APC Bulletin
Winter 2016

Achieving Academic Excellence in 2016

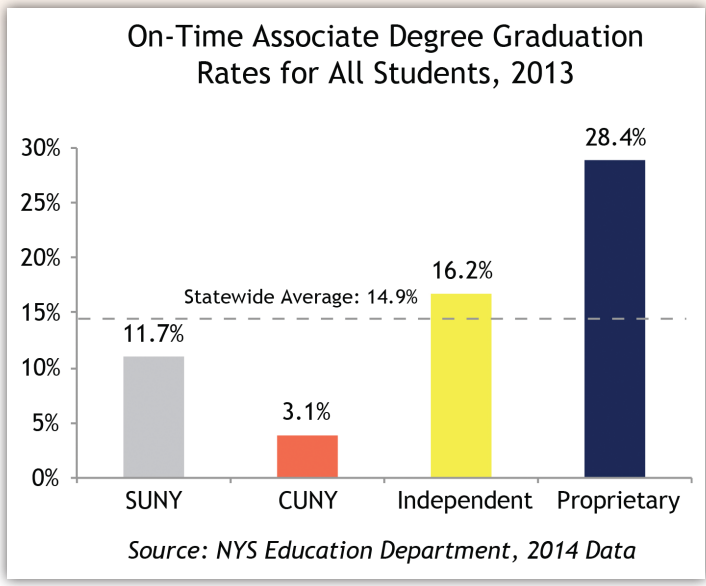
The Association of Proprietary Colleges (APC) represents New York's degree-granting proprietary colleges – one of the state's four sectors of higher education.

Like all New York state colleges, New York's degree-granting proprietary colleges are governed by the state's Board of Regents. APC member colleges provide New York students with valuable educational opportunities and serve as a gateway to the working world.

APC member colleges maintain above-average student outcomes, serving more than 50,000 students. APC member colleges offer associate, bachelor's, master's and doctoral degrees in numerous traditional and emerging fields.

Exceptional Associate Degree Graduation Rates

For the second year in a row, proprietary colleges have the highest graduation rate for full-time students earning associate level degrees.



Several continuing Jamestown Business College (JBC) students pause for a photo in the school's historic building, Swanson Hall. JBC offers intensive programs that provide the most education in the shortest possible time. Courses are carefully selected by JBC faculty and academic staff to ref ect the demands of today's competitive
job market. The college takes pride in its development of student careers and life skills. Students resumed classes at JBC on Jan. 4, 2016.

Serving New York's Students Beyond Expectations

LIM Ranks in Top 10 Percent of "Value-Added" Colleges

A recent study that measures colleges' contributions to undergraduate student outcomes identified LIM College as being in the top 10 percent of four-year colleges in the nation.

The report from the Brookings Institution, titled, "Using earnings data to rank colleges: A value-added approach updated with College Scorecard data," was released on Oct. 29 and ranked 3,173 two- and four-year institutions. Each received a "value-added" score based on alumni earnings.

Jonathan Rothwell, the study's author, states on the Brookings website, "Value-added measures attempt to isolate the contribution of the college to student outcomes, as distinct from what one might predict based on student characteristics or the level of degree offered. It is not a measure of return on investment, but rather a way to compare colleges on a more equal footing, by adjusting for the relative advantages or disadvantages faced by diverse students pursuing different levels of study across different local economies."

Rothwell also notes, "The value-added measures here help fill an information void and can be used to inform strategies to improve college quality and help identify schools that are contributing the most to student economic advancement."

Data used in the study was drawn from the U.S. Department of Education's College Scorecard database, which was designed to allow the public to see how well institutions throughout the country are serving their students. According to the College Scorecard, the median salary of LIM College students 10 years after entering college is 42 percent higher than the national average.

LIM College President Elizabeth S. Marcuse said, "The results of this study are a testament to the value of LIM's longstanding practice of combining academic study in business principles with real-world experience and career-building activities. We remain committed to providing our students with resources and opportunities that will allow them to develop into accomplished professionals."

From Left, Gabrielle Wisler (Class of 2014), LIM College alumna and customer service & sales coordinator for the June Jacobs Spa Collection, speaks with Lynette Cassius (Class of 2017) about her internship.

LIM College provides a well-rounded education through the combination of in-class instruction and required internships. The college requires students to complete 130 hours of internships in both their freshman and sophomore years – ensuring students graduate with a full resume.

