



Include Laptop PCs for Students in Texas's Sales Tax Holiday

Case Brief

Texas can help put more laptops in student hands by adding PCs to the list of items included in the state's annual sales tax holiday.

Challenge **Equip students with tools for today—and tomorrow:** Whether students are college-bound or preparing for life in the modern workplace, they need versatile PC skills. In fact, Texas A&M and Southern Methodist University recommend computers for incoming students; some schools within UT Austin require laptops. Mobility is key here. Today's students engage in portable learning, shuttling PCs from home to classroom to library, or taking them in the field for research.

Solution **Make PCs more affordable in today's difficult economy:** Texas can help put more laptops in student hands by *adding PCs to the list of items included in the state's annual sales tax holiday*. This important inclusion makes education more affordable at the very time that parents are concerned about rising tuition and students are eyeing mounting school debt.

Impact **Students prepared:** Learners outfitted with laptops will be better equipped for today's classroom and tomorrow's workplace. They're ready to take advantage of the digital learning opportunities that increasingly define modern education.

Money saved: When laptops are added to the tax holiday, a family living in Dallas that buys a \$900 laptop for a student will save \$75. That's like getting a year's worth of school supplies for free, or a free college textbook. These savings help families prepare their children without breaking their budgets.

Local economies boosted: In its first year, the Texas sales tax holiday boosted shopping 100 percent over comparable calendar days in previous years. Recently, the National Retail Federation endorsed sales tax holidays as substantial inducements to shop and as a means for preserving jobs.

When Texas holds its annual sales tax holiday August 21–23, the state will mark 11 years of saving the public valuable dollars in back-to-school shopping. During the campaign's first nine years, it saved Texans nearly \$400 million. It is a success with both shoppers and retailers.

In today's tight economy, it's time to expand the holiday's tax-exempt items to include laptops for students. A PC purchase today is an investment in education and employment for tomorrow. Students with experience in mobile computing are better prepared to meet the myriad challenges before them.

New PCs with Intel® processors deliver the mobile performance educators and employers expect, with faster multitask performance and increased security protection. They also save families money. Older machines are saddled with additional costs in support and downtime. Meanwhile, new laptops with Intel processors use up to 50 percent less power than old PCs. New laptops for students: good for families and students, good for retailers, and good for Texas.