

Ronald Kraft, PhD, Takes Over as President of Southern California University of Health Sciences

On September 1, 2007, Ronald Kraft, PhD, took over as president of the Southern California University of Health Sciences (formerly known as LACC).



Ronald Kraft, PhD

Dr. Harry Douglas, chairman of the University's Board of Regents, announced Kraft's selection following a seven-month search for a successor to Dr. Reed Phillips who retired August 31st. According to Douglas, the Board interviewed several candidates but chose Kraft because they felt he would be right for the plans the university has for the future. "The breadth of his [Kraft's] experience and expertise,

especially his extensive background in fund-raising, strategic planning, entrepreneurship, marketing, community outreach, and fostering student friendly environments, will prove essential in terms of fulfilling the university's strategic agenda," Douglas said.

Dr. Kraft, a native of California, served three years as CEO and president of the Alliance for Corporate Education. This followed an appointment as Vice President at Lord Fairfax Community College in suburban Virginia where he also served as Special Assistant to the President. In California he served as a Professor of Entrepreneurship Chair, and directed the Community Programs at Southwestern Community College. Dr. Kraft has also held senior level positions in the private sector.

Kraft received his PhD in Higher Education Administration and Leadership from Capella University in Minnesota and his Master's and Bachelor's degrees from San Diego State University.

"Southern California University is a remarkable opportunity for strategic leadership," said Dr. Kraft. "Our new vision to be recognized as the premier educational institution for complementary and alternative medicine in the United States is a powerful motivator for faculty, staff and students."

Palmer College Receives NIH Grant for Expanding Evidence-Based Practice in College Curriculum and Research Efforts

Palmer College recently received official notice of a grant award from the National Institutes of Health, National Center for Complementary and Alternative Medicine. This is a one-year grant for \$110,000 with an option for an additional three years at a total of approximately \$750,000. This grant, according to the College, "will aid in Palmer's ongoing efforts to further develop faculty, create a more evidence-based curriculum and expand research efforts throughout the College."

"Palmer is committed to providing the best education possible to future doctors of chiropractic," said Palmer College Executive Director of Research Christine Choate, DC, PhD, and principal investigator of this project. "An important component of this process," said Dr. Choate, "is to enhance the students' ability to think critically and to incorporate new knowledge about how to deliver high quality chiropractic care to patients. This grant will enhance Palmer's ability to carry out this important component of our mission. We are very excited that the NIH shares our enthusiasm for this team effort between research and academic affairs at Palmer."

Professor Cynthia Long, who serves as co-principal of this project, added that they would start out "by assessing atti-

tudes and knowledge among faculty and students about evidence-based practice. This information will help us," she said, "in developing training programs to assist faculty in incorporating research finding and evidence in courses throughout the curriculum."

"Our faculty and administration remains committed to providing the best education possible for our students, preparing them for the demands of chiropractic practice and the contemporary evidence-based health care environment they will encounter," Vice Chancellor for Academic Affairs Dennis Marchiori, DC, PhD, remarked. "Having external support for these ongoing efforts is very important to improve our program at a more rapid pace than would otherwise be possible."

Educators and researchers at the University of Iowa and Thomas Jefferson University in Philadelphia, Pa., will serve as consultants to Palmer in implementing faculty and student training programs in evidence-based practice. In addition, a Palmer advisory committee consisting of a cross section of administrators, faculty and students will play a key role in implementing the objectives of this grant.

The program will be started on the Davenport campus and then rolled out to the West and Florida campuses.

New Website Allows Students to Communicate with One Another

A new website, www.DC2BE.com, meant specifically for chiropractic students is now up and running thanks to Dr. Robert Braille of Marietta, Georgia. This is not just a website for viewing but also for interaction and communication between students. It includes an open forum that allows chiropractic students open access to communicate and post their thoughts and comments unique to the chiropractic student experience. With the growth of sites such as *My Space* and *YouTube*, millions of people have had a place to reach out and share their common interests. Chiropractic students have not had an online place specifically for them where they could share their unique experiences. Now they do.

With the opening of this new website students will have access to the news in chiropractic and also be able to control the discussions online by sharing in the open forums. The site contains several features that students may find useful.

Open forums are the main focus of the sites. Different areas of discussion, known as "threads" have been set up for the specific concerns of chiropractic students. These threads include a general thread on Student Life, where students can share their experiences on life in chiropractic college. There are also threads on Financial Aid, Clubs, Seminars, Philosophy, Science, and Technique. There are also sections with threads on both State and National Boards where students can share tips and ideas on these important examinations. Also, there are

individual threads for each of the chiropractic schools.

Dr. Braille said he decided to create this site because he felt that "chiropractic students are a unique community. They have a shared experience that is different from other college and professional students. I felt that they needed a place where they could feel empowered to express themselves openly and grow from each other's experience," he said.

Dr. Braille also expressed his concerns about groups that take advantage of students. "There have been instances when groups and organizations that in my opinion have preyed on students and taken advantage of them. The best way that I can see to protect students is to bring these issues to light. An open forum allows discussions in the open which may help prevent students from being taken advantage of."

An open calendar of events allows student organizations to post club meetings and events so that all students can see and participate in these functions. A classified Ad section is also included so students can sell and purchase items that they may need.

The site also contains a growing area of student resources. These include an area with the listing of the 33 Principles as well as a page of helpful links that include other websites students may need. To show the focus of this site, there is a picture of the plaque at the corner of Second Street and Brady in Davenport Iowa commemorating the first chiropractic adjustment on September 18, 1895. (www.DC2BE.com)

300+ PRACTICES
VIRTUALIZE

Introducing the Revolutionary Next Level to Your Practice Growth and Transformation

METAMORPHOSIS™

Imagine the #1 Success Coach in Chiropractic and
the #1 Growth Seminar in the World . . .

Coming to your Practice.

Now Imagine Discovering How the Dreams of
over Fourteen Thousand Teams Have Become Reality:

Work Less → Serve More
Say Less → Mean More
Do Less → Achieve More

300+ Adjustments in 28 hours per week
Serving Lifetime Family Wellness Patients
while collecting \$50,000+ per month in cash

Only the first 35 chiropractors who are committed to
building their practices will receive an invitation to the

Metamorphosis Webinar

August 20 or September 17, 2007
2:00 PM or 8:00 PM
(Times are Central Time Zone)

TO REACH THE NEXT LEVEL, REGISTER FOR METAMORPHOSIS TODAY

www.morphyourpractice.com

800.366.5478