to cosigner brands/logos, and display of campaign collaterals ...all done as approved within cosigner constraints.
- Implementation of Campaign Plan Initiatives – each cosigner agrees to provide the resources and collaborative support required to fulfill their responsibilities as described in the adopted regional campaign plan.

MOU Cosigners

Chassity McComack
Executive Director
River Region Chamber of Commerce

Signature Chassity McComack

Date 5-2-17

Larry Cochran
Parish President
St. Charles Parish

Signature [Signature]

Date 5-15-17

Timothy P. Roussel
Parish President
St. James Parish

Signature Timothy P. Roussel

Date 05/02/2017

Natalie Robottom
Parish President
St. John the Baptist Parish

Signature Natalie Robottom

Date 5/2/17

Felecia Gomez-Walker
Superintendent
St. Charles Parish Public Schools

Signature Melinda Bernard


Date 5/2/17

Ed Cancienne, Ph.D.
Superintendent
St. James Parish Schools

Signature [Signature]

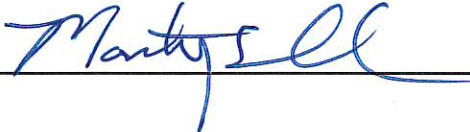
Date 5/2/17

Kevin R. George
Superintendent
St. John the Baptist Parish Public Schools

Signature 


Date 5/2/17

Monty Sullivan, Ph.D.
System President
Louisiana Community and Technical Colleges System

Signature 

Date 05/02/17

Dale A. Doty, Ph.D.
Chancellor
River Parishes Community College – Ascension Campus

Signature 

Date 5-2-17

Earl Meador
Director
South Central Louisiana Technical College – Reserve Campus

Signature 

Date 5/2/17

Tommy Scott, III
Director
Workforce Development Board – St. Charles Parishes Consortium (St. Charles, St. James and St. John the Baptist Parishes)

Signature 

Date 5/15/17