

1 SENATE BILL 579

2 **48TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2007**

3 INTRODUCED BY

4 Cynthia Nava

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10 AN ACT

11 MAKING AN APPROPRIATION FOR A PUBLIC AWARENESS CAMPAIGN
12 PROMOTING THE VALUE OF COLLEGE.

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14 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

15 Section 1. APPROPRIATION.--Three million dollars
16 (\$3,000,000) is appropriated from the general fund to the
17 higher education department for expenditure in fiscal year 2008
18 to launch a public awareness campaign on the value of college.
19 The campaign shall target people of all ages about the value of
20 continuing their education. The campaign shall be planned by a
21 coordinating team of state, tribal, national, business,
22 nonprofit and student representatives. Any unexpended or
23 unencumbered balance remaining at the end of fiscal year 2008
24 shall revert to the general fund.

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