

LEGISLATIVE BUDGET BOARD

Austin, Texas

FISCAL NOTE, 81ST LEGISLATIVE REGULAR SESSION

May 11, 2009

TO: Honorable Judith Zaffirini, Chair, Senate Committee on Higher Education

FROM: John S. O'Brien, Director, Legislative Budget Board

IN RE: HB3795 by Morrison (Relating to the public awareness campaign promoting higher education and to additional financial aid for higher education.), **As Engrossed**

No significant fiscal implication to the State is anticipated.

Under provisions of the bill, the Higher Education Coordinating Board (HECB) in conjunction with the Texas Education Agency (TEA) would establish a statewide public awareness campaign targeting students in the 6th through 12th grade levels. The Higher Education Coordinating Board would coordinate the campaign efforts with TEA, State P-16 Council, and other appropriate entities and hold meetings for targeted students and their parents at institutions of higher education to discuss the importance of higher education and how to prepare and pay for it. Support mechanisms for the parents of targeted students to aid them in their understanding of the financial aid, college readiness, and admissions processes would also be developed. The HECB would be required to submit a report regarding the effectiveness of the public awareness campaign by December 31, 2010. Any costs associated with the bill would be implemented through existing resources.

Local Government Impact

No fiscal implication to units of local government is anticipated.

Source Agencies: 781 Higher Education Coordinating Board

LBB Staff: JOB, KK, RT, GO