

Summary of Legislation

This bill requires the Department of Human Services (DHS) to issue a request for proposals in order to implement a statewide public awareness campaign. A plan for the campaign must be approved by DHS no later than March 31, 2021, and the campaign must be in place no later than the 2021-22 academic year. The public awareness campaign must ensure that people connected to early childhood education are aware of:

- what is expected from early childhood education;
- what a child is expected to know by kindergarten; and
- what resources are available for early childhood education.

The bill also requires the DHS, in collaboration with the Department of Education and early childhood councils, to put on two types of workshops throughout the state: multicounty workshops focused on professional development in the early childhood education field and regional workshops focused on how to open a childcare center or preschool. The multicounty workshops must run through the 2021-22 academic year and the regional workshops must run from May through August 2022.

State Expenditures

The bill will increase General Fund expenditures in the Department of Human Services by \$344,305 in FY 2021-22 and by \$462,990 in FY 2022-23, as described below.

Public awareness campaign. Expenditures in the DHS will increase by \$297,325 in FY 2021-22 and by \$462,990 in FY 2022-23 to contract with a third-party to conduct a statewide public awareness campaign. The fiscal note assumes that contracting and planning work in FY 2020-21 can be accomplished within existing appropriations and that new costs will begin in FY 2021-22, the year in which the campaign will be fully implemented. Costs in FY 2021-22 are prorated to reflect partial year implementation. Expenditures include costs for creating advertisements, as well as purchasing air time, radio time, billboards, etc.

Contracting costs. In FY 2021-22, expenditures in the DHS will increase by \$46,980 to contract with a third-party to run the multi-county workshops and regional workshops, as required by the bill. This assumes that it will take 450 hours to set up and run workshops at an estimated \$100 per hour. In addition, the fiscal note assumes the contractor will provide child care at the workshops. The fiscal note estimates the cost of child care at \$180 per workshop (three adults at \$20 per hour for three hours) and that there will be 11 workshops.

The bill also increases workload for the Department of Education to collaborate with DHS and early childhood councils on implementation of the workshops. This workload is expected to be accomplished within current appropriations.

Effective Date

The bill takes effect upon signature of the Governor, or upon becoming law without his signature.

State and Local Government Contacts

Education

Human Services

Information Technology