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LEGISLATIVE EDUCATION STUDY COMMITTEE
BILL ANALYSIS
54th Legislature, 1st Session, 2019

Bill Number	<u>HB400/HAFCS/aSEC</u>	Sponsor	<u>HAFCS</u>
Tracking Number	<u>.214716.1</u>	Committee Referrals	<u>HEC/ HAFCS; SEC</u>
Short Title	<u>School Media Literacy Advisory Committee</u>		
Analyst	<u>Stiles</u>	Original Date	<u>2/11/19</u>
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BILL SUMMARY

Synopsis of SEC Amendment

The Senate Education Committee Amendment to the House Appropriations and Finance Committee Substitute for HB400 (HB400/HAFCS/aSEC) strikes language requiring the media literacy advisory committee to function from July 1, 2019 through September 1, 2020. The amendment requires the media literacy advisory committee to review kindergarten through 12th-grade learning standards for educational technology that align with definitions of media literacy, national standards, and state education standards in all subjects; review rules and policies pertaining to media literacy, including electronic resources and internet safety; and develop recommendations for professional development guidelines for teachers, including librarians, focused on integrating media literacy education across all grades and content areas. The amendment requires the Public Education Department (PED) to consult with the media literacy advisory committee when reviewing the recommendations made by the committee, and regarding the adoption of professional guidelines that align with the department's standards and benchmarks.

HB400/HAFCS/aSEC requires the media literacy advisory committee to develop a survey for school administrators, teachers, librarians, and educational technologists to determine how media literacy education is integrated in public school curricula. Upon approval of the committee's recommended survey, PED is to conduct the survey and use the survey information, in consultation with the committee, to determine how to increase access to media literacy education across all grades and content areas in public schools.

HB400/HAFCS/aSEC repeals all of the requirements of this act on December 1, 2020.

Synopsis of Original Bill

House Appropriations and Finance Committee Substitute for HB400 (HB400/HAFCS) would require PED to create a media literacy advisory committee, which would be required to function from July 1, 2019 to September 1, 2020. Under advisement from the media literacy advisory committee, PED would be required to review and update the state kindergarten through twelfth-grade learning standards for educational technology that align with definitions of media literacy,

national standards, and state educational standards in all subjects. PED would additionally be required to review rules and policies pertaining to media literacy, including electronic resources and internet safety.

HB400/HAFCS would require PED to survey public school teachers, administrators, and certain staff to determine how media literacy is integrated in public school curriculum and to develop guidelines for professional development to further support teachers to integrate media literacy across all grades and content areas. Lastly, HB400/HAFCS would require PED to create a report on the progress of the department's media literacy advisory committee and present it to the LESC and the governor no later than November 1, 2020.

FISCAL IMPACT

HB400/HAFCS/aSEC does not contain an appropriation.

HB400/HAFCS/aSEC entitles 15 members of a media literacy advisory committee to per diem and mileage pursuant to Section 10-8-4 NMSA 1978, and requires the committee to meet at least four times before September 1, 2020. The bill also requires PED to provide staff support for the committee. The Legislative Finance Committee (LFC) notes per diem and mileage costs can range between \$500 and \$1,200 per member, depending on distances traveled and meeting times. LFC further notes the operating impact to PED's budget to cover the cost of 15 members attending four meetings could be up to \$72 thousand. The House Appropriations and Finance Committee Substitute for House Bill 2 as amended by the Senate Finance Committee (HB2/HAFCS/aSFC) includes increases for PED operations, which could be used to provide additional staffing support for the media literacy advisory committee.

SUBSTANTIVE ISSUES

Media Literacy. HB400/HAFCS/aSEC would define "media literacy" as the ability to access, analyze, evaluate, create, and communicate with media and digital products. Media Literacy Now, a national advocacy organization for media literacy education policy, defines media literacy education as teaching students to apply critical thinking to media messages and to use media to create their own message. The organization notes media literacy is crucial to the health and well-being of America's children, as well as to their future participation in the civic and economic life of our democracy. Key components of media literacy are the ability to decode media messages, assess the influence of those messages on thoughts, feelings, and behaviors, and create media thoughtfully and conscientiously. The Center for Media Literacy additionally notes, fundamental skills for being media literate include being able to distinguish fact from opinion, being able to conduct close analysis and deep deconstruction of media messages, skills for filtering information and for lifelong learning.

Media Literacy Advisory Committees. HB400/HAFCS/aSEC would require PED to create a media literacy advisory committee made up of no more than 15 members designated by the secretary of education.

The committee may include two of the following:

- public school representatives,
- public school teachers,
- public school administrators, and
- media literacy experts.

The committee may also include one representative from the following:

- educational technician from PED,
- curriculum and instruction representative from PED,
- educational technologist,
- public school librarian,
- teacher organization,
- parent organization,
- children’s organization,
- health organization,
- social work organization,
- counseling organization,
- substance abuse organization,
- Department of Health,
- an educational institution,
- community college,
- literacy organization,
- information technology sector,
- Attorney licensed to practice law in New Mexico,
- A tribal representative,
- A special education expert,
- An English language learner expert, and
- A homeless youth and families

Media Literacy Now’s model law includes the creation of a media literacy advisory committee that includes digital citizenship and media literacy experts, educators, administrators, librarians, and other members of the community including parents.

