

FIELD HEARING STATEMENT

By

Siena Heights University President, Sister Peg Albert, OP, PhD

Before the

HOUSE COMMITTEE ON EDUCATION & THE WORKFORCE

SUBCOMMITTEE ON HIGHER EDUCATION & WORKFORCE DEVELOPMENT

UNITED STATES HOUSE OF REPRESENTATIVES

April 9, 2013

Greetings to Chairwoman Foxx, Congressman Walberg, fellow panelists and distinguished guests. First, we would like to thank the organizers of this field hearing for the opportunity to participate in this panel discussion. We are privileged to have been invited to this hearing and share our experiences and testimony with you.

First, let me provide a brief background of Siena Heights University. We are a Catholic, liberal arts university offering associate's, bachelor's, master's and specialist's degrees. Founded in 1919 by the Adrian Dominican Sisters congregation, our main campus is located in Adrian, Michigan, with degree completion programs in Battle Creek, Benton Harbor, Jackson, Lansing, Monroe, and Southfield as well as Totally Online. Siena Heights enrolls approximately 2,400 undergraduate students and 350 graduate students across all campuses.

Siena Heights has long had a strong relationship with both employers and educational partners. In fact, Siena Heights took a pioneering role in providing opportunities for adult, working students by offering evening and weekend classes and opening degree completion centers throughout Michigan beginning in 1975. One of these sites is located at Monroe County Community College, where we have had a presence since 1990. We continue to enjoy a productive and effective partnership with President Nixon and his team at MCCC.

One of our institutional goals is to identify the personnel needs of local and regional communities and prepare the professionals and paraprofessionals needed in these areas. However, the key is not only identifying needs, but responding to those needs as well. In the Monroe community, a recent example of this includes a RN to BSN degree completion program we implemented at Mercy Memorial Hospital. The cohort was offered through Mercy Memorial after SHU was approached by hospital administration regarding an on-site degree completion option for their employees. This is the kind of collaborative approach that Siena Heights takes as much as possible. In fact, we consider ourselves an "enabling" institution that seeks to develop cooperative arrangements with a wide variety of individuals and institutions in the interest of creating effective learning outcomes and environments.

Siena Heights also has regularly updated Articulation Agreements with area community colleges and trade schools. These agreements provide students with an understanding that their earned degree/credit will be accepted by SHU if they meet the standards outlined in the formal document. Siena has created user-friendly transfer guides based off these articulation agreements that students can refer to when selecting courses to take at the community college and transfer to Siena. Examples of these transfer guides are included in the written portion of this testimony. Many of our transfer

students are able to transfer in three years of college credit from the community college allowing them to complete their bachelor's degree with one additional year of college course work at Siena. By accepting such a high number of transfer credits Siena is saving students thousands of dollars and increasing the number of courses students take at the community college by encouraging the student to return to the community college to complete more course work. SHU's unique Bachelor of Applied Science (BAS) degree allows students without traditional transfer options for degree completion an opportunity to earn a bachelor's degree without repeating courses within their major. The BAS degree works on the inverted major concept, acknowledging the work the student has already completed within their Associate of Applied Science (AAS) degree. Community colleges are the leaders in offering AAS degrees in technical and occupational areas. SHU has helped students in these degree fields obtain a relevant degree that will help them advance in their chosen careers. In fact, we have a number of video student testimonials that attest to that fact. Links to their video testimony can be found in the written evidence we provided to the hearing committee.

Siena Heights is also active and engaged in developing relationships with employers and key constituent groups on our Adrian campus. Our Career Services office led to the development of Operation: SERVE, a job opportunity fair targeted to help job-seeking community members, including military veterans. This annual one-day fair completed its third year and had more than 70 employers and service providers attend. Working with the local South Central Michigan WORKS agency, there were several community "boot camps" leading up to the event that addressed everything from how to dress appropriately for an interview to resume creation. A similar fair was created at the Monroe County Community College campus based on SHU's successful concept. Career Services also participates and brings our students to job fairs in Livonia and Lansing in Michigan, and Toledo, Ohio.

