

SENATE
STATE OF MINNESOTA
NINETY-FOURTH SESSION

S.F. No. 2642

(SENATE AUTHORS: CWODZINSKI)

DATE
03/17/2025

D-PG
864

Introduction and first reading
Referred to Education Finance

OFFICIAL STATUS

1.1A bill for an act

1.2relating to education finance; appropriating money for a student attendance

1.3marketing campaign.

1.4BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.5Section 1. **APPROPRIATION; ATTENDANCE MARKETING CAMPAIGN.**

1.6Subdivision 1. **Department of Education.** The sums indicated in this section are

1.7appropriated from the general fund to the Department of Education in the fiscal years

1.8designated.

1.9Subd. 2. **Student attendance marketing campaign.** (a) To contract for a student

1.10attendance marketing campaign:

1.11\$250,000.....2026

1.12\$0.....2027

1.13(b) The department must issue a request for proposals to develop and execute a three-year

1.14student attendance marketing campaign to raise awareness of the importance of student

1.15attendance and the consequences of absenteeism. The campaign must include information

1.16to help families overcome barriers to attendance and must be inclusive of all public school

1.17students.

1.18(c) The department must award a contract to an organization that demonstrates capacity

1.19to reach wide and varied audiences of students and their families. The department may

1.20accept more than one proposal to develop and execute a marketing campaign. A proposal

1.21for a marketing campaign must include goals, planned statewide and targeted strategies,

1.22and a plan to objectively evaluate the impact of the campaign.

2.1 (d) Upon conclusion of the campaign, an organization that was awarded a contract must
2.2 report to the department the goals of the campaign, strategies implemented, data
2.3 demonstrating the outcomes, and how the money was used.

2.4 (e) The department may use no more than three percent of the appropriation to administer
2.5 the request for proposals and contract under this subdivision.

2.6 (f) This is a onetime appropriation and is available until June 30, 2028.

2.7 **EFFECTIVE DATE.** This section is effective July 1, 2025.