



Testimony on House Bill 3341  
By Jessica Adamson  
House Higher Education Committee  
March 25, 2013

Chair Dembrow and members of the committee, I am Jessica Adamson, representing the Northwest Career Colleges Federation and its Oregon chapter that consists of both degree-granting and certificate-issuing institutions.

Northwest Career Colleges Federation members are for-profit postsecondary schools in the business of serving under-served educational markets or markets where insufficient capacity exists in public colleges or universities.

Oregon's for-profit postsecondary institutions accept the state's rigorous academic regulation and student protection policies and deserve a small measure of protection in the form of public notice when public colleges and universities decide to launch new programs that directly compete with their programs.

We don't compete with community colleges and public universities in program areas they serve well because it wouldn't be profitable. Community Colleges and Oregon University System institutions have built-in advantages of state tuition assistance, access to public capital bonding supported by local and/or state financing, as well as access to student assistance in the form of Opportunity Grants, which are denied only to students in the for-profit sector in Oregon.

Our view is that we need all hands on deck to meet the state's 40-40-20 goals. It seems only fair that private, taxpaying businesses should not have to face unfair competition in the markets we serve and often have helped to create through our close working relationships with employers.

It is worth noting that the Northwest Career Colleges Federation collaborated on changes to adverse impact with Oregon community colleges to make it easier for them to "chunk" their associate degree programs into certificate programs, some of which competed with programs our schools offered. NWCCF's willingness to be cooperative and flexible should not be seen as an opportunity to remove the provisions of adverse impact for the for-profit sector.



The notice requirements in place today don't stop public universities or colleges from launching new competitive programs, but it does give them pause. That pause, which hopefully includes a careful evaluation in the best use of public resources, is a worthwhile public policy for our schools, but perhaps more important for taxpayers and students at those public colleges and universities.

The Northwest Career Colleges Federation respectfully requests House Bill 3341 be set aside.