

# Legislative Analysis



## REQUIRE INFORMATION IN PROMOTIONAL MATERIALS AND SIGNAGE OF CERTAIN CHARTER SCHOOLS

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**House Bill 5231 (H-1) as reported from committee**  
**Sponsor: Rep. Regina Weiss**

Analysis available at  
<http://www.legislature.mi.gov>

**House Bill 5232 (H-1) as reported**  
**Sponsor: Rep. Stephanie A. Young**

**House Bill 5233 (H-1) as reported**  
**Sponsor: Rep. Samantha Steckloff**

**House Bill 5234 (H-1) as reported**  
**Sponsor: Rep. Helena Scott**

**Committee: Education**  
**Complete to 5-20-24**

*(Enacted as Public Acts 210 to 213 of 2024)*

### SUMMARY:

House Bills 5231 to 5234 would each amend the Revised School Code to add a requirement that the names of the authorizing body of a public school academy (PSA, or charter school) and, if applicable, its *primary educational management organization*, appear and be verbally provided, as applicable, on all of the following:

- Signage erected, repaired, or installed on or after the bill's effective date.
- *Promotional material* created, modified, or distributed on or after that effective date.
- The footer of the PSA's webpage.
- The PSA's enrollment application.

These requirements would have to be included in contracts to organize and administer a PSA, including a school of excellence, strict discipline academy, or urban high school academy, that are entered into, extended, renewed, or modified on or after the effective date of the applicable bill.

*Primary educational management organization* would mean an *educational management organization* that is responsible for both administrative services or staff and educational and instructional services or staff.

*Educational management organization* would mean a partnership, nonprofit or business corporation, or any other association, corporation, trust, or other legal entity that enters into an agreement with a PSA (including a school of excellence, strict discipline academy, or urban high school academy) to provide comprehensive educational, administrative, management, or instructional services or staff to that PSA.

*Promotional material* would mean any of the following:

- Billboards
- Internet advertisements
- Television advertisements
- Radio advertisements

House Bill 5231 would extend these requirements to PSAs. (MCL 380.503)

House Bill 5232 would extend these requirements to schools of excellence, although the physical signage requirement would not apply to cyber schools. (MCL 380.553)

House Bill 5233 would extend these requirements to strict discipline academies. (MCL 380.13121e)

House Bill 5234 would extend these requirements to urban high school academies. (MCL 380.523)

#### **BRIEF DISCUSSION:**

While PSAs are subject to the oversight of their board, like a school in a traditional public school district, they commonly employ an educational management organization (EMO) to oversee the day-to-day operations of the school, including hiring staff, providing materials, and even providing the building where the school is housed. Supporters of the bills argue that the proposed posting and signage requirements would provide needed transparency for families considering enrollment in a PSA, and for members of the community, so they can know who is responsible for the day-to-day operations of a particular PSA.

#### **FISCAL IMPACT:**

The bills would have no fiscal impact on the state and would create minimal costs for PSAs, schools of excellence, strict discipline academies, and urban high school academies. These entities would be required to include the name of the authorizing body and the primary educational management organization on all signage, promotional material, websites, and applications for the entity. Because this requirement only applies to materials created, modified, or distributed after the effective date of the bills, costs would be minimal and likely absorbed using existing staff time.

#### **POSITIONS:**

The following entities indicated support for the bills:

- Michigan Department of Education (10-31-23)
- American Association of University Women of Michigan (4-23-24)
- Michigan Education Association (4-23-24)

The following entities indicated a neutral position on the bills (10-31-23):

- Michigan Association of Public School Academies
- Michigan Council of Charter School Authorizers

The following entities indicated opposition to the bills:

- Mackinac Center for Public Policy (4-23-24)
- Great Lakes Education Project Education Fund (10-31-23)

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■ This analysis was prepared by nonpartisan House Fiscal Agency staff for use by House members in their deliberations and does not constitute an official statement of legislative intent.