Making a Difference for Online Students

The College of Westchester Receives Quality Matters Award

The College of Westchester is the 2015 recipient of the Quality Matters "Making a Difference for Students" Award in the Institution Category for online excellence in teaching, training, online observation, and online teaching methods of pedagogy and andragogy.

Quality Matters Awards recognize individual and institutional efforts exemplifying Quality Matters' focus on learners. Awardees demonstrate a commitment to ensuring high course quality and using different but valuable approaches to improving learner outcomes.

The College of Westchester was recognized for implementing Quality Matters standards as part of a robust course improvement program to provide quality online courses for all students.

The award was presented in November at the 7th Annual Quality Matters Conference in San Antonio, Texas. The conference featured more than 130 workshops and sessions focused on quality assurance in online education.

Accepting the award on behalf of The College of Westchester was Paula Cancro, assistant professor and assistant chairwoman, Business.

Fueling New York's Employers

Working closely with local employers, APC member colleges develop relevant and meaningful curricula for an increasingly competitive marketplace. They are committed to high educational standards through assessment of measurable institution outcomes that ensure significant and sustainable contributions to the economic growth of New York state.

Bryant & Stratton College Partners with Albany Medical Center to Address Employment Needs

Identifying a significant shortage of medical coders in the Capital Region, Albany Medical Center, Bryant & Stratton College and Trinity Alliance established a pipeline program to prepare students to enter the fast-growing field. Known as "Code for Success: Scholarships for Tomorrow's Medical Coders" the program establishes a scholarship to introduce the field to individuals residing in Albany, who might not have the resources to pursue this career path. The second group of scholarship recipients begins classes this month.

"We have an extraordinary working relationship with Albany Medical Center," said Director of Bryant & Stratton College, Michael Gutierrez. "Bryant & Stratton can respond quickly and adapt curriculum to meet

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Fueling New York's Employers ... *continued*

current workforce demands. Within this partnership, we have created a unique model focused on the success of the scholarship recipient, and we have provided the necessary infrastructure to ensure each recipient has the support needed to graduate and to excel in their career."

Medical coding organizes and manages patient information and data in electronic health records. Because illnesses, treatments and hospital visits are categorized using universal classification systems, fewer medical and billing errors are made, communication with insurance companies is improved, and medical histories are complete and accurate, helping patients as well as medical centers.

"Today, medical coding is more critical than ever to hospitals, physicians' practices, nursing homes, insurance companies and government agencies," said Carol McDonald, vice president of Albany Medical Center's Patient Billing Services. "Increasingly, the health of our population, the success in the treatment of our patients and the research collectively done to better manage, and potentially cure, disease relies on the accuracy of a patient's electronic medical record."

The first scholarship recipient, Janie Bridges of Albany will take a nine-month program for medical coding at Bryant & Stratton and participate in a mentoring and enrichment program at Albany Med. A mother of three grown sons who is also raising two younger nieces, Bridges said she was thrilled to receive the scholarship because many challenges in her life have kept her from fulfilling her dream of working in the medical field.

"With my interest in medicine and math, and my love of learning, medical coding is a perfect fit," said Bridges.

According to Albany Medical Center, employment of medical coders and other health information technicians is projected to grow 22 percent from 2012-2022, well above average for all occupations.

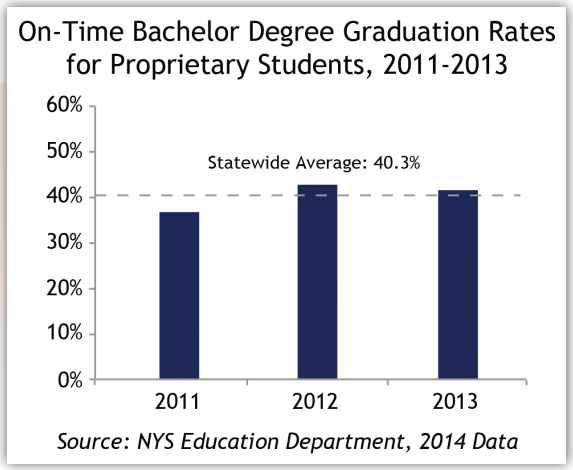
From left, Ashley Soroka, regional healthcare director at Bryant & Stratton College, Carol McDonald, vice president of Albany Medical Center's Patient Billing Services, Janie Bridges, first scholarship recipient, James Thomas, former director of Capital South Campus Center of Trinity Alliance, and Robert Burke, assistant director of Capital South Campus of Trinity Alliance.

