

Blueprint Mississippi

Vision, Goals and Recommendations

August 9, 2004

Steering Committee

CHAIR

Robert Khayat

*Chancellor
The University
Of Mississippi*



Richard Hickson

*Chairman and CEO
Trustmark Corporation*



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*President
BellSouth - Mississippi*



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*Plant Manager
DuPont - DeLisle*



Aubrey Patterson

*Chairman and CEO
BancorpSouth*



Carolyn Shanks

*President and CEO
Entergy Mississippi*



Anthony Topazi

*President and CEO
Mississippi
Power Company*



Blake Wilson

*President
Mississippi
Economic Council*



Sponsors

- BancorpSouth
- BellSouth
- DuPont
- Entergy Mississippi
- Mississippi Economic Council
- Mississippi Partnership for Economic Development
- Mississippi Power Company
- Public Education Forum of Mississippi
- The Robert M. Hearin Foundation
- Trustmark Corporation

Agenda

- The Case for Change
- Vision and Goals
- Key Recommendations

A Tale of Two States

**Second highest
poverty rate in
the South**

**Labor
productivity
about 2/3 of
national average**

**Worst perceived
liability climate
in the nation**



**Fastest per
capita income
growth in South**

**Fifth highest
gain in national
writing test
scores**

**Low labor and
real estate costs**

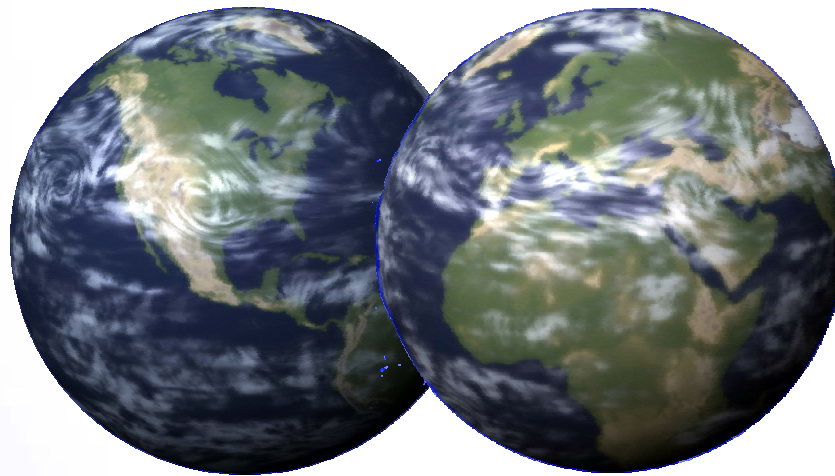
Strong Foundations

- Small business lending per worker is 2nd highest in the nation
- 3 out of 4 schools meet new Federal yearly progress standards
- College attainment in Jackson ranks 5th among major urban areas in the South
- Home ownership rates rank 7th in the nation

