

1 STATE OF OKLAHOMA

2 2nd Session of the 51st Legislature (2008)

3 HOUSE BILL 3184

By: Kern

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6 AS INTRODUCED

7 An Act relating to higher education; directing each
8 board of regents in The Oklahoma State System of
9 Higher Education to adopt a credit card marketing
10 practices policy; stating legislative intent to
11 include certain requirements in each policy; listing
12 requirements; defining term; providing for
13 codification; providing an effective date; and
14 declaring an emergency.

15 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

16 SECTION 1. NEW LAW A new section of law to be codified
17 in the Oklahoma Statutes as Section 3246 of Title 70, unless there
18 is created a duplication in numbering, reads as follows:

19 A. Each board of regents of an institution or group of
20 institutions within The Oklahoma State System of Higher Education
21 shall adopt a policy to regulate the marketing practices used on
22 campuses by credit card companies. It is the intent of the
23 Legislature that the policies adopted by each board of regents
24 include all of the following requirements:

1 1. Sites at which student credit cards are marketed be
2 registered with the campus administration and that consideration be
3 given to limiting the number of sites allowed on a campus;

4 2. Marketers of student credit cards be prohibited from
5 offering gifts to students for filling out credit card applications;
6 and

7 3. Credit card and debt education and counseling sessions
8 become a regular part of campus orientation of new students. For
9 purposes of this paragraph institutions may utilize existing debt
10 education materials prepared by nonprofit entities and thus not
11 incur the expense of preparing new materials.

12 B. For purposes of this section, "student credit card" means
13 any credit card that is provided to a student at an institution
14 within The Oklahoma State System of Higher Education and is provided
15 to that student solely based on the enrollment of the student in
16 that institution or is provided to a student who would not otherwise
17 qualify for that credit card on the basis of income. A student
18 credit card shall not include a credit card issued to a student who
19 has a cocardholder or cosigner who would otherwise qualify for a
20 credit card other than a student credit card.

21 SECTION 2. This act shall become effective July 1, 2008.

22 SECTION 3. It being immediately necessary for the preservation
23 of the public peace, health and safety, an emergency is hereby
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1 declared to exist, by reason whereof this act shall take effect and
2 be in full force from and after its passage and approval.

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4 51-2-8400 KB 12/12/07

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