

SENATE BILL REPORT

SB 6392

As Reported By Senate Committee On:
Higher Education, January 28, 2008

Title: An act relating to high-demand fields and degrees.

Brief Description: Providing for educational advertising for high-demand fields and degrees.

Sponsors: Senators Shin, Swecker, Jacobsen, Berkey, Pridemore, Prentice, Franklin, Schoesler, Sheldon, Rasmussen, Eide and Kilmer.

Brief History:

Committee Activity: Higher Education: 1/28/08 [DPS].

SENATE COMMITTEE ON HIGHER EDUCATION

Majority Report: That Substitute Senate Bill No. 6392 be substituted therefor, and the substitute bill do pass.

Signed by Senators Shin, Chair; Kilmer, Vice Chair; Delvin, Ranking Minority Member; Berkey, Schoesler and Sheldon.

Staff: Aldo Melchiori (786-7439)

Background: The 2007 Legislature established the Committee on the Education of Students in High Demand Fields (Committee), SB 5731 (2007). The Committee consisted of legislators and representatives from state education and labor force agencies, faculty, students, labor, and employers. The Committee was charged with the development of a marketing project to inform students, parents, and educators of opportunities in high demand fields.

The Committee supported the implementation of a specific marketing campaign to ensure that mid-level and baccalaureate level high demand enrollments are largely filled by Washington students. The objectives of the marketing plan would be to increase student interest in high demand fields of study and to increase public awareness of high demand fields and degrees. The Committee recommended that a private vendor should be retained to design and implement a three- to five-year marketing campaign.

Summary of Bill (Recommended Substitute): The Higher Education Coordinating Board (HECB), in consultation with the State Board for Community and Technical Colleges (SBCTC), the Office of the Superintendent of Public Instruction (OSPI), the Workforce Training and Education Coordinating Board (WTECB), and the Council of Presidents (COP), contracts with a private vendor to create a three- to five-year marketing plan to increase student interest in high demand fields of study and to increase public awareness of high

This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not a part of the legislation nor does it constitute a statement of legislative intent.

demand fields and degrees. The private vendor must have a proven ability to provide: creative planning for educational advertising, production of successful advertising campaigns, production of collateral materials, website creation, and opinion research for advertising campaign evaluation.

The marketing campaign must target: (1) unlikely college students in middle school or high school with a focus on low income and underrepresented communities; (2) likely college students in middle school or high school; (3) adult learners; and (4) parents and educators.

EFFECT OF CHANGES MADE BY HIGHER EDUCATION COMMITTEE (Recommended Substitute): The HECB will consult with the SBCTC, the OSPI, the WTECB, and the COP in selecting the private vendor. The definition of "high employer demand program of study" is added.

Appropriation: \$700,000.

Fiscal Note: Not requested.

Committee/Commission/Task Force Created: No.

Effective Date: Ninety days after adjournment of session in which bill is passed.

Staff Summary of Public Testimony on Original Bill: PRO: Washington employment opportunities are increasing and we need to make sure that our students have the information they need to know about these jobs. The sooner people are aware of these opportunities, the sooner they can start planning their higher education. This implements the recommendations of the Joint Committee for the Education of Students in High Demand Fields. This will help us connect student interest with employer demand. The need for this public awareness campaign is recognized as the statewide strategic master plan for higher education.

Persons Testifying: PRO: Senator Shin, prime sponsor; Chris Stow, Puget Sound Regional Council; Suzanne Ames, SBCTC; Steve Lindstrom, Northwest Career Colleges Federation; John Lederer, HECB; Bryon Wilson, WTECB; Gail McGaffick, Corinthian Colleges.