APC Bulletin

2017 Winter Newsletter

Serving New York's Students and Employers

Building partnerships with local employers enables Association of Proprietary Colleges members to develop relevant and meaningful curricula for an increasingly competitive marketplace.

APC member institutions are nimble. They quickly adapt, developing and implementing programs based on workforce needs. This results in jobs in high demand fields that pay good salaries – an excellent outcome for students.

The College of Westchester Announces a New Bachelor of Science Degree in Interactive Digital Media

The College of Westchester (CW) is pleased to announce approval from the New York State Board of Regents to offer a Bachelor of Science (B.S.) degree in Interactive Digital Media and Marketing. This program will prepare students for the strategic and entrepreneurial aspects of interactive digital and social media design, production and utilization for business.

"A deep understanding of content, including how to craft, design, produce, manage and analyze it effectively, is in high demand in several industries," said Mary Beth Del Balzo, president and CEO. "And we're glad we're able to offer this unique program at The College of Westchester. Not only will students gather hands-on experience and training in web design, gaming and digital arts, they will also receive instruction on the business of marketing utilizing the internet."

This new degree program is a full 120-credit course

that has been designed to prepare graduates for entry into occupations such as commercial and industrial designers, graphic designers and various positions in social media, including content creators, managers and strategists.

LIM College to Offer Bachelor of Science Degree in Fashion Media

LIM College, which is located in New York City and focused exclusively on the study of business and fashion, will offer a Bachelor of Science (B.S.) degree program in Fashion Media starting in the fall of 2017. This new program will focus on all aspects of fashion media, including the development of content across traditional, social media, and video platforms, as well as media business management and marketing.

The B.S. in Fashion Media is a unique interdisciplinary program that integrates study in the business of fashion and consumer behavior with the development of creative skills. Built upon a foundation in the humanities and social sciences, the curriculum will combine elements of the fashion industry, core business competencies and hands-on experience in multi-media content production. Courses will include reporting, fashion styling, graphic design, intellectual property law, video and photography, and brand building.

LIM College President Elizabeth S. Marcuse said, "LIM College is ideally suited to offer a degree in Fashion Media. With our location in New York City — the nation's fashion and media capital — and signature blend of classroom instruction and required internships, students will have access to a multitude of opportunities for real-world experience as they develop the wide-ranging skill set required of future media professionals. LIM has been a leader in fashion business education for nearly 80 years, so adding a Fashion Media major is a natural progression for us."

LIM College's Dream Dinner

LIM College's annual Dream Dinner offers a select group of students an exclusive evening of networking and career exploration, featuring several of the college's leading industry partners.
To attend this event, students must submit their resume and apply online. Each employer then selects the students they would like to sit at their table. Students who are invited have dinner and the opportunity to talk with human resources representatives about the company's organizational culture, career paths and employment opportunities. Individual employer requirements vary based on the specific positions they are interested in filling.
Some of the companies featured at LIM College's 2016 Dream Dinner were: Lord & Taylor, Saks Fifth Avenue, Calvin Klein, John Varvatos, Michael Kors, Toys R'Us, Steve Madden, TJX Companies, Inc. and Tommy Hilfiger.
Louise Evins, CEO of Evins Communications, said of the 2015 Dream Dinner, "This is probably the nicest event that

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I have ever been to in support of students, and I wish it had happened to me when I was in school."

This year's guest speaker was David Meir Sasson, chief operating officer of Derek Lam International and a member of LIM College's Fashion Industry Advisory Board. The event was held at the Marriott East Side hotel in Manhattan. 100 students were chosen to attend out of approximately 400 who applied.

"My experience sitting at the Toys"R"Us table at the Dream Dinner was delightful. I had heard great things about Toys"R"Us's leadership development program. Both representatives of the company, who I dined with, encouraged me to apply to the program and connected me to the college recruiter. The Dream Dinner allowed me to sit with my future employer in a casual setting and listen to their employees' success stories and additional details about their leadership development program. I recently graduated from the program and have been placed as a Business Planning Analyst in the Electronics and Entertainment department. My overall experience with Toys"R"Us so far has been amazing."

- Sheala S. Ortiz (LIM College Class Of 2016)
Business Planning Analyst For Electronics & Entertainment, Toys"R"Us

Did You Know?

The employment rate for LIM College's undergraduate class of 2015 was 91.8 percent - just six months after graduation.

