



SENATE EDUCATION, ENERGY & THE ENVIRONMENT COMMITTEE

Senate Bill 383 - Higher Education - Private Career Schools - Advertising

Favorable with Amendments

March 11, 2026

Chair Feldman, Vice Chair Kagan and members of the Education, Energy & the Environment Committee, Lincoln College of Technology (“Lincoln Tech”) is a nationally recognized degree-granting career college located in Columbia, Maryland, that trains students in career-focused field such as HVAC, automotive technology, electrical, medical assisting, and welding. Lincoln Tech fully supports Senate Bill 383 with a friendly amendment to include degree-granting institutions of post-secondary education.

For over 60 years, Lincoln Tech has provided industry-recognized certifications and connected graduates to employers such as Penske, Constellation Energy, Ironworkers Local #5, and more. Every year, hundreds of students graduate from its Columbia campus. As Lincoln Tech considers possible expansion in Maryland, the ability to advertise its programs and collect prospective interest from Maryland residents becomes essential in starting to operate a new campus location. Currently, Senate Bill 383 allows private career schools to begin advertising future programs while finalizing their Certificate of Approval to operate. As drafted, Lincoln Tech would be excluded from the proposed legislation due to its degree granting status in Maryland. We believe this bill should apply to all institutions of postsecondary education, including those who offer any type of degree, in order to provide a level playing field to any institution interested in expanding in Maryland.

To this end, we have worked with the bill sponsor and the Maryland Higher Education Commission (MHEC) to draft a friendly amendment to include institutions of postsecondary education. We urge a favorable report with the following amendments.

Article – Education
10–101.

(a) In this division the following words have the meanings indicated.

(i) (1) “Institution of postsecondary education” means a school or other institution that offers an educational program in the State for individuals who are at least 16 years old and who have graduated from or left elementary or secondary school.

(j) “Private career school” means a privately owned and privately operated institution of postsecondary education other than an institution of higher education that furnishes or offers to furnish programs, whether or not requiring a payment of tuition or fee, for the purpose of training, retraining, or upgrading individuals for gainful employment as skilled or semiskilled workers or technicians in recognized occupations or in new and emerging occupations.

11–212.

(A) THE SECRETARY MAY APPROVE A REQUEST FROM AN APPLICANT FOR A PRIVATE CAREER SCHOOL **OR INSTITUTION OF POSTSECONDARY EDUCATION (AS DEFINED IN §10–101 IN THIS ARTICLE)** TO ADVERTISE AND COLLECT CONTACT INFORMATION FROM POTENTIAL NEW STUDENTS BEFORE THE PRIVATE CAREER SCHOOL **OR INSTITUTION OF POSTSECONDARY EDUCATION** RECEIVES A CERTIFICATE OF APPROVAL TO OPERATE.

(B) A PRIVATE CAREER SCHOOL **OR INSTITUTION OF POSTSECONDARY EDUCATION** APPROVED UNDER SUBSECTION (A) OF THIS SECTION:

1. SHALL:

(I) ADVERTISE ONLY INFORMATION RELATING TO THE OPENING OF THE PRIVATE CAREER SCHOOL **OR INSTITUTION OF POSTSECONDARY EDUCATION**, INCLUDING THE ANTICIPATED DATE OF OPENING, PROGRAMS OF INSTRUCTION, AND THE APPLICATION PROCESS; AND

(II) INCLUDE, IN ANY ADVERTISEMENT, A DISCLOSURE THAT THE CERTIFICATE OF APPROVAL TO OPERATE THE PRIVATE CAREER SCHOOL **OR INSTITUTION OF POSTSECONDARY EDUCATION** IS PENDING APPROVAL; AND

2. MAY NOT COLLECT ANY FEES OR ENTER INTO AN ENROLLMENT AGREEMENT WITH POTENTIAL STUDENTS.

(C) THE SECRETARY SHALL ADOPT REGULATIONS PROVIDING FOR THE PROCESS TO APPROVE A PRIVATE CAREER SCHOOL **OR INSTITUTION OF POSTSECONDARY EDUCATION** TO ADVERTISE UNDER THIS SECTION.

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