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FISCAL IMPACT REPORT

ORIGINAL DATE 02/07/11

SPONSOR Maestas LAST UPDATED _____ HB 233

SHORT TITLE Media Literacy As Elective In Public Schools SB _____

ANALYST Haug

ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY11	FY12	FY13	3 Year Total Cost	Recurring or Non-Rec	Fund Affected
Total		Indeterminate	Indeterminate	Indeterminate	Recurring	Public School Districts

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

Public Education Department (PED)

Higher Education Department (HED)

SUMMARY

Synopsis of Bill

House Bill 233 amends 22-13-1 NMSA 1978 to require that, beginning with school year 2014-2015, media literacy shall be offered as an elective in grades 6 through 12.

FISCAL IMPLICATIONS

House Bill 233 contains no appropriation. While HB 233 does not have fiscal implications for the State of New Mexico, the PED notes that costs to districts, while undetermined in total, could include:

- Districts could offer media literacy to high school students through IDEAL-NM for the cost of \$200 per student; and/or
- Districts could offer media literacy to high school students using IDEAL-NM's curriculum and pay a teacher's salary; and/or
- Districts could use existing or create new media literacy courses for 6th-8th grade students and pay a teacher's salary.

SIGNIFICANT ISSUES

The PED states:

High school students are currently required to take 7.5 units of elective credit for graduation. Students entering the 8th grade in 2013-2014 and beyond will be required to take a course in health education prior to high school graduation. This could reduce the number of electives required for some high school students.

Current law provides that districts must offer the following electives, which students are not required to take:

- driver education;
- at least two years of the same language other than English;
- student service learning; and
- financial literacy.

Current law provides that districts may offer the following, which students are not required to take:

- media literacy;
- pre-apprenticeship programs;
- financial literacy as a mathematics requirement.

The New Mexico Media Literacy Project (NMMLP) was established in 1993 as an outreach project of the Albuquerque Academy and serves as a media literacy resource to school districts. NMMLP defines media literacy as the ability to critically consume and create media, including understanding the “text” (surface content) and “subtext” (hidden meanings) in messages received from television, radio, newspapers, magazines, books, billboards, signs, packaging, marketing materials, video games, recorded music, the internet, and other media.

IDEAL-NM offers a 0.5 unit, distance learning, high school media literacy elective course, which is aligned to New Mexico state standards and taught by a highly qualified teacher.

All districts currently have the option to provide media literacy through IDEAL-NM at the cost of \$200.00 per student.

All districts currently have the option to use the standards-based curriculum for IDEAL-NM’s media literacy course at no cost to the district; however, the district must then pay for a teacher.

GH/svb