Another example we would like to cite is the development of a service-learning philosophy by many of our academic programs. This approach, which allows our students to integrate with community businesses and organizations, is instrumental to their career development. In the area of internships, Siena Heights can claim that more than 80 percent of our Adrian campus undergraduate students who complete internships end up employed by the place where they had their internship.

Because we have federal programs such as McNair, Student Support Services and Upward Bound on our campus, Siena Heights plays a pivotal role in developing first-generation and low-income students for not only the workforce, but also for society at-large. In fact, Siena Heights has adopted the "Soft Skills" initiative the state of Michigan developed several years ago after surveying more than 1,500 state employers what they were looking for in new hires. These "Soft Skills" of developing self-managing behaviors align exactly with the University's learning objectives. Siena Heights also utilizes federal monies from the Workforce Investment Act as well as On-the-Job Training funding from Michigan Works! We also take advantage of the Work Opportunity Tax Credit. Finally, Siena Heights is actively involved in addressing the needs of students with disabilities by making direct referrals to the state of Michigan's Rehabilitation Services Agency. These federal dollars, along with additional federal funding from such areas as Pell Grants, the GI Bill and work-study are appreciated and greatly assist us in bringing higher education to underserved student populations. An important fact to note is that in the fall 2011 semester, 43 percent of our enrolled students received Pell Grant assistance.

Siena Heights' mission to assist people to become more competent, purposeful, and ethical through a teaching and learning environment which respects the dignity of all is what drives us as an institution. We believe in being true to our mission. We best prepare our students to become successful not only in their careers, but also as productive members of society.

Again, thank you for the honor of testifying before you today.

Additional SHU Points of Pride

- **Transfer Friendly** – students can transfer in up to 90 semester hours of credit towards the 120 hours needed for the bachelor's degree. This saves the student money by allowing them to transfer in more credit than many other colleges and universities would allow. Our academic advisors regularly advise students to return to the community college to obtain additional credits at a lower cost before transferring to SHU.
- Regularly updated **Articulation Agreements** with area community colleges and trade schools provide students with an understanding that their degree/credit will be accepted by Siena if they meet the standards outlined in the agreement.
- Siena has a long history of serving employers directly at their locations. Besides the Mercy Memorial Hospital example, SHU has had a similar cohort program at the **Cook Energy Center** in Bridgman, Mich., and a number of cohorts who have completed their master's degree in Health Care Leadership onsite at the **St. John Hospital System** in several locations in southeastern Michigan.
- Our College for Professional Studies academic advisors are regularly invited to actively participate in a number of community college advisory committees. Some regional examples include: Monroe County Community College Business Management Advisory Board, Monroe County Community College Criminal Justice Advisory Committee, Henry Ford Community College Culinary Arts Advisory Committee and the Henry Ford Community College Energy Technology Advisory Committee. Siena's participation in these advisory committee meetings benefits both institutions by increasing awareness of each other's programs and increasing communication about issues students may face within these industries so that appropriate changes can be made to the various programs.
- Siena Heights is one of 14 institutions that will participate in a conference June 30, 2013, hosted by the **Michigan Colleges Foundation** that will discuss the role of higher education in **workforce development**.
- SHU regularly performs **program reviews**, watches for **industry trends**, and listens to the community to ensure the majors offered are relevant to the workforce needs. Some examples of our response to these trends include:
 - SHU's **Community Services** program is a primary example of responding to industry trends with the addition of the Family Systems concentration that addresses the need of our Community Services graduates qualifying for certain positions within the State of Michigan.
 - SHU's Graduate College will offer a Master of Arts degree in **Clinical Mental Health Counseling**, responding to the industry's expected need/standards in this important field. The decision to change the program from a 48-hour Community Counseling degree to a 60-hour Clinical Mental Health Counseling degree was a result of an immersed education review of the CACREP standards (both 2009 and proposed 2016), licensure laws in contiguous states (increasing portability of the degree to other states), the overall status of licensure across the states and in discussion with policy makers in Lansing.
 - In response to the declining demand for school counselors within the state of Michigan, the Graduate College placed a moratorium on its MA in School Counseling degree in 2012. This decision was made because Siena is committed to offering programs with a positive career outlook.
 - The **Homeland Security and Emergency Management Advisory Committee** has had an impact on the curriculum of that master's degree program. The Homeland Security and Emergency Management program was developed

through a collaboration with the **Center for Homeland Defense and Security** and the **Naval Postgraduate School**.

