S T A T E O F N E W Y O R K

1570--A

2011-2012 Regular Sessions

I N S E N A T E

January 10, 2011

Introduced by Sens. OPPENHEIMER, PARKER -- read twice and ordered printed, and when printed to be committed to the Committee on Education -- recommitted to the Committee on Education in accordance with Senate Rule 6, sec. 8 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the education law, in relation to enacting the "Place a Child in Every School Seat Act of 2012"

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. This act shall be known and may be cited as the "place a child in every school seat act of 2012".

S 2. The education law is amended by adding a new section 3205-a to read as follows:

S 3205-A. "PLACE A CHILD IN EVERY SCHOOL SEAT ACT OF 2012"; PUBLIC AWARENESS OF PUBLIC SCHOOL ATTENDANCE; INCENTIVES TO IMPROVE ATTENDANCE. 1. THE DEPARTMENT IS HEREBY DIRECTED TO ESTABLISH A PUBLIC AWARENESS AND EDUCATION CAMPAIGN THAT INCLUDES, BUT IS NOT LIMITED TO, EMPHASIZING THE BENEFITS OF ATTENDING SCHOOL AND EARNING, AT A MINIMUM, A HIGH SCHOOL DIPLOMA, AND THE POTENTIAL CONSEQUENCES RELATED TO DROPPING OUT OF SCHOOL. SUCH PUBLIC AWARENESS AND EDUCATION CAMPAIGN SHALL BE DIRECTED AT MINORS WHOSE ATTENDANCE AT SCHOOL IS REQUIRED PURSUANT TO SECTION THIRTY-TWO HUNDRED FIVE OF THIS PART AND AT THEIR PARENTS OR GUARDIANS AND SHALL UTILIZE A VARIETY OF MEDIA SUCH AS, BUT NOT LIMITED TO, TELEVISION, BILLBOARDS, RADIO, AND INTERNET.

2. THE DEPARTMENT IS HEREBY DIRECTED TO CREATE AN INCENTIVE PROGRAM TO IMPROVE STUDENT ATTENDANCE REQUIRED PURSUANT TO SECTION THIRTY-TWO HUNDRED FIVE OF THIS PART. INCENTIVES SHALL BE DEVELOPED WITH THE ADVICE AND CONSENT OF THE BOARD OF REGENTS AS TO AN APPROPRIATE BUT MOTIVATIONAL INCENTIVE THAT WILL APPEAL TO STUDENTS IN ALL PARTS OF THE STATE AND IN ALL INCOME BRACKETS. THE DEPARTMENT IS ENCOURAGED TO DEVELOP INCENTIVES DIRECTED AT STUDENTS SPECIFICALLY SO AS TO MOTIVATE EXCITEMENT AND

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets [ ] is old law to be omitted.

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ENTHUSIASM FOR ATTENDANCE. SUCH AN INCENTIVE PROGRAM AND/OR AWARDS SHALL BE BASED ON A DISTRICT'S OVERALL ATTENDANCE OR MOST IMPROVED ATTENDANCE AS A PERCENTAGE OF THE STUDENT BODY FROM THE PREVIOUS YEAR. INCENTIVES MAY BE AWARDED TO MORE THAN ONE SCHOOL DISTRICT IN EACH SCHOOL YEAR.

3. THE DEPARTMENT IS DIRECTED TO MAKE A GOOD FAITH EFFORT TO SEEK FEDERAL GOVERNMENT AND/OR PRIVATE RESOURCES TO SUPPLEMENT APPROPRIATED FUNDS TO DEVELOP THE PROGRAMS CREATED PURSUANT TO SUBDIVISIONS ONE AND TWO OF THIS SECTION.

S 3. This act shall take effect immediately.