

# HOUSE BILL 678

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CF 4lr3410

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By: **Delegates Harris and Boafo**

Introduced and read first time: January 25, 2024

Assigned to: Appropriations

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## A BILL ENTITLED

1 AN ACT concerning

2 **Public Higher Education – Communities of Interest – Targeted Recruitment and**  
3 **Outreach Efforts**

4 FOR the purpose of altering certain principles of public higher education in the State to  
5 include a principle that public higher education in Maryland should be committed to  
6 promoting diversity and inclusion at each institution; requiring each public senior  
7 higher education institution to adopt a certain written policy related to targeted  
8 recruitment and outreach efforts in certain communities of interest; requiring each  
9 public senior higher education institution to submit a certain report to the Governor,  
10 the President of the Senate, and the Speaker of the House each year; and generally  
11 relating to targeted recruitment and outreach efforts by public senior higher  
12 education institutions to communities of interest.

13 BY repealing and reenacting, with amendments,  
14 Article – Education  
15 Section 10–202  
16 Annotated Code of Maryland  
17 (2022 Replacement Volume and 2023 Supplement)

18 BY adding to  
19 Article – Education  
20 Section 15–138  
21 Annotated Code of Maryland  
22 (2022 Replacement Volume and 2023 Supplement)

23 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,  
24 That the Laws of Maryland read as follows:

25 **Article – Education**

26 10–202.

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EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 Public higher education in Maryland should be based on the following principles:

2 (1) The people of Maryland expect quality in all aspects of public higher  
3 education: teaching, research, and public service;

4 (2) Public higher education should be accessible to all those who seek and  
5 qualify for admission;

6 (3) Public higher education should provide a diversity of quality  
7 educational opportunities;

8 (4) Adequate funding by the State is critical if public higher education is to  
9 achieve its goal;

10 (5) The people of Maryland are entitled to efficient and effective  
11 management of public higher education; [and]

12 (6) The people of Maryland are entitled to capable and creative leadership  
13 in public higher education; AND

14 (7) PUBLIC HIGHER EDUCATION SHOULD BE COMMITTED TO  
15 PROMOTING DIVERSITY AND INCLUSION AT EACH INSTITUTION BY ATTRACTING AND  
16 GRADUATING A DIVERSE STUDENT BODY COMMITTED TO SERVICE.

17 15-138.

18 (A) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE MEANINGS  
19 INDICATED.

20 (2) "COMMUNITY OF INTEREST" MEANS A COMMUNITY IN THE STATE  
21 IDENTIFIED BY A PUBLIC SENIOR HIGHER EDUCATION INSTITUTION THAT HAS  
22 INDIVIDUALS FROM HISTORICALLY UNDERREPRESENTED GROUPS,  
23 DEMOGRAPHICS, OR GEOGRAPHIC AREAS THAT THE INSTITUTION HAS DETERMINED  
24 ARE UNDERREPRESENTED IN THE ENROLLMENT OF THE INSTITUTION OR OTHER  
25 INSTITUTIONS OF HIGHER EDUCATION IN THE STATE.

26 (3) (I) "TARGETED RECRUITMENT AND OUTREACH EFFORTS"  
27 MEANS EFFORTS SPECIFICALLY IDENTIFIED BY A PUBLIC SENIOR HIGHER  
28 EDUCATION INSTITUTION AND A COMMUNITY OF INTEREST TO INCREASE  
29 APPLICATIONS OF STUDENTS FROM THE IDENTIFIED COMMUNITY OF INTEREST.

30 (II) "TARGETED RECRUITMENT AND OUTREACH EFFORTS"  
31 INCLUDES:

1                   1.     ESTABLISHING                 PARTNERSHIPS                 WITH  
2     COMMUNITY-BASED ORGANIZATIONS, LOCAL SCHOOL SYSTEMS, OR SPECIFIC HIGH  
3     SCHOOLS AND THE PUBLIC SENIOR HIGHER EDUCATION INSTITUTION;

4                   2.     ATTENDING COLLEGE FAIRS;

5                   3.     HOLDING SPECIFIC RECRUITMENT EVENTS IN THE  
6     COMMUNITY OF INTEREST;

7                   4.     ESTABLISHING A STUDENT AMBASSADOR PROGRAM;

8                   5.     HOLDING COLLEGE ACCESS WORKSHOPS IN THE  
9     COMMUNITY OF INTEREST, WITH A FOCUS ON THE ADMISSIONS APPLICATION  
10    PROCESS AT THE PUBLIC SENIOR HIGHER EDUCATION INSTITUTION; AND

11                  6.     PROVIDING DEDICATED SUPPORT SERVICES AND  
12    STAFF FOR THE COMMUNITY OF INTEREST DURING THE APPLICATION PROCESS.

13           (b)   (1)   EACH PUBLIC SENIOR HIGHER EDUCATION INSTITUTION SHALL  
14    ADOPT AND ANNUALLY UPDATE A WRITTEN POLICY THAT IDENTIFIES COMMUNITIES  
15    OF INTEREST IN THE STATE AND THE INSTITUTION’S TARGETED RECRUITMENT AND  
16    OUTREACH EFFORTS FOR THE COMMUNITY OF INTEREST WITH THE GOAL OF  
17    MEETING THE PRINCIPLE OF PUBLIC HIGHER EDUCATION STATED IN § 10-202(7) OF  
18    THIS ARTICLE.

19           (2)   EACH PUBLIC SENIOR HIGHER EDUCATION INSTITUTION SHALL  
20    COMPLETE THE TARGETED RECRUITMENT AND OUTREACH EFFORTS IDENTIFIED IN  
21    PARAGRAPH (1) OF THIS SUBSECTION EACH YEAR.

22           (c)   (1)   EXCEPT AS PROVIDED IN PARAGRAPH (2) OF THIS SUBSECTION,  
23    ON OR BEFORE AUGUST 1, 2024, AND EACH AUGUST 1 THEREAFTER, EACH PUBLIC  
24    SENIOR HIGHER EDUCATION INSTITUTION SHALL REPORT TO THE GOVERNOR AND,  
25    IN ACCORDANCE WITH § 2-1257 OF THE STATE GOVERNMENT ARTICLE, THE  
26    PRESIDENT OF THE SENATE AND THE SPEAKER OF THE HOUSE ON:

27                   (i)   THE COMMUNITIES OF INTEREST IDENTIFIED BY THE  
28    INSTITUTION;

29                   (ii)   THE TARGETED RECRUITMENT AND OUTREACH EFFORTS  
30    COMPLETED IN THE PREVIOUS SCHOOL YEAR IN EACH IDENTIFIED COMMUNITY OF  
31    INTEREST;

32                   (iii)   THE TARGETED RECRUITMENT AND OUTREACH EFFORTS

1 PLANNED FOR THE NEXT SCHOOL YEAR IN EACH IDENTIFIED COMMUNITY OF  
2 INTEREST; AND

3 (IV) APPLICATION AND ADMISSION DATA FOR INDIVIDUALS IN  
4 EACH IDENTIFIED COMMUNITY OF INTEREST.

5 (2) THE REPORT SUBMITTED BY AN INSTITUTION ON OR BEFORE  
6 AUGUST 1, 2024, IS NOT REQUIRED TO INCLUDE THE INFORMATION REQUIRED IN  
7 PARAGRAPH (1)(II) OF THIS SUBSECTION.

8 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July  
9 1, 2024.