Monroe College Student Nathalie Waldschmidt Named National Honors Student of the Year

Nathalie Waldschmidt was named the "Honors Student of the Year" at a four-year institution at the National Collegiate Honors Council's recent annual conference in Seattle, Monroe College announced.

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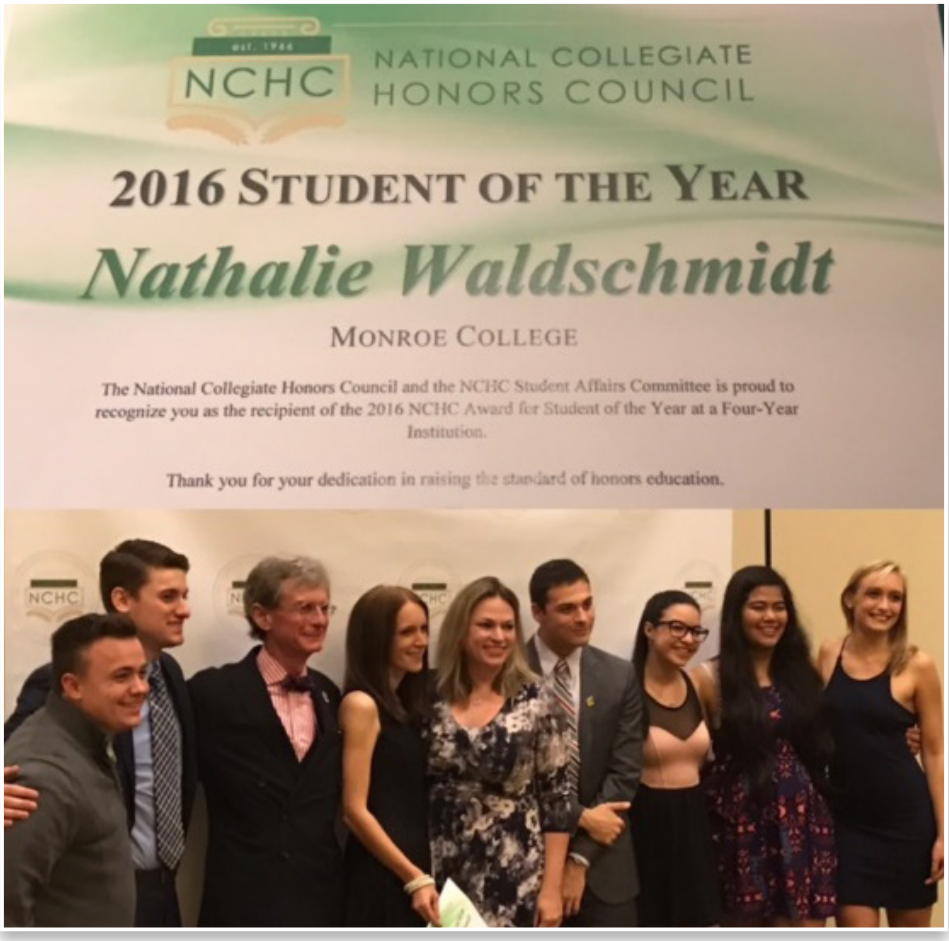
A fourth-year student in Monroe's Business Management program, Ms. Waldschmidt is president of Monroe's Honors Program's student board and editor of the College's soon-to-be-launched student newspaper. She also works closely with the Northeast Regional Honors Council (NRHC), where she serves as a conference student assistant and assists the conference chair, as well as secures sponsors and ideas to keep member institutions engaged in the region.

Waldschmidt, an international student from Sprockhoevel, Germany, was chosen for this highly regarded award from among more than 50 nominees across the country, for her commitment and service to the program, as well as her involvement in making presentations at regional and national conferences, and for her vision to introduce an honors program back in Germany. She was nominated by Kathryn M. MacDonald, Coordinator to Monroe's Honors Program and a professor in its English Department.

"The NCHC Student of the Year Award is the most prestigious honor the National Collegiate Honors Council bestows on member students, and the entire Monroe College community congratulates Nathalie on this extraordinary and well-earned recognition," said Professor MacDonald. "I have mentored Nathalie since her first year on campus, and am continually impressed by her keen academic focus, uncompromising professionalism, leadership, drive, and strong ethics. Clearly, her peers on the selection committee for this award are as well."



