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State of Minnesota  
**HOUSE OF REPRESENTATIVES**  
EIGHTY-NINTH SESSION

**H. F. No. 1285**

03/02/2015 Authored by Whelan, Pugh, Lucero, Hansen, Hilstrom and others

The bill was read for the first time and referred to the Committee on Higher Education Policy and Finance

1.1 A bill for an act  
1.2 relating to higher education; requiring disclosures in certain materials  
1.3 disseminated by public postsecondary institutions; proposing coding for new law  
1.4 in Minnesota Statutes, chapter 135A.

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

1.6 Section 1. **[135A.047] DISCLOSURES; PUBLIC POSTSECONDARY**  
1.7 **INSTITUTIONS.**

1.8 Subdivision 1. **Applicability.** This section applies to all public postsecondary  
1.9 institutions. The disclosure requirements in subdivision 3 are in addition to any other  
1.10 disclosure requirements contained in federal or state law.

1.11 Subd. 2. **Definitions.** (a) For purposes of this section, the following terms have  
1.12 the meanings given.

1.13 (b) "Advertisement" means any written representation, including but not limited  
1.14 to brochures, catalogues, mailings, and any other publication disseminated by a public  
1.15 postsecondary institution for the purpose of recruiting or inducing a person to enroll in  
1.16 the public postsecondary institution. Advertisement does not include a representation  
1.17 disseminated by broadcast media.

1.18 (c) "Expected graduation time" means:

1.19 (1) two years for an associate's degree; and

1.20 (2) four years for a bachelor's degree.

1.21 (d) "Program" means any training or education for which the public postsecondary  
1.22 institution grants a certificate or degree upon successful completion.

1.23 (e) "Program class" means the group of students who enrolled in and began taking  
1.24 courses in a particular program during the same enrollment term.

(f) "Graduation rate" means the average program graduation rate for all programs at a public postsecondary institution.

(g) "Job placement rate" means the number of graduates in a specific degree program during a calendar year for whom the public postsecondary institution has verified employment in a position related to the student's degree program, divided by the total number of graduates in that degree program during the same calendar year.

(h) "Program graduation rate" means the number of students in a graduating program class who graduated within the expected graduation time, divided by the total number of students in the program class.

(i) "Public postsecondary institution" means a college or university in the Minnesota State Colleges and Universities system or a campus in the University of Minnesota system.

Subd. 3. **Required disclosures.** (a) Any advertisement disseminated by a public postsecondary institution must include a disclosure statement. The disclosure statement must be in a format that is easy to read and understand. The disclosure statement must contain the following information:

(1) the program graduation rate of full-time students for the program's most recent graduating class for a degree or certificate program listed in the advertisement;

(2) the graduation rate of full-time students for the most recent graduating class for the public postsecondary institution listed in the advertisement;

(3) the percentage of graduates from all degree programs at the public postsecondary institution that graduate with student loan debt and the median dollar amount of student loan debt for those graduating with debt; and

(4) the job placement rate for the most recent calendar year for students in a degree program listed in the advertisement.

**EFFECTIVE DATE.** This section is effective August 1, 2016, and applies to all advertisements disseminated by a public postsecondary institution on or after that date.