

BILL ANALYSIS

H.B. 2909
By: Branch
Higher Education
Committee Report (Unamended)

BACKGROUND AND PURPOSE

The Texas Higher Education Coordinating Board recently developed a campaign to increase awareness and build support for new college and career readiness standards, to prepare students for all post-secondary education options, and to clarify the application process for post-secondary admission and student financial aid. H.B. 2909 seeks to replace the old name of the campaign with the current name and to clarify language relating to the inclusion of the college and career readiness standards for the purposes of the campaign.

RULEMAKING AUTHORITY

It is the committee's opinion that this bill does not expressly grant any additional rulemaking authority to a state officer, department, agency, or institution.

ANALYSIS

H.B. 2909 amends the Education Code to redesignate "Education: Go Get It" Week as Generation Texas Week. The bill includes among the information required to be provided during the week college readiness standards and expectations as determined under provisions of law relating to the advancement of college readiness in required public school curriculum.

H.B. 2909 requires, rather than authorizes, the statewide public awareness campaign to promote the value and availability of higher education to include the provision of certain information and specifies that the information on the academic preparation needed to pursue a postsecondary education is the academic preparation needed to successfully pursue a postsecondary education, as determined under provisions of law relating to the advancement of college readiness in required public school curriculum.

H.B. 2909 requires the Texas Higher Education Coordinating Board to coordinate with the Texas Education Agency, the P-16 Council, and other appropriate entities, including regional P-16 councils and businesses, to implement the public awareness campaign and removes a provision authorizing the coordinating board to coordinate with other agencies as necessary to develop and implement the campaign.

EFFECTIVE DATE

On passage, or, if the bill does not receive the necessary vote, September 1, 2011.