

STATE OF MAINE

IN THE YEAR OF OUR LORD  
TWO THOUSAND AND THIRTEEN

H.P. 926 - L.D. 1300

**An Act To Promote and Expand Awareness of the Educational Opportunity  
Tax Credit**

Be it enacted by the People of the State of Maine as follows:

**Sec. 1. 20-A MRSA §12542, sub-§6, ¶¶A and B** are enacted to read:

A. The department shall notify superintendents about the program annually and encourage the superintendents to publicize the availability of the program among students, parents and school staff.

B. The Department of Labor shall require that publicly funded workforce development programs, including state and local workforce investment boards and the Competitive Skills Scholarship Program established in Title 26, section 2033, include within their plans and programs efforts to promote and increase awareness of the program.

**Sec. 2. 20-A MRSA §12542, sub-§§7 and 8** are enacted to read:

7. **Promotion by institutions.** Public higher education institutions identified in section 12541, subsection 1, paragraphs A to C shall make reasonable efforts to inform students about the program.

8. **Publicity.** To assist institutions of higher education to promote the program, the Finance Authority of Maine shall contract with a private nonprofit corporation in the amount of at least \$20,000 annually to market the program throughout the State, targeting high schools, postsecondary educational institutions and organizations of parents, teachers and other relevant audiences. Marketing efforts must include printed materials, online information and in-person promotional efforts.

**Sec. 3. Appropriations and allocations.** The following appropriations and allocations are made.

**FINANCE AUTHORITY OF MAINE**

**Educational Opportunity Tax Credit Marketing Fund N158**

Initiative: Provides funds for the administrative costs associated with contracting with a private nonprofit corporation to market the Job Creation Through Educational Opportunity Program.

<b>GENERAL FUND</b>	<b>2013-14</b>	<b>2014-15</b>
All Other	\$2,000	\$2,000
<b>GENERAL FUND TOTAL</b>	<u>\$2,000</u>	<u>\$2,000</u>

**Educational Opportunity Tax Credit Marketing Fund N158**

Initiative: Provides funds to contract with a private nonprofit corporation to market the Job Creation Through Educational Opportunity Program throughout the State.

<b>GENERAL FUND</b>	<b>2013-14</b>	<b>2014-15</b>
All Other	\$20,000	\$20,000
<b>GENERAL FUND TOTAL</b>	<u>\$20,000</u>	<u>\$20,000</u>

**FINANCE AUTHORITY OF MAINE  
DEPARTMENT TOTALS**

	<b>2013-14</b>	<b>2014-15</b>
<b>GENERAL FUND</b>	<b>\$22,000</b>	<b>\$22,000</b>
<b>DEPARTMENT TOTAL - ALL FUNDS</b>	<u><b>\$22,000</b></u>	<u><b>\$22,000</b></u>