

Joint Resolution No. 1
Senate Bill 496 – Marketing of Student Information

WHEREAS, Senate Bill 496 would prohibit colleges/universities from entering into an agreement with for-profit companies to provide student data for marketing consumer credit cards to college students; and,

WHEREAS, students have shown concern about the long term financial impact on students who misunderstand the consequences of long term debt; and,

WHEREAS, students have also shown concern about the misleading nature of some information often used in marketing strategies by credit card companies which may be sent to students at their home and school addresses, as well as at their email addresses.

NOW, THEREFORE, BE IT RESOLVED by the Student Advisory Board to the Oklahoma State Regents for Higher Education:

THAT the State Regents support a greater effort by individual campuses to better prepare students to understand the consequences of debt through education in financial literacy, and support a prohibition on the provision of student information by state institutions of higher education for the purposes of marketing consumer credit cards.

Markesha Polk, Chair
Student Advisory Board

Verified by the President of the OSGA, 2006-2007

John Bobb-Semple