Prior to enrolling at Monroe in 2013, Waldschmidt lived in Vancouver, Canada, where she worked for several companies under a year-long government-sponsored Work and Travel Program. She earlier worked for a fastener production company in Germany before making her way to the United States as an au pair in 2012.

Berkeley College Career Fairs

Berkeley College holds approximately 20 career fairs annually, providing students opportunities to learn about potential employers and network with peers, alumni and potential employers. Berkeley College students and alumni meet representatives from a variety of companies with diverse hiring needs. Company profiles are provided to all in attendance to facilitate career research. Students are required to attend a career fair pre-session to learn tips about

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navigating the event and gain a realistic understanding of what to expect. Career counselors also are available to help students and alumni search for more information about companies and provide assistance in completing job applications.

Berkeley College Graduate Begins Career in the NYPD

Tiffany Scott transferred to Berkeley College, taking courses in White Plains, in search of an educational environment where she could become more actively involved. By the time she graduated from Berkeley College in 2012 with a Bachelor in Science in Justice Studies/Criminal Justice, she found herself prepared for a career path that would lead her to the New York City Police Academy.

A resident of Mount Vernon, Scott had long been fascinated by law enforcement, and her first foray into the field began with a work-study program arranged by Berkeley College in the Town Greenburgh, Westchester County. Getting exposure to several town departments, the work-study led to internships with the Greenburgh Town Court and Greenburgh Police Department, followed by an actual position in the department.

"A few months after I was finished with classes, the Greenburgh Police Department hired me part-time before hiring me full-time as a Data Entry Operator in 2014," she said.

Scott went on to graduate from the New York City Police Academy in July 2016, and has been serving as an officer in in the Bronx. She credits Berkeley College's professors and Career Services Department with helping her become more disciplined and punctual, two important traits for a law enforcement professional.

"Transferring to Berkeley College is by far one of the best decisions I have ever made," she said.

Q: What was your most memorable moment at Berkeley College?

A: The most memorable moment was when I interviewed for the work-study program in Greenburgh Town Hall. After being chosen for the position, it opened doors for me to work with different town departments, and later get hired by the town as a Data Entry Operator.

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About Association of Proprietary Colleges

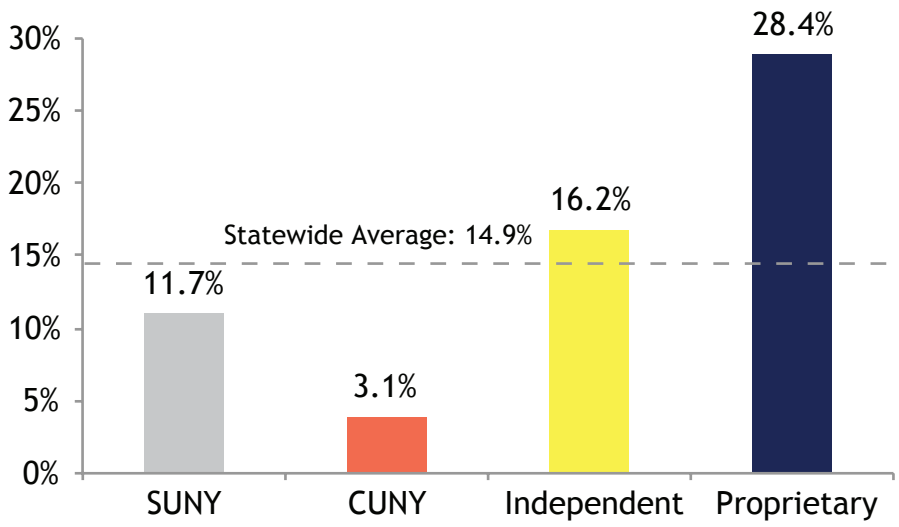
The Association of Proprietary Colleges (APC) is comprised of 14 member colleges, which employ more than 6,000 people on 28 campuses across New York State, serving more than 35,000 students pursuing associate, bachelor's, master's and doctoral degrees.

Governed by the State Education Department, APC member colleges maintain above-average student outcomes and graduation rates. In fact, the sector's on-time associate and bachelor degree graduation rates exceed the statewide average.

Quality programs with strong academics, exceptional graduation rates, and enviable job placement outcomes should be celebrated.

