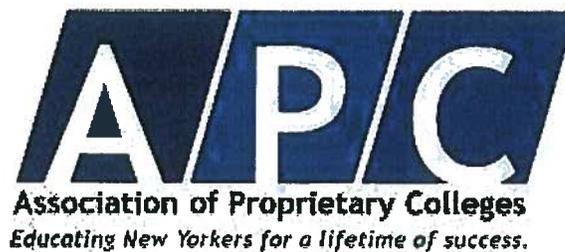

TESTIMONY OF THE ASSOCIATION OF PROPRIETARY COLLEGES

**FOR THE JOINT LEGISLATIVE PUBLIC HEARING
ON THE EXECUTIVE BUDGET PROPOSAL FOR
SFY 2016 - 2017**



Testimony Provided by the Association of Proprietary Colleges (APC)

Senator Young, Senator LaValle, Assemblyman Farrell, Assemblywoman Glick, members of the Legislature, thank you for giving the Association of Proprietary Colleges (APC) the opportunity to present testimony regarding this year's budget and its impact on the proprietary sector. My name is Donna Gurnett and I am the Executive Director of APC and it is my honor to be here today.

Introduction:

The Association of Proprietary Colleges (APC) represents 16 fully accredited, degree granting colleges operating on 28 college campuses in New York State offering associate, bachelor's, master's and doctoral programs. Our colleges are located across the state from Buffalo, to Long Island, Jamestown to Rochester, Syracuse, Utica, Albany and the entire NYC metropolitan area. There are over 50,000 students enrolled in proprietary colleges throughout New York State and APC member colleges serve over 35,000 of these students.

The average APC member college has been in existence for more than 90 years and 7 of our 16 members were founded over 100 years ago. APC member colleges are New York focused, educating local students for lifelong careers that are in demand in New York. **90%** of students attending APC member colleges are from New York and over **90%** of those students stay in New York after graduation to live and work. In a recent member survey, APC members reported that **72% of their graduates find jobs in their field of study within 6 months of graduation**¹. Our colleges also employ over 6,000 people and are strong economic drivers in their local communities.

Thank you for supporting the Tuition Assistance Program (TAP)!

This year we are thrilled the Governor kept his commitment to Higher Education and proposed no reductions to the Tuition Assistance Program. Furthermore, the Governor remains committed to supporting all sectors of higher education in New York State. Continued investment in higher education is essential for New York to rebuild its economy.

The Tuition Assistance Program (TAP) has served as the cornerstone of New York State's financial aid program, providing financial support to ensure students complete their degrees in a timely manner. Based on 2014 IPEDS² data, 67% of APC students are women; 24% are Black; 15% are Hispanic; and 44% are White. Approximately 73% of APC students received a Pell award and over 21,000 full-time equivalents received a TAP award³.

APC member colleges are committed to keeping college affordable. Average tuition at APC member colleges is \$16,822, an increase of just \$325 from the previous year and in 2014, APC member colleges provided over \$90 million in grants, scholarships and institutional aid.

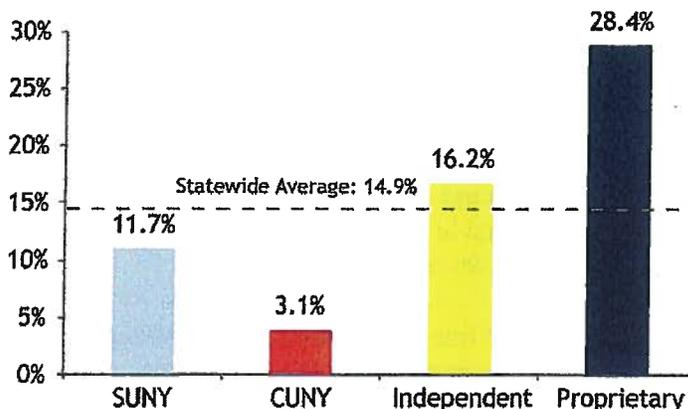
¹ Annual APC member survey 2015.