- SHU's **Biology** program currently has a **90 percent acceptance rate** to medical schools. Also, the University recently signed an **early acceptance agreement** with the **Lake Erie College of Osteopathic Medicine** for medical, dental and pharmacy.
- SHU recently completed a **Healthcare Feasibility Study** and discussed what programs/majors are being considered to help address some of the growing needs within that industry.
- In 2004 Siena began offering a **totally online bachelor degree program**. Since its inception the Distance Learning Program has served students in 34 states. Currently, we offer **online courses to students residing in 30 states**. Although we are in compliance in these states, additional federal regulations do/might put a restraint on a small institution like Siena Heights in its ability to provide quality educational programming. For instance, online enrollment growth at Siena has steadily increased with a **retention rate** of approximately **94 percent**.
- SHU's Graduate College now offers a **totally online** Master of Arts degree in Leadership, increasing opportunities for advanced degrees for those unable to attend campus courses.
- **Approximately 75-80 percent** of all students enrolled at a College for Professional Studies degree completion center and just over **90 percent** of all students enrolled in the Distance Learning Programs complete their program and graduate.
- In a 2009 Eduventures© study, **95 percent** of all **Bachelor of Applied Science graduates were satisfied** with their degree completion program, with many citing career advancement opportunities.
- **Operation: SERVE** job opportunity fair completed its third year with **more than 70 employers and service providers** attending to help community members find jobs.
- Siena Heights was named a **"Military Friendly"** institution for the fourth consecutive year by GI Jobs Magazine. To keep up our good standing in this area, we recently hired a VA administrator to assist our registrar with these administrative and reporting duties. Our registrar, who previously handled all duties related to the VA, said increased regulation and reporting to the VA has increased "four-fold" in the past two years alone. Her suggestion to lighten that burden would be to develop a more consistent and uniform system for payment, reporting and communicating the changes/updates of these multiple veterans programs.

1. **Richard Pazdar:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6338&NewsCategoryID=3&CampusID=1>
2. **Tayleitha Pythowani:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6351&NewsCategoryID=3&CampusID=1>
3. **Leha and Keith Miller:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6344&NewsCategoryID=3&CampusID=1>
4. **Elizabeth McKay:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6352&NewsCategoryID=3&CampusID=1>
5. **Marc Pierce:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6337&NewsCategoryID=3&CampusID=1>
6. **Tanya Chappell:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6341&NewsCategoryID=3&CampusID=1>
7. **Kristi Biundo:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6325&NewsCategoryID=3&CampusID=1>
8. **Alison Myers:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6348&NewsCategoryID=3&CampusID=1>
9. **Mary Stephens:**
<http://www.sienaheights.edu/MeetSienaDetails.aspx?NewsArticleID=6331&NewsCategoryID=3&CampusID=1>



Think HIGHER

SIENA HEIGHTS UNIVERSITY
at Monroe County Community College



Open New Doors

The Bachelor of Business Administration Degree with a major in Accounting is designed for people planning to work in the field of accounting for either a public or private firm. The Accounting major at Siena Heights University meets the current requirements for those planning to take the Certified Public Accountant Examination or the Certified Management Accountant Examination.

Curriculum Overview (see more details on back)

30 semester hours from Siena Heights University that includes:

- 21 semester hours in accounting and business administration
- 9 semester hours of general education courses including:
 - LAS 301 The Adult Learner
 - LAS 401 General Education Senior Seminar
 - An approved Philosophy or Religious Studies course

21 semester hours of Division Core and Cognate courses...which can be transferred in from MCCC and other accredited institutions.

Program Distinctions

- Transfer friendly policies and services; Siena Heights allows up to 90 semester hours of transfer credit toward its 120 semester hour Bachelor's Degree requirement.
- Credit for CLEP tests and other "college equivalent" prior learning, including workplace training and hospital-based programs.
- Evening, weekend and online courses offered to meet the needs of working adults throughout the Monroe area.
- Personalized advising and outstanding faculty with real world experience.
- A university that recognizes the dignity of each student...you are treated as an individual and not a student number.

Call Today for More Information!

