
A BILL FOR AN ACT

RELATING TO EDUCATION.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that education provides
2 countless benefits to both individuals and society. The
3 economic benefit to individuals is well-documented: higher
4 levels of education correlate to higher income and wage
5 potential. Higher levels of education also correspond to
6 positive perceptions of personal health and an increase in civic
7 participation, such as volunteering, voting, and donating blood.
8 Individuals with higher levels of education are also less likely
9 to rely on social services programs. In addition, studies
10 indicate that higher levels of education in a society correspond
11 to lower levels of poverty, unemployment, and incarceration for
12 that society.

13 Yet, despite the advantages of an education, Hawaii
14 students drop-out of school at an estimated rate of thirty per
15 cent each year. Only about thirty-two per cent of Hawaii high
16 school graduates continue directly to college and only
17 forty-seven per cent of those students earn a bachelor's degree
18 within six years. According to a recent study by the National



1 Center for Public Policy and Higher Education, Hawaii has
2 experienced the steepest decline in the nation in the number of
3 high school students likely to enroll in college by age
4 nineteen. This was attributed, in part, to the decrease in the
5 number of Hawaii ninth graders graduating from high school in
6 four years.

7 Society often relies on teachers to instill an appreciation
8 for learning in students. However, we can all play an important
9 part in ensuring that students understand the value of
10 education. Responsible adults can serve as mentors and positive
11 role models to students. Students can help each other through
12 peer tutoring programs. Parents, in particular, can greatly
13 influence and support their children's success in school.
14 Ultimately, though, students have to want to learn.

15 The college of education of the University of Hawaii at
16 Manoa, in collaboration with the Truancy Reduction Demonstration
17 Project in Hawaii, developed three public service announcements
18 to help the audience value education, build connections to
19 school, and plant seeds of personal responsibility. These
20 public services announcements can be used as part of a greater
21 initiative to raise public awareness of the value of education.



H.B. NO.

1 The purpose of this Act is to establish a task force to
2 develop and implement a campaign to promote a culture of
3 learning and higher education achievement in Hawaii.

4 SECTION 2. (a) The department of education shall convene
5 a task force to develop and implement a campaign in 2009 to
6 promote a culture of learning and higher education achievement
7 in Hawaii. The task force shall include a representative of:

- 8 (1) The University of Hawaii at Manoa, college of
9 education;
- 10 (2) The University of Hawaii, college of arts and
11 sciences, who is experienced in adolescent
12 development, particularly acquisition of personal and
13 social assets and prevention of problematic behaviors,
14 if possible;
- 15 (3) The department of education;
- 16 (4) The department of human services;
- 17 (5) The department of health;
- 18 (6) The Hawaii state public library system;
- 19 (7) The arts and cultural development branch of the
20 department of business, economic development, and
21 tourism;
- 22 (8) Each county police department; and



- 1 (9) One or more high school student government bodies.
- 2 (b) The task force shall:
 - 3 (1) Identify ways that individuals can contribute to a
 - 4 culture of learning and higher education achievement
 - 5 in Hawaii, including identifying existing successful
 - 6 initiatives or programs in Hawaii or elsewhere;
 - 7 (2) Identify various benefits of education, including
 - 8 economic, health, and social;
 - 9 (3) Promote the benefits of education and the ways that
 - 10 individuals can contribute to a culture of learning
 - 11 and higher education achievement in Hawaii through a
 - 12 campaign to be implemented no later than January,
 - 13 2009;
 - 14 (4) As part of the campaign:
 - 15 (A) Use public service announcements, such as the
 - 16 three public service announcements developed by
 - 17 the University of Hawaii at Manoa, college of
 - 18 education;
 - 19 (B) Prepare an information pamphlet:
 - 20 (i) For parents, that outlines easy and
 - 21 effective ways to support their children's
 - 22 learning;

1 (ii) For students, that outlines the benefits of
2 education and includes ways to enhance and
3 further the education experience for
4 students, such as through participation in
5 youth programs; and

6 (iii) For other individuals, that outlines ways to
7 promote a culture of learning and higher
8 education achievement in Hawaii, such as
9 through participation in mentoring programs
10 or by creating scholarship opportunities;
11 and

12 (C) Enlist television or sports personalities, civic
13 or political dignitaries, or other role models to
14 help promote the value of education;

15 (5) Submit:

16 (A) An interim report to the legislature no later
17 than twenty days prior to the convening of the
18 2009 regular session; and

19 (B) A final report, including an accounting and any
20 findings and recommendations for future campaign
21 efforts, to the legislature no later than twenty



1 days prior to the convening of the 2010 regular
2 session; and

3 (6) Cease to exist on June 30, 2010.

4 SECTION 3. There is appropriated out of the general
5 revenues of the State of Hawaii the sum of \$ or so
6 much thereof as may be necessary for fiscal year 2008-2009 for
7 the development and support of a campaign to promote a culture
8 of learning and higher education achievement in Hawaii.

9 The sum appropriated shall be expended by the department of
10 education for the purposes of this Act.

11 SECTION 4. This Act shall take effect upon its approval;
12 provided that section 3 of the Act shall take effect on July 1,
13 2008.

14

INTRODUCED BY:

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JAN 17 2008



Report Title:

Education; Campaign; Task Force

Description:

Establishes a task force to develop and implement a campaign to promote a culture of learning and higher education achievement in Hawaii. Appropriation.