² IPEDS Data Feedback Report 2014.

³ New York State Higher Education Services Corporation Annual Report 2014-2015:
<https://www.hesc.ny.gov/hesc-news.html>.

This support combined with state TAP funding goes a long way for students attending APC member colleges in ensuring they reach their goal of graduation. Consider the following 2013 graduation rates for Associate level degrees recently published by the NYS Education Department⁴:

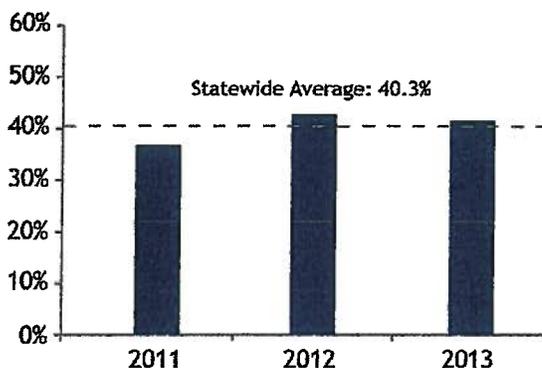
On-Time Associate Degree Graduation Rates for All Students, 2013



Source: NYS Education Department, 2014 Data

As well, APC member colleges have increased their on-time graduation rates for bachelor degrees by 5% since 2011 and meet or exceed the state wide average graduation rate.

On-Time Bachelor Degree Graduation Rates for Proprietary Students, 2011-2013



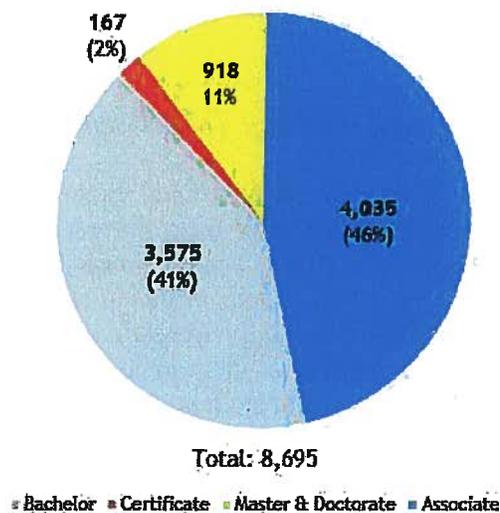
Source: NYS Education Department, 2014 Data

⁴ <http://www.highered.nysed.gov/oris/gradrates/bysector/assocpage1b.htm>

APC member colleges offer their students exceptional support throughout their college experience. Common themes include individual attention, small class room sizes (average student-to-faculty ratio of 17 to 1), counseling and financial literacy training and career development. This attention and support translates into student success on graduation day!

Based on recent data from IPED's; in the 2013-2014 academic year, APC member colleges conferred 8,695 certificate, associate, bachelor, master and doctorate degrees.

Degrees Conferred by APC Member Colleges,
2014-2015 Academic Year



Source: IPEDS, U.S. Department of Education

TAP funding helps students graduate:

- In the 2013-2014 academic year, **118 students** received associate and bachelor degrees in business administration and management from **Jamestown Business College (JBC)**. Founded in 1886, JBC serves approximately 300 students in a small rural community in western New York. Their programs stay relevant by tapping into local businesses for feedback on skills that are needed and courses are developed to reflect the demands of the local job market. Students chose JBC because they receive individual attention (the student-to-faculty ratio is 26 – 1), a caring environment and specialized career development training and assistance.
- **367 students** received associate, bachelor and master degrees conferred by **LIM College**, where “Business Meets Fashion”. Located in the heart of the fashion district in NYC, LIM College was founded in 1939. Students are required to complete 130 hours of internships in both their freshman and sophomore years – ensuring they graduate with a full resume of experience. LIM College was also recently recognized by the Brookings Institute as being in the top 10% of “Value Added” colleges in the nation.

