

## Chapter 38

**(House Bill 678)**

AN ACT concerning

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

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

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

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

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

**Article – Education**

10–202.

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

- (1) The people of Maryland expect quality in all aspects of public higher education: teaching, research, and public service;
- (2) Public higher education should be accessible to all those who seek and qualify for admission;

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

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

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

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

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

**15-138.**

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

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

**(3) (I) “TARGETED RECRUITMENT AND OUTREACH EFFORTS” MEANS EFFORTS SPECIFICALLY IDENTIFIED BY A PUBLIC SENIOR HIGHER EDUCATION INSTITUTION AND A COMMUNITY OF INTEREST TO INCREASE APPLICATIONS OF STUDENTS FROM THE IDENTIFIED COMMUNITY OF INTEREST.**

**(II) “TARGETED RECRUITMENT AND OUTREACH EFFORTS” INCLUDES:**

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

**2. ATTENDING COLLEGE FAIRS;**

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

4. ESTABLISHING A STUDENT AMBASSADOR PROGRAM;

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

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

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

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

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

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

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

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

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

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

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

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

**Approved by the Governor, April 9, 2024.**