APC Fast Fact:

During 2013-14 academic year, APC member colleges conferred 8,695 degrees.

Successfully Graduating Students On-Time

Committed to helping students achieve academic success, New York's proprietary colleges have increased their on-time graduation rates by nearly five percent, since 2011.



Beth M. Castiglia, Ph.D. Named Provost at Berkeley College

Beth M. Castiglia, Ph.D., former Dean of the Berkeley College Larry L. Luing School of Business, has been named Provost at Berkeley College, effective Dec. 14, 2015. Under the direction of the president, the provost serves as the chief academic officer of the college.

"Beth has been instrumental in aligning curricular changes at the Luing School of Business with International Assembly of Collegiate Business Education (IACBE) principles, and shares a vision that is on the same trajectory as our current administration," said Michael J. Smith, president of Berkeley College. "I am confident in Beth's leadership and in her commitment to working with faculty, administrators and students to drive our mission at Berkeley College forward."

Dr. Castiglia implemented the process of using assessments for student learning and operational outcomes in the Berkeley College Larry L. Luing School of Business. She emphasized the experiential components in business classes, integrating soft skills into the traditional college curriculum. Dr. Castiglia also supported faculty initiatives to redesign curricula and student resources. She is a proponent of public and private-sector partnerships.

A leader in providing career-focused education since 1931, Berkeley College is accredited by the Middle States Commission on Higher Education and enrolls approximately 8,300 students, including more than 700 international students, in its baccalaureate and associate degree and certificate programs.

Beth M. Castiglia, PhD, is the Provost of Berkeley College, effective Dec. 14, 2015.

Berkeley College has three New York locations – Midtown Manhattan, Brooklyn and White Plains. Just this month, *U.S. News & World Report* named Berkeley College one of the Best Colleges for Online Bachelor's Degrees for the third consecutive year.

Challenging Students to Achieve More and Get More from their Education

Monroe College Honors Program

Established in 2004, the Monroe College Honors Program provides academically accomplished students the opportunity to engage in advanced coursework, participate in experiential learning activities, serve the local community through volunteer work and become part of a special community at Monroe College.

"The Honors Program is not just about academics, it's not about just being a bookworm," said Kathryn MacDonald, Monroe College Honors Program Coordinator. "Honor's is about who you are as an individual. It's everything from how you write, how you speak, how seriously you take on a challenge. It's the fact that you like to take on a challenge, that's what Honors is all about."

Students from the Honors Program have the opportunity to make academic and scholarly presentations at national and regional honors conferences. Most recently, they made five presentations at the National Collegiate Honors Council (NCHC) Conference in Chicago. This April a cohort of students will be presenting and serving at the Northeast Regional Honors Council (NRHC) Conference in Cambridge, MA. Additionally, many of Honors students go on to earn their master's and doctoral degrees.

Hear what students have to say about Monroe College's Honors Program in this video.

Monroe College Honors Program students Caroline Sandow, left, and Kemelin Gonzalez credit the program for challenging them, and helping them to achieve more than they thought was possible.

New York Career Institute Offers a One-of-a-Kind Education in Court Reporting

New York Career Institute (NYCI) offers unique training to prepare students for challenging careers in court reporting and closed captioning. Court reporters are responsible for quietly transcribing depositions, court proceedings and administrative hearings. Court reporters must be able to use a stenotype – a sophisticated machine that allows them to type in shorthand – so they may record 225 or more words per minute.

And with extra training, court reporters can also qualify for a career in closed captioning, which is transcribing what is being said during a live broadcast, such as the news and sports events, for the deaf and hard-of-hearing.

According to Oscar Garzon, associate dean of Court Reporting and Captioning at NYCI, over the past decade the industry has witnessed fast paced technological changes and advances. "Today sophisticated software enables stenographers to type in real-time onto a television or computer screen from a courtroom or living room," said Garzon. "For instance, those interested in obtaining transcripts of court proceedings can receive the feed, transcript of the proceedings, as it is happening on their tablet, or laptop in their own home. It is immediate."