- **Bryant & Stratton College** conferred associate and bachelor degrees to **1,144 students** in the 2013-2014 academic year. Bryant and Stratton College has eight campuses located across upstate NY from Buffalo to Albany, and was founded in 1854. They offer flexible class schedules and online courses in relevant majors such as criminal justice, medical assisting and business management. Bryant & Stratton College offers a Jumpstart Program that brings college level courses into local high schools, enabling students to receive college credit before they graduate high school.

Your continued support of the Tuition Assistance Program (TAP) is appreciated and provides opportunity to many APC students across the state. Many of the students attending an APC member college do not have family or others they can turn to for help and they rely on this assistance to complete their degrees.

APC Supports the “Get on Your Feet Loan Forgiveness Program”:

APC also supports the recently enacted “Get on Your Feet” Loan Forgiveness program. This program helps ease the burden of student loan repayment for recent college graduates who participate in the federal Pay As You Earn (PAYE) income-based loan repayment program. For these graduates of New York colleges, who continue to live in New York, participate in the PAYE program and earn less than \$50,000 annually, the state covers 100% of their student loan payments for two years. This program allows recent graduates of APC member colleges to focus on establishing their career without the worry of student loan debt.

Studies show that the average New York college student graduating with a four-year degree will have more than \$25,000 in student loans. APC member colleges work with their students early on in their education, with financial literacy programs and counseling, to ensure their students and graduates are aware of their options and make smart financial choices. They also closely monitor and work with their graduates to ensure they are enrolled in the federal PAYE program if they are eligible.

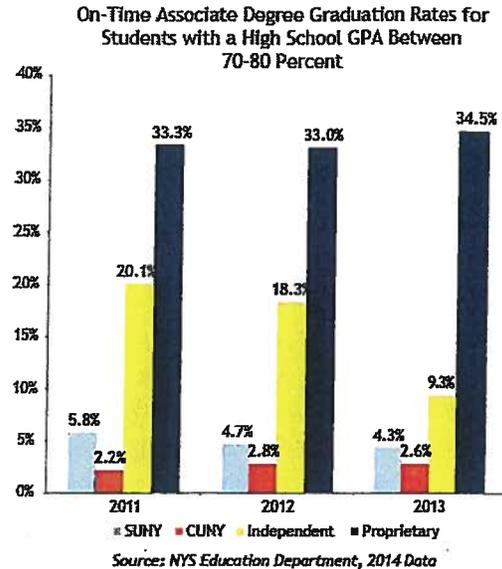
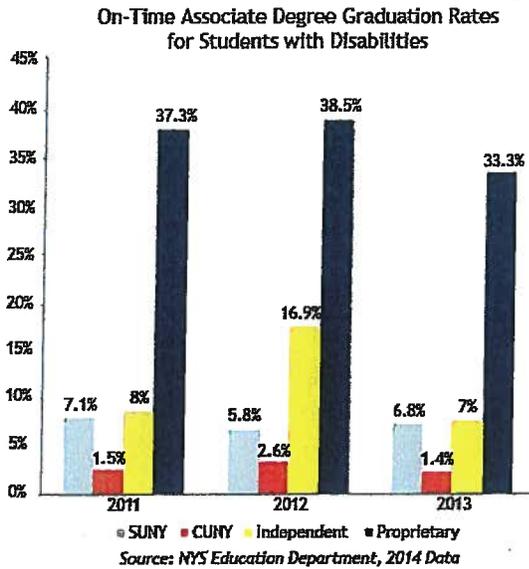
Restore Maximum TAP Awards for Two-Year Degree Programs:

In 2014, the State showed its support of low income students attending higher education programs by increasing the maximum TAP award from \$5,000 to \$5,165. This increase was appreciated and well received, but unfortunately is not accessible to all students who are income eligible for tuition assistance.

