

Date of Hearing: March 22, 2023

ASSEMBLY COMMITTEE ON EDUCATION
Al Muratsuchi, Chair
AB 1173 (Ta) – As Introduced February 16, 2023

[Note: This bill is double referred to the Assembly Higher Education Committee and will be heard by that Committee as it relates to issues under its jurisdiction.]

SUBJECT: College and career fairs

SUMMARY: Requires school districts or schools holding a college or career fair to notify each community college district with overlapping jurisdiction. Specifically, **this bill:**

- 1) Requires school districts or schools holding a college or career fair to notify each community college district with overlapping jurisdiction with the school or school district, and provide an opportunity for the community college to participate in the college or career fair.
- 2) Requires the notice to include the planned date, time, and location of the college or career fair.
- 3) Requires the notice to be delivered to the community college district prior to the planned date of the college or career fair by first-class mail or by email.
- 4) Defines the following terms for purposes of this section:
 - a) “Career fair” means an event where multiple private businesses, governmental agencies, university representatives, or career technical school representatives are invited by a school district or school to present career options or career technical education options to students;
 - b) “College fair” means an event where multiple college or university representatives are invited by a school district or school to present college options to pupils; and
 - c) “School” means a public school, including, but not limited to, a charter school or an alternative school.

EXISTING LAW:

- 1) Requires a school district or school that is planning to hold a college or career fair to notify each apprenticeship program in the same county as the school district or school of the college and career fair. (Labor Code 3074.2)
- 2) Recognizes that all students need to be provided with opportunities to explore and make career choices and to seek appropriate instruction and training to support those choices. Encourages expansion of cooperative activities between schools, youth leadership activities, and community resources. Among community resources of particular significance in providing information on various career opportunities are vocational and occupational exhibits, demonstrations and activities conducted at fairs. (Education Code (EC) 51004)

- 3) Requires the California Department of Education to annually encourage school districts to plan programs and activities which utilize the resources of fairs and youth leadership activities as an integral part of the vocational instructional program and career decision making. (EC 51005)

FISCAL EFFECT: This bill has been keyed non-fiscal by the Office of Legislative Counsel.

COMMENTS:

Need for the bill. According to the author, “Overall enrollment at California Community Colleges (CCC’s) has been in decline, a situation that has been exacerbated during the coronavirus pandemic. In recognition of declining enrollment, the state and federal governments have made funding available for student recruitment and retention at community colleges.

Community colleges are able to recruit students in a number of different ways, including through online advertising, social media, traditional media, and in-person recruitment at local high schools. In-person recruitment at high school college fairs provides community college representatives an opportunity to directly communicate with potential students and provide them information on the academic, extracurricular, and community elements of campus life, as well as answer any specific questions that students may have.”

Similar requirement for apprenticeship programs. Current law requires notification be given to apprenticeship programs when a college or career fair is held by a school or school district in the same county. This bill’s provision largely mirror requirements outlined in current law for apprenticeship programs.

Arguments in support. The Coast Community College District, sponsor of the bill, notes “Increasingly, community college recruitment representatives are prevented from participating in college fairs that occur on high school campuses, particularly early in the college application process. Often community college representatives are only allowed to meet directly with students after the application and acceptance notifications from 4-year institutions are released. High school students should be made aware of all options that are academically and financially available to them. High school campuses hosting college fairs should provide equal access for community colleges and 4-year institutions alike.”

Recommended committee amendments. Committee staff recommend that the bill be amended as follows:

- 1) Replace references to “schools” and “school districts” with “local educational agencies (LEAs), including charter schools, maintaining any of grades 9 to 12, inclusive”.

Related legislation. SB 332 (Cortese) of the 2023-24 Session requires the Department of Industrial Relations (DIR) to evaluate the effectiveness of the requirement that a school notify each apprenticeship program in the same county of a career or college fair it is planning to hold. Also requires the DIR to submit a report to the Legislature by January 1, 2025 with the results of the evaluation as well as recommendations on how to improve outreach to high school students regarding pre-apprenticeship opportunities.

SB 1080 (Min) of the 2021-22 Session was substantially similar to this bill. It was held in the Assembly Education Committee.

AB 643 (Ramos) Chapter 324, Statutes of 2021 requires LEAs planning to hold a college or career fair to notify each apprenticeship program in the same county.

REGISTERED SUPPORT / OPPOSITION:

Support

Coast Community College District
North Orange Community College District

Opposition

None on file

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