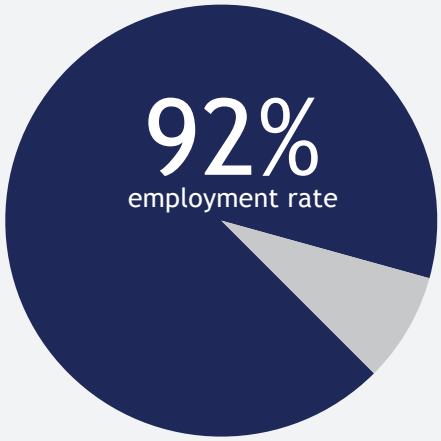
For the second year in a row, New York's proprietary colleges have the highest graduation rate for full-time students earning associate degrees.

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



Source: NYS Education Department, 2014 Data

According to a recent survey by an APC member institution, employment rates have been reported as high as 92 percent – just six months after graduation.



APC Elects New Leadership

New York's Association of Propriety Colleges (APC) – the only state organization that exclusively represents degree-granting proprietary colleges – has elected Dr. David Cohen and Kathleen M. Hamilton to its board of trustees as of October 18.

Dr. David Cohen, SUNY Oneonta and New York Law School graduate, has more than 28 years of senior leadership experience, including 15 years as a dean of Administration and nine as a vice president for Academic Affairs and provost of Five Towns College (FTC). His

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expertise includes: regional and national accreditation and governmental regulation of post-secondary/higher education – having led FTC in its last decennial review by the Middle State Commission on Higher Education; student learning assessment; strategic planning; educational land use and zoning; new program development and registration; and faculty development.

In addition, Cohen served as a peer evaluator for the New York State Education Department and actively participates as a trustee of the Long Island Regional Advisory Council on Higher Education, advising the New York State Board of Regents on issues facing the local higher education community.

Kathleen M. Hamilton, a SUNY Empire State College graduate, has spent more than 25 years serving students in the Southern Tier. As senior vice president for Elmira Business Institute (EBI), she is

responsible for establishing academic priorities and the viability of the organization as well as overseeing the academic, admissions and placement divisions of the college.

In a previous capacity as executive director of placement, Hamilton excelled at assessing a graduating students strengths and making appropriate job placements. Under her supervision, job placement percentages for EBI increased from 66 percent to 98 percent in just over three years.

Hamilton, who lives in Apalachin, is extremely active in the community, serving as an appointed member of the Chemung County Executive Educational Task Force, as a member of the Human Resource Association of the Twin Tiers and the Human Resource Association Southern Tier, and correspondence secretary of the Owego Apalachin Middle School Parent Group.

Meet the Professor

Name: Dr. Chris Nwosisi, CCAI

College: The College of Westchester

Title: Professor/Associate Chair

Education: DPS, Pace University • MS, Polytechnic University • BA, Hunter College, IEEE senior member

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1. What brought you to The College of Westchester (CW)?

In college, electrical engineering and computer networking fascinated me so I joined the IEEE New York Chapter, which is a technical professional organization dedicated to advancing technology for the benefit of humanity. After graduation, I began working in the health care sector and steadily became more involved in the association.

In 1993, during one of the IEEE New York Chapter Executive meetings in New York, a colleague from Fordham University suggested I consider teaching. He asked me to give a lecture to his class, an experience I enjoyed very much. I liked the curriculum at The College of Westchester, known as WBI then, and in 1995 I applied for an adjunct faculty position.

2. What is your favorite class to teach?

Cisco Wide Area Network technologies (Connecting Networks) is my favorite computer technology class to teach. This class is built on the first three previous classes (Cisco Network ing Basics, Cisco Routing and Cisco Switching). At this level, students understand networking basics. The basics include but are not limited to the way a computer network operates and how to enable the devices that are connected to a network to communicate with each other and other networks.

The students use their previous knowledge to design a topology, which is the arrangement of the various elements of a computer network that includes multiple sites. They also design the subnets to group and connect devices. When subnets are properly implemented, both the performance and security of networks can be improved. Students also configure and test communication between the different sites.

3. Which three people (famous or otherwise) would you most likely invite to be a guest speaker in your classroom?

- Bill Gates
- Tim Cook
- Jack Welch

4. Two truths and a lie.

- I love to teach
- love to travel
- I love broccoli

5. A book found on your nightstand.

"How to Reach Your Full Potential for God" by Charles F. Stanley

We're proud to represent these outstanding higher education institutions:

Berkeley College - Est. 1931
Bryant & Stratton College - Est. 1854
The College of Westchester - Est. 1915
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