

HOUSE BILL 266

**48TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2008**

INTRODUCED BY

Don Tripp

AN ACT

RELATING TO EDUCATION; REQUIRING THE PUBLIC EDUCATION  
DEPARTMENT TO CONDUCT A CAMPAIGN PROMOTING THE VALUE OF  
EDUCATION; MAKING AN APPROPRIATION.

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

Section 1. CAMPAIGN TO PROMOTE THE VALUE OF EDUCATION.--

The public education department shall conduct a campaign  
promoting and increasing awareness of the value of education.

In conducting the campaign, the department shall ensure that  
the campaign:

A. promotes the value of education among  
populations and in areas of New Mexico where evidence indicates  
that the value of education is disparaged or may not be  
understood;

B. demonstrates that not only can education provide

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1 better job opportunities and financial success, but that it  
2 also expands a person's interests, provides wisdom and  
3 enjoyment of life, increases self-esteem and prepares a person  
4 to actively participate in a democratic society;

5 C. provides evidence that education can help people  
6 discover their ethnic and cultural identities and thus make  
7 them more confident of themselves in a diverse society;

8 D. creates awareness that education is a good way  
9 to avoid falling victim to drugs, violence, prison,  
10 unemployment and premature parenthood and instead provides  
11 people with dignity, success, achievement and higher  
12 expectations of themselves; and

13 E. reflects a commitment to equal access to  
14 education and respect for minority cultures and values.

15 Section 2. APPROPRIATION.--One hundred thousand dollars  
16 (\$100,000) is appropriated from the general fund to the public  
17 education department for expenditure in fiscal year 2009 to  
18 conduct a campaign promoting and increasing awareness of the  
19 value of education. Any unexpended or unencumbered balance  
20 remaining at the end of fiscal year 2009 shall revert to the  
21 general fund.