

**LEGISLATIVE EDUCATION STUDY COMMITTEE
BILL ANALYSIS**

Bill No: HB 266

48th Legislature, 2nd Session, 2008

Short Title: Campaign to Promote Value of Education

Sponsor(s): Representative Don L. Tripp

Analyst: James Ball

Date: January 24, 2008

Bill Summary:

HB 266 makes an appropriation to conduct a campaign that promotes and increases awareness of the value of education. The campaign:

- must be directed to populations and areas where value of education is disparaged according to evidence;
- demonstrates that education not only can lead to better job opportunities and financial success but it can also expand a person's interests, provide wisdom and enjoyment of life, increase self-esteem, and prepare a person to actively participate in a democratic society;
- provides evidence that education can help people discover their ethnic and cultural identities and make them more confident of themselves in a diverse society;
- creates awareness that education is a good way to avoid falling victim to drugs, violence, prison, unemployment, and premature parenthood; and
- reflects a commitment to equal access to education and respect for minority cultures and values.

Fiscal Impact:

\$100,000 is appropriated from the General Fund to the Public Education Department (PED) for expenditure in FY 09. The bill contains a reversion clause.

Issues:

According to PED, HB 266 aligns with the goals of the Governor's "Making Schools Work" initiative.

A search of the internet indicates that while statewide public relations campaigns to promote the value of education are not uncommon in specific areas such as achieving career goals, obtaining higher wage jobs or being accepted into colleges and universities, a comprehensive effort by a state education agency to promote the general benefits of education might be unique in the nation.

Related Bills:

None to date.