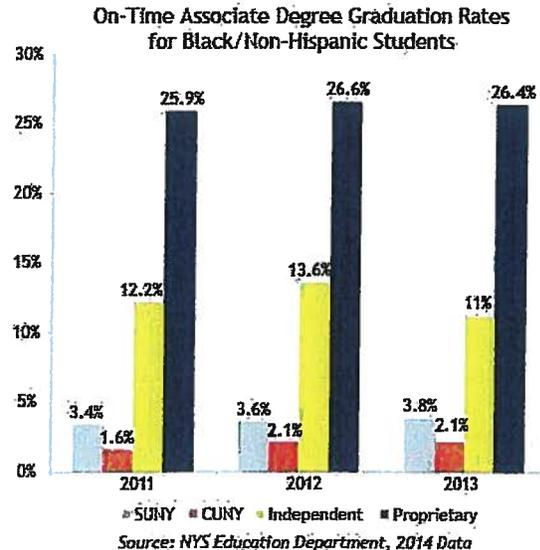
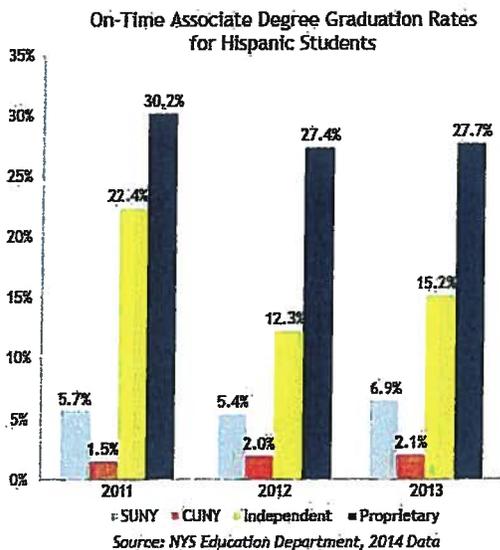
In 2010, TAP was reduced for students enrolled in two year degree granting programs from \$5,000 to \$4,000 (20%). The reduction was not limited to only maximum awards and all awards were reduced by 20%. Students enrolled in colleges that also offer four year programs were not impacted by the reductions. This means students enrolled in SUNY or CUNY community colleges are able to receive maximum TAP of \$5,165. Students enrolled in independent or our proprietary colleges that offer two and four year programs are not impacted. The result of this requirement is that students, the majority of whom are enrolled in an APC member college that only offers two year degree programs, are treated differently based solely upon the type of institution they enter. This includes students attending long standing institutions such as the

Elmira Business Institute, Island Drafting and Technical Institute, New York Career Institute, and the Utica School of Commerce.

Students with disabilities and those with lower High School GPA's do well at APC member colleges:



Minority students also are more successful at APC member colleges:



While we understand the state's fiscal situation, we believe it is bad policy to reduce TAP awards for students attending institutions that only offer two year degree programs. Many students entering higher education for the first time enter a two year program and many of the

programs offered by our two year colleges are an important pipeline of employees for local businesses.

APC colleges, especially our members offering only two year Associates degrees, focus on educating low income and minority students. The very students that the Tuition Assistance Program was designed to help. Because of the reduced TAP awards these students are more likely to work while in school therefore taking longer to complete their degrees and they are more likely take out additional student loans to cover their tuition.

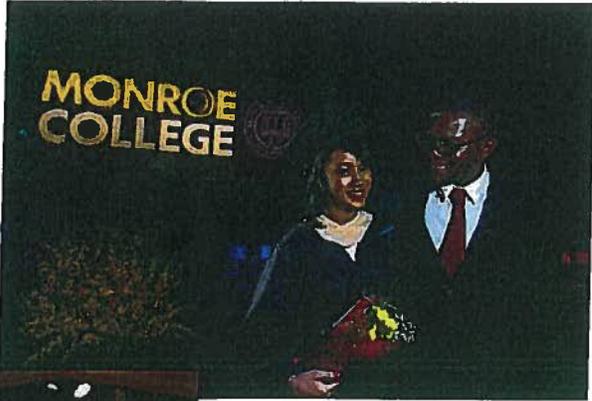
We respectfully ask that you review these facts and reconsider the decision to reduce TAP awards for students at colleges offering only two year degrees and restore TAP equality for all students.

