

Fiscal impact reports (FIRs) are prepared by the Legislative Finance Committee (LFC) for standing finance committees of the NM Legislature. The LFC does not assume responsibility for the accuracy of these reports if they are used for other purposes.

Current FIRs (in HTML & Adobe PDF formats) are available on the NM Legislative Website (legis.state.nm.us). Adobe PDF versions include all attachments, whereas HTML versions may not. Previously issued FIRs and attachments may be obtained from the LFC in Suite 101 of the State Capitol Building North.

FISCAL IMPACT REPORT

ORIGINAL DATE 2/13/2007

SPONSOR Nava LAST UPDATED _____ HB _____

SHORT TITLE PROMOTE THE VALUE OF COLLEGE SB 579

ANALYST Moser

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY07	FY08		
	\$3,000.0	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

NM Department of Higher Education (HED)

Public Education Department (PED)

SUMMARY

Synopsis of Bill

Senate Bill 579 appropriates \$3,000,000 from the General Fund to the New Mexico Higher Education Department (NMHED) for expenditure in FY08 to launch a statewide public awareness and marketing campaign on the value of education beyond high school, both career-technical education and college degree programs, for students of all ages.

FISCAL IMPLICATIONS

The appropriation of \$3,000,000 contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of FY08 shall revert to the general fund.

SIGNIFICANT ISSUES

HED indicates that this bill is a priority in HED's legislative agenda and is part of the department's strategic priorities and goals.

In April 2006, New Mexico First, a nonprofit, nonpartisan member-supported organization led by a statewide board of business and civic leaders, conducted a statewide Town Hall meeting on higher education. More than 200 citizens participated over three days. New Mexico First's primary recommendation is the need to provide information about the importance of education to compete in today's economy. New Mexicans may not have complete knowledge of the economic value and personal benefits of pursuing higher education. They may not be aware of the positive impact that obtaining a degree can have on their income and quality of life. They may not be familiar with the process of applying to college or university. Often, they are not informed of the many state and federal financial aid programs available to them, including the Lottery Success Scholarship. They may not be aware of the necessity of education to compete in the global economy or of the many options in New Mexico to obtain a degree or certificate: traditional institutions (public and private, two-year and four-year institutions) and distance learning programs. Many do not even consider college a possibility.

This targeted, multimedia campaign will create a sense of urgency about completing high school and entering college be that a university, community college, or career-technical program of study. New Mexico Town Hall participants believe that such a campaign will help parents and students realize the practical benefits of college.

The campaign will be administered by the HED, and will target people of all ages about continuing their educations. The campaign will be planned by a coordinating team of diverse stakeholders including state, tribal, local, national, business, nonprofit, and student partners. It will include significant market research, and an assessment of existing marketing materials being used in colleges and universities. Drawing on the market research, the statewide campaign will select the most effective outreach tools, which may include television, radio, billboards, special events, and printed promotions and will leverage higher education advertising and promotions that are already in place. Methods will include focus groups, surveys, interviews, and other data gathering tools to plan the campaign for selected audiences.

National and local sponsors will be sought to help support creative production of the campaign and materials.

OTHER SUBSTANTIVE ISSUES

Using the results of the New Mexico-specific market research data, existing HED staff and the planning committee would work with a contracted advertising firm to develop and implement a statewide marketing and communications campaign. The planning committee will identify key audiences including underserved student populations and determine the desired outcomes of the marketing campaign. A unified message will be crafted appropriately to target specific audiences statewide. New Mexico's colleges and universities could support the advertising with a financial match or by incorporating the campaign's key messages.

HED will contract with a public relations firm to develop a campaign to design and print supporting materials. The campaign should identify key spokespersons and key messages; produce editorial placement, editorial boards, op-ed pieces, interviews, focus groups, blogs, special events, workshops, publications, and other effective tools to elevate awareness of the value of education among broad and diverse audiences.