

HOUSE BILL 678

F2

4r1511
CF 4r3410

By: **Delegates Harris and Boafo**

Introduced and read first time: January 25, 2024

Assigned to: Appropriations

Committee Report: Favorable with amendments

House action: Adopted

Read second time: February 23, 2024

CHAPTER _____

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 certain~~
7 institutions; requiring certain public senior higher education ~~institution~~ institutions
8 to adopt a certain written policy related to targeted recruitment and outreach efforts
9 in certain communities of interest; requiring ~~each~~ certain public senior higher
10 education ~~institution~~ institutions to submit a certain report to the Governor, the
11 President of the Senate, and the Speaker of the House each year; and generally
12 relating to targeted recruitment and outreach efforts by certain public senior higher
13 education institutions to communities of interest.

14 BY repealing and reenacting, with amendments,
15 Article – Education
16 Section 10–202
17 Annotated Code of Maryland
18 (2022 Replacement Volume and 2023 Supplement)

19 BY adding to
20 Article – Education
21 Section 15–138
22 Annotated Code of Maryland
23 (2022 Replacement Volume and 2023 Supplement)

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from the law by amendment.



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

3 **Article – Education**

4 10–202.

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

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

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

10 (3) Public higher education should provide a diversity of quality
11 educational opportunities;

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

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

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

18 **(7) PUBLIC HIGHER EDUCATION SHOULD BE COMMITTED TO**
19 **PROMOTING DIVERSITY AND INCLUSION AT EACH INSTITUTION BY ATTRACTING AND**
20 **GRADUATING A DIVERSE STUDENT BODY COMMITTED TO SERVICE.**

21 **15–138.**

22 **(A) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE MEANINGS**
23 **INDICATED.**

24 **(2) “COMMUNITY OF INTEREST” MEANS A COMMUNITY IN THE STATE**
25 **IDENTIFIED BY A PUBLIC SENIOR HIGHER EDUCATION INSTITUTION THAT HAS**
26 **INDIVIDUALS FROM HISTORICALLY UNDERREPRESENTED GROUPS,**
27 **DEMOGRAPHICS, OR GEOGRAPHIC AREAS THAT THE INSTITUTION HAS DETERMINED**
28 **ARE UNDERREPRESENTED IN THE ENROLLMENT OF THE INSTITUTION OR OTHER**
29 **INSTITUTIONS OF HIGHER EDUCATION IN THE STATE.**

30 **(3) (I) “TARGETED RECRUITMENT AND OUTREACH EFFORTS”**
31 **MEANS EFFORTS SPECIFICALLY IDENTIFIED BY A PUBLIC SENIOR HIGHER**

1 EDUCATION INSTITUTION AND A COMMUNITY OF INTEREST TO INCREASE
2 APPLICATIONS OF STUDENTS FROM THE IDENTIFIED COMMUNITY OF INTEREST.

3 (II) "TARGETED RECRUITMENT AND OUTREACH EFFORTS"
4 INCLUDES:

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

8 2. ATTENDING COLLEGE FAIRS;

9 3. HOLDING SPECIFIC RECRUITMENT EVENTS IN THE
10 COMMUNITY OF INTEREST;

11 4. ESTABLISHING A STUDENT AMBASSADOR PROGRAM;

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

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

17 (B) THIS SECTION DOES NOT APPLY TO UNIVERSITY OF MARYLAND
18 GLOBAL CAMPUS.

19 ~~(B)~~ (C) (1) EACH PUBLIC SENIOR HIGHER EDUCATION INSTITUTION
20 SHALL ADOPT AND ANNUALLY UPDATE A WRITTEN POLICY THAT IDENTIFIES
21 COMMUNITIES OF INTEREST IN THE STATE AND THE INSTITUTION'S TARGETED
22 RECRUITMENT AND OUTREACH EFFORTS FOR THE COMMUNITY OF INTEREST WITH
23 THE GOAL OF MEETING THE PRINCIPLE OF PUBLIC HIGHER EDUCATION STATED IN
24 § 10-202(7) OF THIS ARTICLE.

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

28 ~~(C)~~ (D) (1) EXCEPT AS PROVIDED IN PARAGRAPH (2) OF THIS
29 SUBSECTION, ON OR BEFORE AUGUST 1, 2024, AND EACH AUGUST 1 THEREAFTER,
30 EACH PUBLIC SENIOR HIGHER EDUCATION INSTITUTION SHALL REPORT TO THE
31 GOVERNOR AND, IN ACCORDANCE WITH § 2-1257 OF THE STATE GOVERNMENT
32 ARTICLE, THE PRESIDENT OF THE SENATE AND THE SPEAKER OF THE HOUSE ON:

1 (I) THE COMMUNITIES OF INTEREST IDENTIFIED BY THE
2 INSTITUTION;

3 (II) THE TARGETED RECRUITMENT AND OUTREACH EFFORTS
4 COMPLETED IN THE PREVIOUS SCHOOL YEAR IN EACH IDENTIFIED COMMUNITY OF
5 INTEREST;

6 (III) THE TARGETED RECRUITMENT AND OUTREACH EFFORTS
7 PLANNED FOR THE NEXT SCHOOL YEAR IN EACH IDENTIFIED COMMUNITY OF
8 INTEREST; AND

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

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

14 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July
15 1, 2024.

Approved:

Governor.

Speaker of the House of Delegates.

President of the Senate.