



**TESTIMONY OF ROSA REDONNETT  
UNIVERSITY OF MAINE SYSTEM**

**TO THE JOINT STANDING  
COMMITTEE ON JUDICIARY**

**Regarding PL 2009, chapter 230 (LD 1183) – An Act to Prevent Predatory Marketing Practices  
against Minors**

Chair Bliss, Chair Priest, and Members of the Joint Standing Committee on Judiciary. I am Rosa Redonnett, Executive Director for Student Affairs at the University of Maine System. On behalf of the University of Maine System, I am here today to present this testimony regarding PL 2009, chapter 230, originally LD 1183.

On behalf of all of the admissions directors of the University of Maine System, I would like to express our appreciation that this law is being reviewed and revised. Core to the recruitment activity at all University of Maine System campuses is the ability to provide information to students currently enrolled in high school. This activity takes the form of college fairs, direct mail campaigns, university open houses and receptions, email distributions to categories of students, etc. While as governmental entities and instrumentalities and agencies of the state and as such not subject to PL 2009, C. 230, the campuses of the University of Maine System would be hindered in their ability to gain access to the critical information about qualified students normally obtained from other covered sources. This would have a chilling effect on recruitment activity. PL 2009, C. 230 currently written would result in detrimental impacts:

- Admissions offices obtain lists of qualified students from covered organizations.
- The College Board, the national organization which administers the PSAT and the SAT, typically allows students opt in to information to be sent to them when they sign up for the PSAT or SAT tests. Currently, parental permission is not a part of this process.
- NRCUA (National Research for College and University Admissions) is an organization that conducts national surveys of high school students. These surveys include an opt in for increased information and provides to the campuses far more comprehensive lists of potential students than the College Board.
- Peterson's Guide is a national college search website. When students do on line searches of colleges through Peterson's, they are asked if they require more information. Responses gathered as a part of this are made available to institutions of higher education and are sometimes a prime source of email addresses for students.
- Other related vendors who provide focused mailing lists of potential students for specialized programs would have an opt in option but this would not include any kind of parental permission.
- High schools would be hesitant to provide contact information for students as they are signed up for campus tours and interviews or for other purposes related to admissions at any institution. Adult education could be similarly impacted for that part of their population under the age of 18.

- Colleges in any state would be hesitant to participate in regional college fairs hosted in Maine or elsewhere where Maine students might be in attendance. This would negatively impact college-bound students in Maine from gaining the information they need about potential colleges. Most of the regional fairs in Maine are hosted by University of Maine System campuses.
- University of Maine System campuses receive applications from three sources: UMS-specific paper or electronic application, the Common application and the Universal application. Parents do not sign off on these applications as they are submitted. The Universal and Common applications are independent software applications that permit students to file multiple applications nationwide to numerous colleges without filling out separate applications for each institution. Approximately 25% of the applicants to the University of Maine System apply using one of these two applications. The Universal and Common applications would be in a different status given that they are utilized nationwide. Not being able to receive applications through these latter applications would mean that potential students might not have the opportunity to attend a Maine Public College or University.

I would like to thank the Committee for providing the opportunity to present the University of Maine System's response to this legislation. If we can provide any additional information, please don't hesitate to contact me at [rosar@maine.edu](mailto:rosar@maine.edu) or by phone 973-3231.