734.384.4133

www.sienaheights.edu/mccc

<p>Thirty (30) hours of course work from Siena Heights University at 300/400 level including:</p> <ol style="list-style-type: none"> 1. 21 semester hours of course work in Accounting and Business Administration as follows: <ul style="list-style-type: none"> • ACC 441 Auditing • FIN 340 Managerial Finance • ACC 460 Advanced Accounting • Two Approved Electives from the following list: <ul style="list-style-type: none"> • ACC 376 Accounting Information Systems • ACC 463 Financial Statement Analysis or another approved accounting elective • One Management Validator from the following list: <ul style="list-style-type: none"> • MGT 357 Production and Operations Mgt. • MGT 360 Human Resource Management • MGT 361 Organizational Behavior • MGT 440 Small Business Management • One Marketing Validator from the following list: <ul style="list-style-type: none"> • MKT 350 Consumer Behavior • MKT 351 Advertising and Promotion • MKT 436 Marketing Research • MKT 460 Marketing Management • MKT 470 Global Marketing 2. LAS 301 The Adult Learner 3. LAS 401 Senior Seminar 4. One Philosophy or Religious Studies Course 5. Proven proficiency in Math and Writing 	<p>Division Core and Cognate course requirements can be taken with Monroe County Community College. Courses are listed in the MCCC course numbers.</p> <ol style="list-style-type: none"> 1. Business and Management Requirements: <ul style="list-style-type: none"> • BMGT 201 Principles of Management • MCOM 201 Principles of Marketing • ENGL 102 or 155 Business Communications or Technical Writing 2. Cognate Requirements: <ul style="list-style-type: none"> • ACCTG 151 Principles of Accounting I • ACCTG 152 Principles of Accounting II • CIS 130 Principles of Computerized Information Systems • ECON 251 Principles of Economics I • ECON 252 Principles of Economics II • BSLW 251 Business Law or BAM 340 Legal Environment of Business (SHU) • MATH 162 Descriptive Statistics 3. Accounting Requirements: <ul style="list-style-type: none"> • ACCTG 251 Intermediate Accounting I • ACCTG 254 Intermediate Accounting II • ACCTG 252 Cost Accounting • ACCTG 255 Intro to Taxation
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Other Requirements:

1. All students must submit an Application for Admission and be accepted into the program.
2. Students must maintain a 2.0 GPA in all course work and a 2.25 GPA in the core program requirements and all accounting elective coursework.
3. Students undertaking double or contract majors or minors must maintain a 2.25 GPA overall and a 2.5 GPA in the major or minor concentrations.
4. Accounting students transferring credit for MGT 302, Management Principles and Cases, or MKT 310 Marketing Principles and Cases must complete a minimum of one additional upper level course in Management and Marketing. These courses are known as *validators*. Not all elective courses qualify as *validators*. See your advisor for details.
5. All major requirements must be met through classroom experience. Independent study, co-op, CLEP or prior learning experience credit do not fulfill the requirements of the major and will be applied toward overall degree requirements.



Opportunity **U**
SIENA HEIGHTS UNIVERSITY
Metropolitan Detroit Program

Earn Your Bachelor of Applied Science Degree in Radiography with Siena Heights University

3 + 1 = Bachelor of Applied Science Degree

Graduates of Henry Ford Community College's program can easily transition their associate degree studies into Siena Heights University's Bachelor of Applied Science degree program. By combining the completed 90 credit hour HFCC program and Siena Heights University's required 30 credit hour program, a student can earn a Bachelor of Applied Science degree (assuming all liberal arts requirements are met). The Siena Heights University program uses the completed HFCC associate degree major as the BAS major. See the other side for more details.



WHY Siena?

