

**ECONOMIC DEVELOPMENT THROUGH EDUCATION /  
CAREER ALIGNMENT**

2011 GENERAL SESSION

STATE OF UTAH

**Chief Sponsor: Howard A. Stephenson**

House Sponsor: \_\_\_\_\_

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**LONG TITLE**

**General Description:**

This bill establishes a web-based online education and career counseling program.

**Highlighted Provisions:**

This bill:

- ▶ requires the Utah Education Network to contract with a technology provider, selected through a request for proposals process, for a web-based online education and career counseling program;
- ▶ provides deadlines related to the request for proposals;
- ▶ requires a pilot of the program to be:
  - implemented by a certain date; and
  - available to at least two school districts during the pilot period of the program;
- ▶ requires the web-based online education and career counseling program to:
  - be owned, managed, and hosted by the Utah Education Network;
  - be available to be downloaded to a mobile technology device;
  - utilize an enterprise class portal platform to serve as an integration and delivery platform;
  - consist of portal framework that can scale to accommodate up to three million users; and
  - include social collaboration application services, including instant messaging;



- 28           ▶ requires the contractor to measure the effectiveness of the program including certain
- 29 information;
- 30           ▶ requires the contractor to monthly provide information related to the effectiveness
- 31 of the program to the Utah Education Network;
- 32           ▶ requires the Utah Education Network to report program results to either the
- 33 Education Interim Committee or the Public Education Appropriations Committee
- 34 on or before January 15, 2012; and
- 35           ▶ defines terms.

36 **Money Appropriated in this Bill:**

37 This bill appropriates:

- 38           ▶ to the Utah Education Network, as a one-time appropriation for fiscal year 2011-12;
- 39           • \$600,000 from the Education Fund.

40 **Other Special Clauses:**

41 This bill provides an immediate effective date.

42 **Utah Code Sections Affected:**

43 ENACTS:

44           **53A-1a-1101**, Utah Code Annotated 1953

45           **53A-1a-1102**, Utah Code Annotated 1953



47 *Be it enacted by the Legislature of the state of Utah:*

48 Section 1. Section **53A-1a-1101** is enacted to read:

49           **Part 11. Education and Career Alignment Outreach Program**

50           **53A-1a-1101. Definitions.**

51           As used in this part:

52           (1) "Program" means the Education and Career Alignment Outreach Pilot Program  
53 created in Section 53A-1a-1102.

54           (2) "UEN" means the Utah Education Network established in Section 53B-17-102.

55 Section 2. Section **53A-1a-1102** is enacted to read:

56           **53A-1a-1102. Education and Career Alignment Outreach Program -- UEN to**  
57 **contract for web-based online program -- Pilot program -- Program requirements --**  
58 **Contractor requirements -- Report to Legislature.**

59 (1) (a) UEN shall contract with a technology provider, selected through a request for  
60 proposals process, for a web-based online program that meets the requirements of this section.

61 (b) The request for proposal shall be:

62 (i) issued by UEN on or before April 30, 2011; and

63 (ii) awarded to a contractor on or before June 30, 2011.

64 (c) The contractor, selected through the request for proposals process, shall begin the  
65 pilot of the program on or before September 1, 2011.

66 (2) The purpose of the program is:

67 (a) to measure education effectiveness at meeting workforce needs as measured against  
68 the Utah Occupational Projections Report prepared by the Department of Workforce Services;

69 (b) to create a platform where employers can interact, inform, and recruit qualified  
70 individuals;

71 (c) to inform and educate students regarding employment and wage earning prospects;

72 (d) to foster greater awareness and social connectivity; and

73 (e) to provide guidance to users as they make education and career planning decisions.

74 (3) (a) A pilot of the program shall be made available to at least two school districts  
75 during the 2011-12 school year.

76 (b) If extended and funded for a subsequent year, the program shall be made available  
77 to all:

78 (i) high school students;

79 (ii) college students;

80 (iii) parents of high school or college students;

81 (iv) adult learners;

82 (v) employers;

83 (vi) institutions of higher education as defined in Section 53B-1-102;

84 (vii) education counselors; and

85 (viii) groups that educate students regarding work readiness, entrepreneurship, and  
86 financial literacy in the workplace.

