

# Legislative Analysis



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

Phone: (517) 373-8080  
<http://www.house.mi.gov/hfa>

**House Bill 5231 (proposed substitute H-1)**  
**Sponsor: Rep. Regina Weiss**

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

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

**House Bill 5233 (proposed substitute H-1)**  
**Sponsor: Rep. Samantha Steckloff**

**House Bill 5234 (proposed substitute H-1)**  
**Sponsor: Rep. Helena Scott**

**Committee: Education**  
**Revised 4-29-24**

### 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) 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 effective date of the bill.
- *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 public school academy, 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 this requirement to PSAs. (MCL 380.503)

House Bill 5232 would extend this requirement to schools of excellence, although the physical signage requirement would not apply to a school of excellence that is a cyber school. (MCL 380.553)

House Bill 5233 would extend this requirement to strict discipline academies. (MCL 380.13121e)

House Bill 5234 would extend this requirement to urban high school academies. (MCL 380.523)

**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 (SDAs), 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.

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