

Testimony of Craig Campbell
The Art Institute of Portland
Before the House Higher Education and Workforce Development Committee
Monday, March 25, 2013

Good morning Chairman Dembrow, Members of the Committee. My name is Craig Campbell and I represent The Art Institute of Portland. On behalf of the more than 1,800 students enrolled in our fine institution, I am here today to speak to you about our concerns regarding House Bill 3079.

The Art Institute of Portland, formerly Bassist College, has served the Pacific Northwest for over 40 years. Located in the Pearl District of Portland, The Art Institute offers master, bachelor and associate degrees, as well as diplomas, in a wide range of program areas including culinary, graphic design, fashion and media arts, to name a few. The Art Institute of Portland is regionally accredited by the Northwestern Commission on Colleges and Universities, an agency recognized by the U.S. Department of Education.

The student population of the Art Institute of Portland is as diverse as our program offerings. Nearly half our students are working adults over the age of 25 and approximately 20% are minorities. I am also very proud to tell you that over 80% of our graduates in Oregon are employed in less than six months after graduation, and 87% of those graduates are employed right here in Oregon with an average starting salary of nearly \$30,000 annually.

As a regionally accredited institution in the state of Oregon accepting Title IV funds, The Art Institute of Portland is required to routinely report most what is outlined in HB 3079. In fact, most of this information can already be found on our institution's web site. We support and encourage students to learn as much as possible about the Art Institute before making application for enrollment. We support

- Section 5 (7)(a), the financial cost fact sheet should state “that the student has the right to cancel the enrollment agreement.” This provision should more appropriately read right to cancel the enrollment agreement as provided by the terms of the agreement.”

Finally, I'd like to point out the grave concern we have with the state utilizing a cohort default rate as a means to license an institution in the state of Oregon. As I'm sure you are aware, a cohort default rate (CDR) does not measure the quality of a program or an institution and, if implemented, would likely result in the elimination of choice in education for the citizens of the state of Oregon. Student debt is a challenge that spans across higher education. The situation is exacerbated by the fact that the US economy is still recovering from the downturn of the last several years and jobs are not readily available including for college graduates in general. Students attending the Art Institute of Portland face the same economic challenges in securing employment as those graduating from the University of Oregon or Oregon State, just to name a few. We strongly discourage you from looking at cohort default rates as a measure of a quality education.

Again, we appreciate your willingness to work with the Art Institute of Portland and other proprietary colleges and universities in crafting legislation that will, most importantly, provide prospective students and their families with the information they need to make an informed decision about the academic program they wish to pursue and the institution at which they would like to do so.

Thank you.