

## HB 2516 A STAFF MEASURE SUMMARY

### House Committee On Education

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**Action Date:** 04/08/19

**Action:** Do pass with amendments and be referred to Revenue by prior reference. (Printed A-Eng.)

**Vote:** 7-2-0-0

**Yeas:** 7 - Alonso Leon, Doherty, Helt, Hernandez, Neron, Reardon, Sollman

**Nays:** 2 - Reschke, Wallan

**Fiscal:** No fiscal impact

**Revenue:** Revenue impact issued

**Prepared By:** Alethia Miller, LPRO Analyst

**Meeting Dates:** 3/25, 4/8

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#### WHAT THE MEASURE DOES:

Prevents virtual public charter school from using moneys received by State School Fund distributions or other local and state sources for paying expenses incurred by advertising or promotional materials in schools, while not including advertising done in person, by direct mail, as online marketing, signage, billboard, radio, or newspaper. Defines virtual charter school to include definition in ORS 338.005 and entities used to pay educational services to schools with moneys received by virtual public school.

#### ISSUES DISCUSSED:

- Types of schools measure impacts
- Types of advertising and promotional materials measure affects
- Interest in allowing charter schools to maintain television and radio ads

#### EFFECT OF AMENDMENT:

Exempts advertising or other promotional materials if available in person, by direct mail, as online marketing, signage, billboard, radio, or newspaper.

#### BACKGROUND:

ORS 338.005 defines public charter schools as an elementary or secondary school offering comprehensive instructional program operating under written agreement between sponsor and applicant operating pursuant to Chapter 338. Virtual public charter school is defined as a public charter school that provides online courses, and does not include public charter schools that primarily serve students in a physical location.

House Bill 2516 A prevents virtual public charter schools from using State School Fund distribution moneys or local and state funds to pay for advertising or promotional materials. Advertising or other promotional materials excluded from this are those done in person, by direct mail, as online marketing, signage, billboard, radio, or newspaper.