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FISCAL IMPACT REPORT

SPONSOR: Hamilton, D. DATE TYPED: 3/08/03 HB 617

SHORT TITLE: Information Campaign for Public Education SB _____

ANALYST: Segura

APPROPRIATION

Appropriation Contained		Estimated Additional Impact		Recurring or Non-Rec	Fund Affected
FY03	FY04	FY03	FY04		
	\$62.0			Recurring	GF

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

State Department of Education (SDE)

SUMMARY

Synopsis of Bill

House Bill 617 appropriates \$62.0 to the State Department of Education (SDE) to support a public information campaign to raise awareness and knowledge of public education in New Mexico.

Significant Issues

According to SDE, since June 1999, the department has considered the following strategies for sharing educational success: public awareness and policy information programs, lobbying, greater visibility by State Board of Education(SBE) members, better coordination in the SDE and utilizing educational support groups, students, parents and teachers to speak to the status of the state's investment. A major area of emphasis has been the state's Accountability Program.

FISCAL IMPLICATIONS

House Bill 617 appropriates \$62.0 to SDE from general fund and is recurring.

ADMINISTRATIVE IMPLICATIONS

The SDE's Public Outreach Unit will be responsible for administration of the public information

campaign and funding. The department indicates that it will solicit matching funds from the State Land Office and Department of Economic Development to achieve the campaign.

OTHER SUBSTANTIVE ISSUES

According to SDE, if House Bill 617 is enacted, the Public Outreach Unit of SDE, will work with an experienced advertising agency to create a theme and marketing materials, including television and radio advertisements and billboard advertising along high-traffic areas. Also under consideration are publications jointly produced with the New Mexico PTA on best ideas for parent involvement in public education.

RMS/sb:yr