In Conclusion:

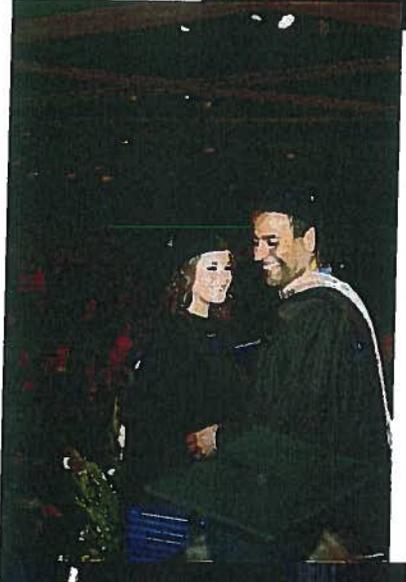
We believe New York State has a higher education system to be proud of and one that should be an example for the country. Continued investment in the Tuition Assistance Program will help support students that APC member colleges are training for the jobs of today and tomorrow and who will be vital to our economy moving forward.

Again, we thank you for your continued support of our students. On behalf of our member colleges and our students, thank you for your time and consideration of our proposal.

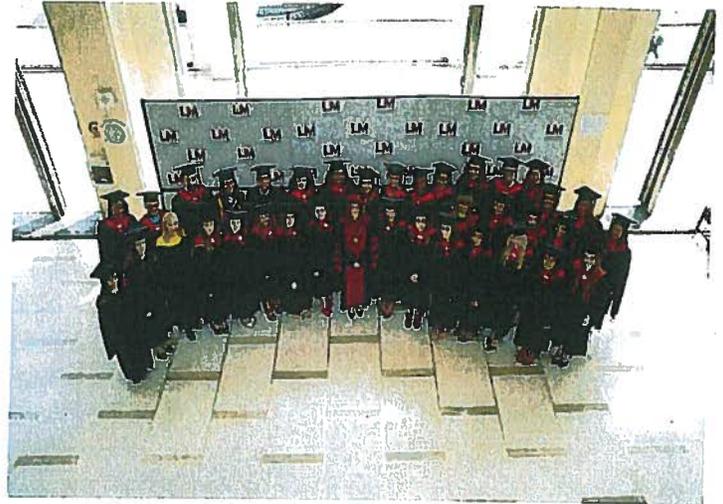
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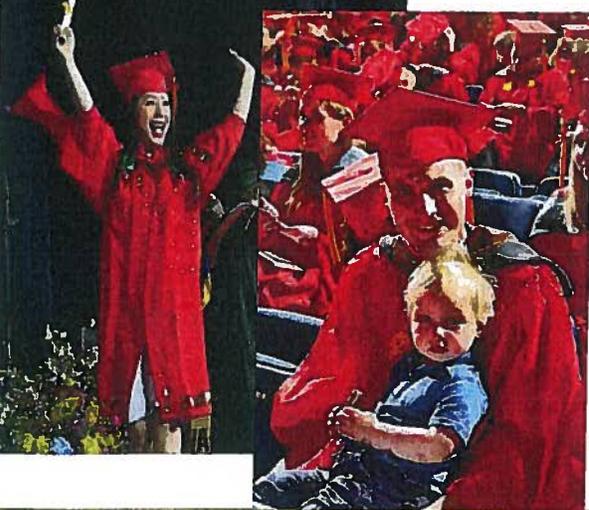
Monroe College presented nearly 3,000 students with a range of degrees and certificates during its 82nd graduation ceremony held at the Radio City Music Hall in Manhattan, June 2015.



Bryant & Stratton College Spring of 2015 marked the 158th graduation season for Bryant & Stratton College, graduating 1,464 students across the state.



Nearly 500 graduates made up the **LIM College Class of 2015**



SVA held its 40th commencement ceremony at the Theater at Madison Square Garden on May 14, 2015. More than 1,000 undergraduate and graduate students graduated.

