

BILL ANALYSIS

Senate Research Center
77R6029 QS-D

S.B. 573
By: Bivins
Education
2/26/2001
As Filed

DIGEST AND PURPOSE

Currently, college recruiting efforts are projected to not be sufficient to meet the state goal of enrolling 500,000 more students in higher education by 2015. As proposed, S.B. 573 directs the Texas Higher Education Coordinating Board (THECB) to establish a statewide higher education campaign with a focus on the value and availability of higher education. S.B. 573 also allows THECB to work with other agencies to develop and implement the campaign and to solicit funds for the campaign.

RULEMAKING AUTHORITY

This bill does not expressly grant any additional rulemaking authority to a state officer, institution, or agency.

SECTION BY SECTION ANALYSIS

SECTION 1. Amends Chapter 61, Education Code, by adding Subchapter X, as follows:

SUBCHAPTER X. PUBLIC AWARENESS CAMPAIGN PROMOTING HIGHER EDUCATION

Sec. 61.951. PUBLIC AWARENESS CAMPAIGN. Requires the Texas Higher Education Coordinating Board (board) to establish a statewide public awareness campaign to promote the value and availability of higher education. Authorizes the campaign to include the provision of information regarding certain criteria.

Sec. 61.952. TARGET AUDIENCE. Requires the campaign established by the board to target primary and secondary school students. Requires the board to give priority to reaching primary and secondary school students from groups or backgrounds that are traditionally underrepresented in higher education.

Sec. 61.953. COORDINATION WITH OTHER AGENCIES. Authorizes the board to coordinate with other agencies as necessary to develop and implement the public awareness campaign.

Sec. 61.954. FUNDING. Authorizes the board to use any available revenue, including legislative appropriations, and to solicit and accept certain items to undertake the campaign.

SECTION 2. Effective date: September 1, 2001.