According to an independent study conducted by Ducker Worldwide – one of the nation's leading marketplace analyst firms –demand for court reporters will exceed supply within five years, yielding a nationwide shortage. By 2018, there will be 5,500 new court reporter jobs available in the U.S., with the greatest demand occurring in California, Texas, Illinois and New York.

"To maintain compliance with the 21st Century Communications and Video Accessibility Act, there will continue to be a great need for real-time writers to transcribe the spoken word into live captions," said Garzon. "All television stations, universities and cruise lines must provide closed captioning. In addition, within the New York City and state court system, an estimated 130 court reporter positions will become available within the next two years."

Currently there are nearly 300 students enrolled in NYCI's Court Reporting degree and certificate programs. NYCI offers an Associate in Occupational Studies (AOS) degree as well as certificate programs in Machine Shorthand to individuals who want to become court, freelance, hearing reporters, or stenographers wishing to specialize in the legal or medical stenotype programs.

NYCI's Court Reporting degree program has a 100 percent job placement rate.

Olexa Capili, first year court reporting student at New York Career Institute (NYCI), displays her stenotype machine. According to Olexa, her class work is demanding. However, the accessible nature of her professors and peers motivate her and make her time spent at NYCI a pleasure.

To learn more, click here to view a video featuring Olexa and NYCI graduate and Official Court Reporter, United States District Court, Eastern District of New York, Joshua Edwards.

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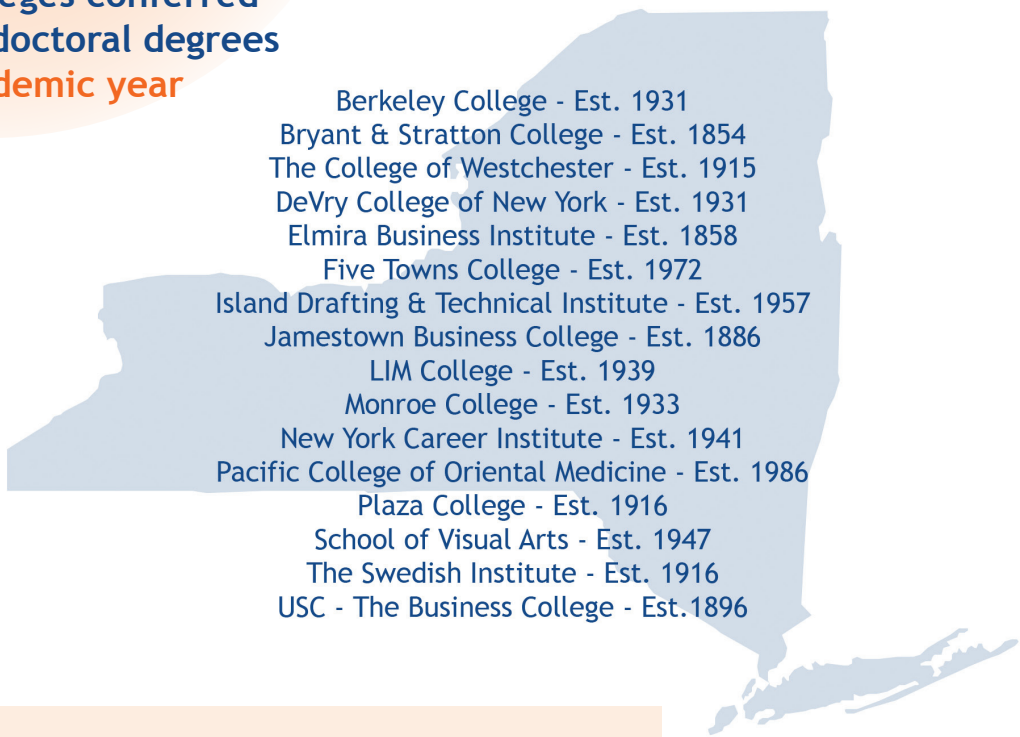
APC Fast Fact:

APC member colleges conferred 918 master's and doctoral degrees

2013-14 academic year



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

Proud Heritage in New York

The history of proprietary colleges in New York is rooted in tradition and quality education, and it extends back to the middle 1800s. Bryant & Stratton College, founded in 1854, Jamestown Business College (1886), and Utica School of Commerce (1896) are still operating successfully.

Many other proprietary institutions were established in the first half of the 20th century; The College of Westchester was founded in 1915, Plaza College (1916) Berkeley College (1931), Monroe College (1933) and LIM College (1939).