

LEGISLATIVE BUDGET BOARD
Austin, Texas

FISCAL NOTE, 81ST LEGISLATIVE REGULAR SESSION

April 20, 2009

TO: Honorable Dan Branch, Chair, House 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.), **Committee Report 1st House, Substituted**

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 7th 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. 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