87 (4) The program shall:

88 (a) be owned and managed by UEN;

89 (b) be available to be downloaded to a mobile technology device;

90 (c) utilize an enterprise class portal platform to serve as an integration and delivery  
91 platform;

92 (d) consist of portal framework that can scale to accommodate up to three million  
93 users;

94 (e) include social collaboration application services, including instant messaging,  
95 personal activities, communities, file sharing, bookmarks, and video conferencing;

96 (f) leverage the state's existing investment of the cognos business and predictive  
97 analytics engine;

98 (g) have a predictive analytics functionality to recommend social connections by  
99 examining users' unstructured social page data;

100 (h) include integrated tools to link assessments to career and education planning;

101 (i) have the ability to create multiple four to six year education plans that are connected  
102 to higher education academic and career and technical education courses, to help students  
103 achieve high school graduation, meet college entrance requirements, and transition to college  
104 and careers;

105 (j) include analytics that measure the effectiveness of the site, including the ability to  
106 measure the items described in Subsection (5)(a);

107 (k) include dashboard analytics to measure the key performance indicators of economic  
108 development and education achievement, including;

109 (i) Utah state revenue indicators, including gross state product information, wage  
110 information, and tax revenue information;

111 (ii) Utah occupational projections, including the Utah Occupational Projections Report  
112 generated by the Department of Workforce Services; and

113 (iii) Utah occupational results, including the number of jobs filled; and

114 (l) provide multiple assessments of a program user to determine the best education and  
115 career options for the user.

116 (5) The contractor shall:

117 (a) provide information to UEN that demonstrates the effectiveness of the program,  
118 including:

119 (i) the number of total users;

120 (ii) the number of active and completed program profiles;

121 (iii) the number of repeat users of the program, including the number of visits per user;  
 122 (iv) the average length of stay per visit;  
 123 (v) the activities performed by users; and  
 124 (vi) program usage by employers; and  
 125 (b) electronically provide monthly reports of the information described in Subsection  
 126 (5)(a) to UEN.

127 (6) UEN shall report the results of the program, including the information described in  
 128 Subsection (5)(a), to the Education Interim Committee or the Public Education Appropriations  
 129 Subcommittee on or before January 15, 2012.

130 **Section 3. Appropriation.**

131 Under the terms and conditions of Title 63J, Chapter 1, Budgetary Procedures Act, the  
 132 following sums of money are appropriated from resources not otherwise appropriated out of the  
 133 funds or accounts indicated for the fiscal year beginning July 1, 2011, and ending June 30,  
 134 2012. These are additions to amounts previously appropriated for fiscal year 2011-12.

135	<u>To the Utah Education Network</u>	
136	<u>From Education Fund, One-time</u>	<u>\$600,000</u>
137	<u>Schedule of Programs:</u>	
138	<u>Contracts and Grants</u>	<u>\$600,000</u>

139 **Section 4. Effective date.**

140 If approved by two-thirds of all the members elected to each house, this bill takes effect  
 141 upon approval by the governor, or the day following the constitutional time limit of Utah  
 142 Constitution Article VII, Section 8, without the governor's signature, or in the case of a veto,  
 143 the date of veto override.

**Legislative Review Note**  
 as of 3-1-11 10:44 AM

**Office of Legislative Research and General Counsel**

# FISCAL NOTE

S.B. 305

SHORT TITLE: Economic Development Through Education / Career Alignment

SPONSOR: Stephenson, H.

2011 GENERAL SESSION, STATE OF UTAH

## STATE GOVERNMENT (UCA 36-12-13(2)(b))

Enactment of this bill appropriates \$600,000 in one-time Education Funds to the Utah Education Network to contract with a technology provider as outlined in the bill.

STATE BUDGET DETAIL TABLE	FY 2011	FY 2012	FY 2013
Revenue	\$0	\$0	\$0
Expenditure:			
Education Fund, One-Time	\$0	\$600,000	\$0
Total Expenditure	\$0	\$600,000	\$0
Net Impact, All Funds (Rev.-Exp.)	\$0	(\$600,000)	\$0
Net Impact, General/Education Funds	\$0	(\$600,000)	\$0

## LOCAL GOVERNMENTS (UCA 36-12-13(2)(c))

Enactment of this bill likely will not result in direct, measurable costs for local governments.

## DIRECT EXPENDITURES BY UTAH RESIDENTS AND BUSINESSES (UCA 36-12-13(2)(d))

Enactment of this bill likely will not result in direct, measurable expenditures by Utah residents or businesses.