Global Economy Is Changing

**Global
Markets**

**Innovation
and Technology**

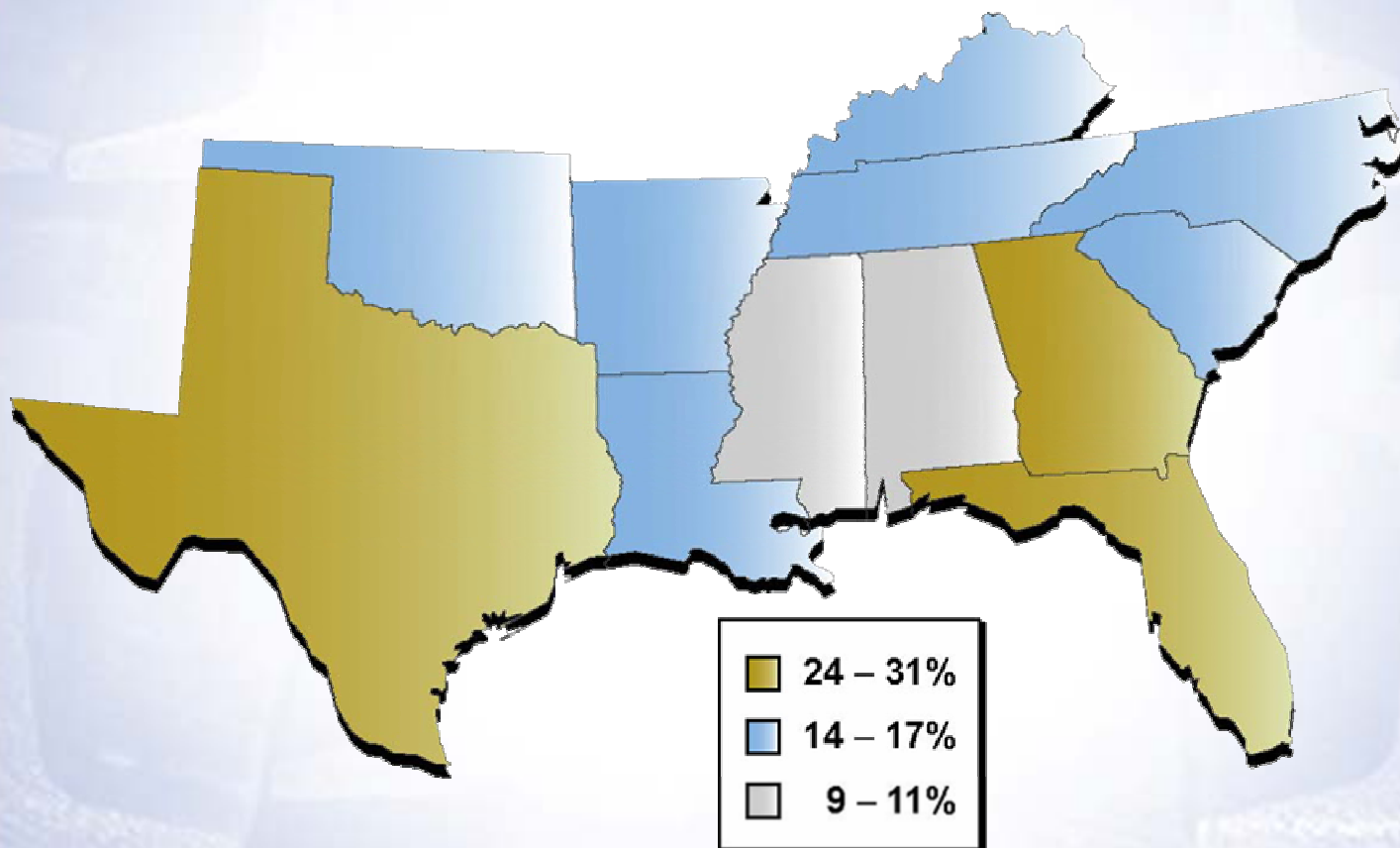


**Service
Industries**

**Knowledge
Workers**

Neighborhood Is Strong

- Employment Growth, 1993-2003



Vision

**A prosperous, vibrant and
resilient Mississippi, built
upon a foundation of
economic opportunity for all
of its citizens**

Economic Goals

Rank Among 12 Southern States

Per Capita Income Growth

1993 to 2003

1

2005 to 2010

1

2010 to 2015

1

Employment Growth

1993 to 2003

11

2005 to 2010

8
or higher

2010 to 2015

6
or higher

Blueprint Mississippi Themes

**INNOVATION
IMAGE
PEOPLE
PARTNERSHIP**

Blueprint Mississippi Themes

INNOVATION



Innovation and Diversification

Today



Tomorrow



Goals and Recommendations

- **Diversify and improve Mississippi's economic base**
 - Identify and pursue high value, high growth industry targets
 - Increase R&D funding; strengthen technology transfer and access to capital
- **Increase support for existing firms**
 - Improve productivity of existing businesses through technology and process improvement

Key Targets

Rank Among 12 Southern States

High-Tech Share of Employment

2001

12

2010

9

2015

6

Manufacturing Productivity Rate

2000

12

2010

9

2015

6

Blueprint Mississippi Themes

INNOVATION IMAGE



Goals and Recommendations

- **Strengthen business image**
 - Identify and track internal and external perceptions of Mississippi
 - Develop, implement and monitor coordinated internal and external marketing plan
- **Enhance competitiveness of legal environment**
 - Promote recent enhancements to Mississippi's liability system; ensure legislative reforms are properly implemented and maintained