- The HFCC program prepares students to go immediately into their chosen field.
- Siena Heights University's flexible evening, weekend, blended online and totally online classes enable working professionals to work full-time and complete their bachelor's degree at the same time.
- The HFCC/Siena Heights University partnership makes earning a bachelor's degree affordable, as students are able to complete 90 semester hours at the lower community college rate.
- Siena Heights University is located just 15 minutes north of Henry Ford Community College in Southfield, on 10 Mile near Evergreen.

www.sienaheights.edu/mdp

Advising Overview for the HFCC/SHU Radiography BAS Partnership



Prerequisite Courses

BIO 233 Anatomy & Physiology	4
AH 100 Medical Terminology	4

SUBTOTAL 8

Radiography Requirements

Required Core Courses

	Cr. Hrs.
RAD 101 Introduction to Radiography	1
RAD 108 Patient Care Techniques	3
RAD 109 Clinical Education I	3
RAD 111 Principles of Radiation Protection	2
RAD 118 Radiographic Positioning I	3
RAD 158 Radiographic Positioning II	3
RAD 161 Imaging Equipment	1
RAD 166 Radiographic Film Processing	2
RAD 171 Principles of Exposure and Film Evaluation	3
RAD 188 Radiographic Positioning III	2.5
RAD 190 Clinical Education II	3
RAD 194 Clinical Education III	1
RAD 197 Clinical Education IV	3
RAD 206 Pathology/Film Evaluation	2
RAD 209 Clinical Education V	3
RAD 212 Introduction to Quality Assurance	1
RAD 227 Radiographic Positioning IV	3
RAD 257 Radiographic Positioning V	2
RAD 267 Radiation Physics	4
RAD 274 Radiation Biology	2
RAD 286 Registry Review	2
RAD 290 Clinical Education VI	3
RAD 294 Clinical Education VII	3
RAD 298 Clinical Education VIII	1
SUBTOTAL	56.5

REQUIRED SUPPORT COURSES

BIO 234 Anatomy and Physiology II	4
HCS 106 Introduction to Phlebotomy	1
HCS 131 Computers in Health Care	3
PHYS 133 Principles of Physics	4
POLS 131 Introduction to American Government and Political Science OR	
SSC 131 A Survey of the Social Sciences	3
SUBTOTAL	15

GENERAL EDUCATION COURSES

ENG 131 Composition	3
ENG 132 Composition II	3
SUBTOTAL	6

ADDITIONAL ELECTIVE COURSES

SHU accepts up to 90 credit hours towards their 120 hour program. To select additional elective courses contact an academic advisor at SHU

SUBTOTAL	12.5
TOTAL PREREQUISITE COURSES	8
TOTAL RADIOGRAPHY COURSES	56.5
TOTAL SUPPORT COURSES	15
TOTAL GENERAL EDUCATION	6
TOTAL ADDITIONAL ELECTION COURSES	8.5
TOTAL TO TRANSFER	90



BAS Degree Requirements

Liberal Arts Education Requirements at SHU Credits

LAS 301 The Adult Learner	3
An Approved Philosophy or Religious studies course	3
LAS 401 Senior Seminar: Integrative Experience	3

Electives to be taken at SHU

7 elective courses (3 credits each) to fill the remainder of the 30 credit hour residency requirement

Total Hours At SHU to complete BAS Degree 30

Candidates for the Bachelor's degree must fulfill a liberal arts requirement and must demonstrate proficiency in writing and mathematics.

Available Minors

Siena Heights University offers a number of optional minors for students who would like to focus their elective credits in one area. The credits taken as part of these minors fit into the "Elective Credits to be taken at SHU" area listed above (21 credit hours), though some are a better fit than others. The following minors are available:

Management	Technology Management
Marketing	Health Care Administration
Business Administration	Psychology
Behavioral Science	

Other Available SHU Degrees/Majors

Though the Bachelor of Applied Science degree program is probably best suited for working professionals, there are other majors offered by the Siena Heights University Metropolitan Detroit Program. Additional majors include Bachelor of Arts degree programs in community services, multidisciplinary studies, and professional communication; and Bachelor of Business Administration degrees with concentrations in management, marketing and finance. Speak to a Siena Heights University advisor to see how your completed HFCC degree program might transfer into one of these additional majors.

To take the next step in transferring from Henry Ford Community College to Siena Heights University's Metro Detroit program, call the number listed below!

If you are interested in transferring to Siena with a different curriculum or before you have the full 90 semester hours detailed please call the number listed below and talk to an advisor. We can develop a transfer plan that will work for you.

Henry Ford Community College
Radiography Program
313.317.6595 • www.hfcc.edu

Siena Heights University
Metropolitan Detroit Program
800.787.7784 • www.sienaheights.edu/mdp