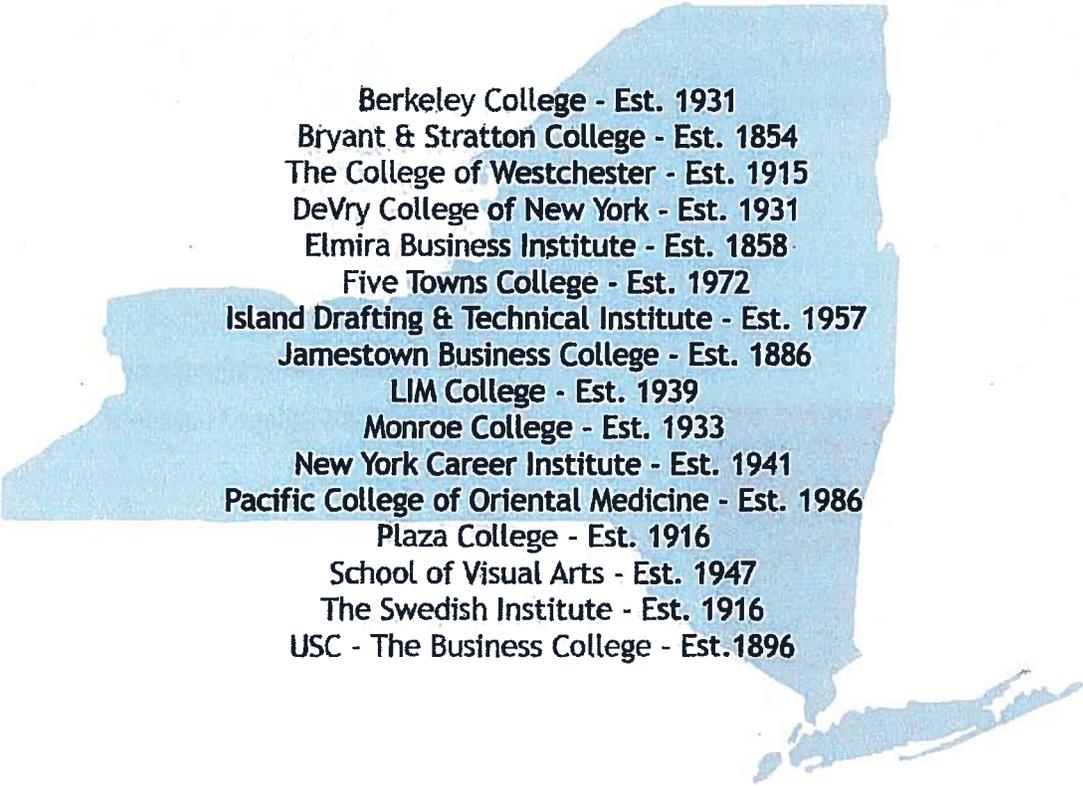


Jamestown Business College held its 129th Commencement ceremony on Sat., June 6, 2015. Of the 121 graduates, there were a total of 20 bachelor degrees, 81 associate degrees, and 14 certificates earned.



Association of Proprietary Colleges
Educating New Yorkers for a lifetime of success.

APC Member Colleges:

A light blue silhouette of the state of New York is positioned behind the list of member colleges. The map shows the outline of the state, including the Adirondack region in the north and Long Island in the east.

Berkeley College - Est. 1931
Bryant & Stratton College - Est. 1854
The College of Westchester - Est. 1915
DeVry College of New York - Est. 1931
Elmira Business Institute - Est. 1858
Five Towns College - Est. 1972
Island Drafting & Technical Institute - Est. 1957
Jamestown Business College - Est. 1886
LIM College - Est. 1939
Monroe College - Est. 1933
New York Career Institute - Est. 1941
Pacific College of Oriental Medicine - Est. 1986
Plaza College - Est. 1916
School of Visual Arts - Est. 1947
The Swedish Institute - Est. 1916
USC - The Business College - Est. 1896