

1-1 By: Morrison, Branch (Senate Sponsor - Shapiro) H.B. No. 3795  
1-2 (In the Senate - Received from the House May 7, 2009;  
1-3 May 7, 2009, read first time and referred to Committee on Higher  
1-4 Education; May 20, 2009, reported favorably by the following vote:  
1-5 Yeas 5, Nays 0; May 20, 2009, sent to printer.)

1-6 A BILL TO BE ENTITLED  
1-7 AN ACT

1-8 relating to the public awareness campaign promoting higher  
1-9 education and to additional financial aid for higher education.

1-10 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

1-11 SECTION 1. Section 61.9701(a), Education Code, is amended  
1-12 to read as follows:

1-13 (a) The board, in conjunction with the Texas Education  
1-14 Agency, shall establish a statewide public awareness campaign to  
1-15 promote the value and availability of higher education.

1-16 SECTION 2. Sections 61.9702 and 61.9703, Education Code,  
1-17 are amended to read as follows:

1-18 Sec. 61.9702. TARGET AUDIENCE. (a) The campaign  
1-19 established by the board must target ~~[primary and secondary school]~~  
1-20 students in the 6th through 12th grade levels.

1-21 (b) The board shall give priority to reaching ~~[primary and~~  
1-22 ~~secondary school]~~ students from groups or backgrounds that are  
1-23 traditionally underrepresented in higher education, especially  
1-24 students who are educationally disadvantaged, as defined by Section  
1-25 5.001.

1-26 (c) The campaign established by the board may target  
1-27 students in elementary grades, including grade six.

1-28 Sec. 61.9703. COORDINATION WITH OTHER ENTITIES ~~[AGENCIES]~~.  
1-29 The board shall ~~[may]~~ coordinate with the Texas Education Agency,  
1-30 the P-16 Council established under Section 61.076, and other  
1-31 appropriate entities, including businesses, ~~[other agencies as~~  
1-32 necessary] to develop and implement the public awareness campaign  
1-33 in order to send a strong message concerning the importance of  
1-34 higher education.

1-35 SECTION 3. Subchapter CC, Chapter 61, Education Code, is  
1-36 amended by adding Section 61.97031 to read as follows:

1-37 Sec. 61.97031. CAMPAIGN DESIGN CRITERIA. The board, in  
1-38 conjunction with those entities with which the board coordinates  
1-39 under Section 61.9703, shall:

1-40 (1) annually hold meetings of students described by  
1-41 Section 61.9702 and their parents, at locations likely to be easily  
1-42 accessible to them, to explain:

1-43 (A) financial aid opportunities that may make  
1-44 attending an institution of higher education affordable;

1-45 (B) the reasons that higher education is  
1-46 important; and

1-47 (C) secondary education courses that may help to  
1-48 prepare students to succeed at institutions of higher education;  
1-49 and

1-50 (2) develop support mechanisms for parents of students  
1-51 described by Section 61.9702 to:

1-52 (A) assist the parents with understanding and  
1-53 completing the free application for federal student aid (FAFSA);  
1-54 and

1-55 (B) familiarize the parents with the actions  
1-56 necessary for students to be prepared for, apply to, and attend  
1-57 institutions of higher education.

1-58 SECTION 4. Subchapter CC, Chapter 61, Education Code, is  
1-59 amended by adding Section 61.9706 to read as follows:

1-60 Sec. 61.9706. EVALUATION. (a) The board shall evaluate the  
1-61 effectiveness of the public awareness campaign.

1-62 (b) In evaluating the effectiveness of the public awareness  
1-63 campaign, the board shall:

1-64 (1) use appropriate commonly accepted methodologies

2-1 and evaluation criteria; and  
2-2 (2) spend existing funds available to the board that  
2-3 may be used for the purpose.

2-4 (c) Not later than December 31, 2010, the board shall submit  
2-5 a written report concerning the results of the evaluation to the  
2-6 governor, lieutenant governor, speaker of the house of  
2-7 representatives, and presiding officers of the legislative  
2-8 standing committees with primary jurisdiction over public  
2-9 education and higher education.

2-10 (d) This section expires January 31, 2011.

2-11 SECTION 5. Subchapter A, Chapter 56, Education Code, is  
2-12 amended by adding Section 56.005 to read as follows:

2-13 Sec. 56.005. ADDITIONAL STUDENT FINANCIAL AID PROGRAM. The  
2-14 Texas Higher Education Coordinating Board, in consultation with the  
2-15 Texas Education Agency, shall develop a plan for a student  
2-16 financial aid program designed:

2-17 (1) to provide financial aid in addition to:

2-18 (A) any aid provided under other state financial  
2-19 aid programs;

2-20 (B) any aid provided under federal financial aid  
2-21 programs; and

2-22 (C) any contributions from parents; and

2-23 (2) to provide financial aid to students who:

2-24 (A) have met the curriculum requirements for the  
2-25 recommended or advanced high school program as determined under  
2-26 Section 28.025; and

2-27 (B) have not been convicted of a felony or an  
2-28 offense under Chapter 481, Health and Safety Code (Texas Controlled  
2-29 Substances Act), or under the law of another jurisdiction involving  
2-30 a controlled substance as defined by Chapter 481, Health and Safety  
2-31 Code, unless the student has:

2-32 (i) received a certificate of discharge by  
2-33 the Texas Department of Criminal Justice or a correctional facility  
2-34 or completed a period of community supervision ordered by a court,  
2-35 and at least two years have elapsed from the date of the receipt or  
2-36 completion; or

2-37 (ii) been pardoned or had the record of the  
2-38 offense expunged from the person's record.

2-39 SECTION 6. This Act takes effect immediately if it receives  
2-40 a vote of two-thirds of all the members elected to each house, as  
2-41 provided by Section 39, Article III, Texas Constitution. If this  
2-42 Act does not receive the vote necessary for immediate effect, this  
2-43 Act takes effect September 1, 2009.

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