Key Targets

Image for Locating or Expanding Business Rank among 12 Southern States

2004

Unknown

2010

6

2015

6

Perception of Liability System Rank among 50 States

2004

50

2010

40

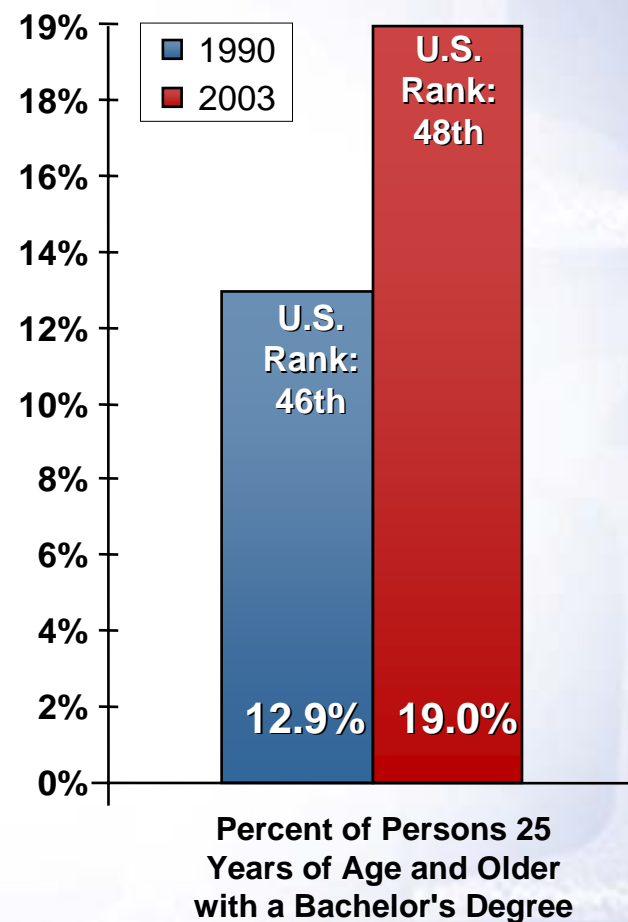
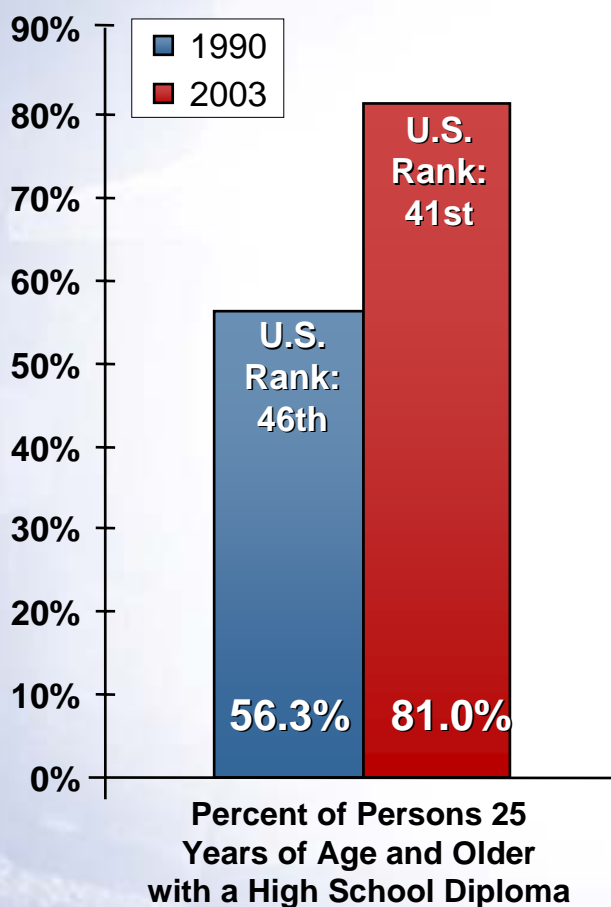
2015

30

Blueprint Mississippi Themes

**INNOVATION
IMAGE
PEOPLE**

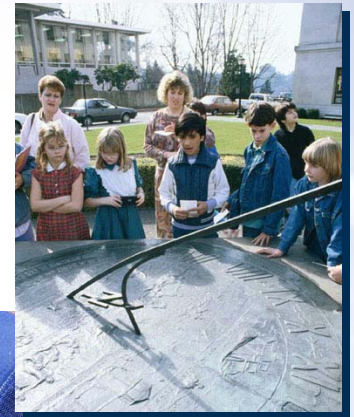
Education Attainment Remains Low



Goals and Recommendations

- **Better prepare children for school**

- Expand and improve Pre-K programs



- **Maximize number of people graduating high school**

- Underscore linkage between education and employment, targeting middle school students



Goals and Recommendations

- **Train, mentor and retain more and better teachers**
 - Establish system to retain best teachers and increase teacher supply in high-demand subject areas
- **Increase participation in adult worker training programs**
 - Reorganize and consolidate lifelong learning programs around workforce needs

Key Targets

Percent of 3 and 4 Year Olds in Pre-K Programs

2000

52%

2010

55%

2015

60%

Pre-Freshmen Year Drop-out Rate

2000

9.6%

2010

7.8%

2015

6.1%

Blueprint Mississippi Themes

**INNOVATION
IMAGE
PEOPLE
PARTNERSHIP**

Keys to Success

- Private, public, nonprofit partners
- Clear and focused statewide plan
- Measurable performance objectives
- Continuous monitoring and improvement process

Goals and Recommendations

- **Establish and sustain an economic development vision and strategic plan for Mississippi**
 - Activate and strengthen the Statewide Economic Development Planning Act of 1987

Next Steps

- Continue steering committee activities
- Involve key stakeholders in recommendation implementation
- Identify specific policy and legislative initiatives required for Blueprint implementation
- Monitor progress toward recommendations and targets
- Update actions as needed



BLUEPRINT

MISSISSIPPI

A Business Approach to Mississippi's Future

The background is a complex, abstract composition in various shades of blue. It features overlapping geometric shapes, including squares, rectangles, and circles, some of which are semi-transparent. A prominent white rectangle is centered in the upper half of the image. In the lower half, there are curved, layered shapes that resemble a fan or a stack of pages. The overall effect is one of dynamic movement and modern design.

MOVING AT THE SPEED OF BUSINESS