HB400/HAFCS/aSEC would require the medial literacy advisory to elect a chair, and the committee would be required to meet at the call of the chair. HB400/HAFCS/aSEC would further require PED to provide support staff for the media literacy advisory committee in the performance of its duties. The media literacy advisory committee members would not receive compensation other than per diem and mileage as provided in the Per Diem and Mileage Act. The bill notes a simple majority of the media literacy advisory committee members constitutes a quorum and a member of the committee would be required to abstain from voting on any matter in which the member has a pecuniary interest, though the bill does not specify the scope of matters the media literacy advisory committee would vote on. HB400/HAFCS/aSEC notes the media literacy advisory committee would be required to have at least four meetings that comply with the provisions of the Open Meetings Act before September 1, 2020, and members would be required to serve on the committee from time of appointment until that date.

Review of Media Literacy Standards and Professional Development. HB400/HAFCS/aSEC would require the media literacy advisory committee to review the state kindergarten through 12th-grade learning standards for educational technology that align with definitions of media literacy, national standards, and the state education standards in all subjects, and would require PED to consult with the committee in reviewing the recommendations to change those standards. The committee would also be required to review rules and policies pertaining to media literacy, including electronic resources and internet safety. PED would be required to consult with the committee when reviewing those rules and policies. PED notes many of the New Mexico computer science standards include material about digital media literacy, and these standards infuse

computer science literacy throughout the curricula. PED notes the department may be able to meet the underlying objectives of HB400/HAFCS/aSEC by working toward developing and providing professional development for implementing the new computer science standards throughout the curricula.

HB400/HAFCS/aSEC would require the media literacy advisory committee to develop recommendations for professional development guidelines for teachers, including librarians, which would focus on integrating media literacy into all grades and content areas. PED would be required to consult with the committee regarding the adoption of professional development guidelines that align with the department's standards and benchmarks. This provision is consistent with Media Literacy Now's model law.

Media Literacy Survey and Report. HB400/HAFCS/aSEC would require the media literacy advisory committee to develop a survey for school administrators, teachers, librarians, and educational technologists to determine how media literacy education is integrated in public school curricula. Upon approval of the committee's recommended survey, PED would be required to conduct the survey and the information would be used to determine how to increase access to media literacy education across all grades and content areas in public schools. Media Literacy Now cites Washington state law, which requires the state superintendent of public instruction to survey teacher-librarians, principals, and technology directors to understand how they were currently integrating digital citizenship and media literacy in the education curriculum.

Finally, HB400/HAFCS/aSEC would require PED to report the progress of the department and the media literacy advisory committee to the LESC by September 1, 2020, and to deliver a final report to the governor and the LESC no later than November 1, 2020. The provisions of HB400/HAFCS/aSEC would be repealed on December 1, 2020.

ADMINISTRATIVE IMPLICATIONS

HB400/HAFCS/aSEC would require the secretary of education to appoint members of the media literacy advisory committee, and PED would be required to staff the committee as necessary. PED would also be responsible for developing a media literacy survey, administering the survey, and collecting survey results. Additionally, PED would be responsible for reviewing the recommendations set forth by the committee and collaborating with the committee when necessary. PED would be required to complete a report for the governor and LESC.

OTHER SIGNIFICANT ISSUES

In 2016, the Stanford History Education Group released a study on civic online reasoning where 56 tasks were administered to students across 12 states, and researchers collected and analyzed 7,804 student responses. They also administered tasks to college-level students at six different universities. They found overall, young people have trouble judging the credibility of information they find online. The study showed 82 percent of middle school students struggled to distinguish between native advertisements — or advertisements designed to mimic editorial content — and news stories. The researchers also found, out of more than 200 high school students, nearly 70 percent selected sponsored content as a more reliable source than a traditional news story.

A number of states have passed laws requiring schools to integrate media literacy into school curricula. California passed a law in 2018 to require the California Department of Education to make a list of resources and instructional materials on media literacy, including media literacy

professional development programs for teachers, available on its internal web site. Connecticut passed a law in 2017 that required the Connecticut Department of Education to establish a Digital Citizenship, Internet Safety, and Media Literacy Advisory Council. Massachusetts requires the Department of Elementary and Secondary Education to develop instructional guidelines in media literacy education as it relates to history and civics.

RELATED BILLS

SB103, Digital Training and Education Programs, appropriates \$650 thousand from the general fund to PED for expenditure in FY20 for digital media education and training programs statewide.

SB194, School Media Literacy Program, appropriates \$400 thousand from the general fund the PED for expenditure in FY20 for a media literacy program for public school teachers for the 2019-2020 school year.

HB2/HAFCS/aSFC includes an increase for PED operations, which could potentially be used to provide additional staffing support for the media literacy advisory committee.

SOURCES OF INFORMATION

- LESC Files
- Legislative Finance Committee (LFC)
- Public Education Department (PED)

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