
HOUSE BILL 3207

State of Washington 60th Legislature 2008 Regular Session

By Representatives Lias and Morrell

Read first time 01/24/08. Referred to Committee on Higher Education.

1 AN ACT Relating to high-demand fields and degrees; creating a new
2 section; and making an appropriation.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 NEW SECTION. **Sec. 1.** (1) The higher education coordinating board
5 shall contract with a private vendor to create a three-to five-year
6 marketing plan to increase student interest in high-demand fields of
7 study and to increase public awareness of high-demand fields and
8 degrees. The marketing program shall target unlikely college students
9 in middle school or high school with a focus on low-income and
10 underrepresented communities, likely college students in middle school
11 and high school, adult learners, parents, and educators.

12 (2) The private vendor shall be selected based upon the proven
13 ability to provide:

- 14 (a) Creative planning for educational advertising;
- 15 (b) Production of successful advertisement campaigns;
- 16 (c) Production of collateral materials;
- 17 (d) Opinion research for the evaluation of advertising campaigns;

18 and

- 19 (e) Web site creation.

1 NEW SECTION. **Sec. 2.** The sum of seven hundred thousand dollars,
2 or as much thereof as may be necessary, is appropriated for the fiscal
3 year ending June 30, 2009, from the general fund to the higher
4 education coordinating board for the purposes of this act.

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