

# COLLEGE ROUND-UP

## CLEVELAND CHIROPRACTIC COLLEGES

### College initiates affiliation agreements with Tennessee and Arizona schools

In a collaborative effort to assist students seeking a Doctor of Chiropractic degree, Cleveland Chiropractic College has made articulation agreements with Middle Tennessee State University (MTSU) in Murfreesboro, Tenn., and Maricopa Community College (MCC) in Arizona. The program is designed to aid students at both institutions who wish to pursue chiropractic following their undergraduate studies.

Students accepted into the program will be allowed to complete their final year of course work from their previous school while concurrently taking the first year of their chiropractic classes at either of the Cleveland campuses — Los Angeles or Kansas City. The benefit for students is the ability to do an accelerated course of study that will allow them to obtain their professional degree in lesser time.

"The affiliations with MTSU and MCC will be mutually beneficial to the institutions involved, extending the options available to each school's students and encouraging high caliber students to pursue a career in chiropractic," said Dennis Giacomino, vice president of enrollment management at Cleveland.

MITSU is the fastest growing state university in Tennessee. The school boasts the most stringent admission requirements among the public universities in the state. Average scores on the ACT exam have exceeded state and national averages for the past five years. The Maricopa Community Colleges comprise 10 colleges with more than a quarter million students.

### Cleveland-KC kicks off second year as sponsor of city's historic American Royal

The Kansas City campus kicked off its second year as an official sponsor of Kansas City's historic American Royal by participating in the 81<sup>st</sup> annual parade on September 30<sup>th</sup>. More than 30 students, faculty and staff members represented Cleveland, many carrying a large colorful banner bearing the college name and logo. Others rode inside or walked alongside a pickup adorned with Cleveland banners. Some of the faculty and staff drove their sports cars and two others rounded out the parade by riding along the route on their Harley-Davidson motorcycles.

The American Royal is a celebration of agriculture's role in the Midwest and includes a variety of horse shows, livestock competitions and rodeo events that draw more than 250,000 visitors to Kansas City from across the country every year. It has become an institution in Kansas City since its inception more than 100 years ago.

"This sponsorship, along with the participation of Clevelanders in these events, positions the college and the profession in front of tens of thousands of American Royal visitors each day, thus enhancing an awareness for chi-



*Cleveland-KC students, faculty and staff participate in the opening day parade of Kansas City's historic American Royal.*

ropractic and the DC practitioners in the local Kansas City metropolitan community," said Dr. Carl S. Cleveland III, president. "Cleveland is a proud sponsor and is honored to be part of this long and respected Kansas City tradition."

## SHERMAN COLLEGE OF STRAIGHT CHIROPRACTIC

### Sherman establishes Leadership Institute, Philosophy Academy

In the interest of building leaders — including leaders of thought — in the chiropractic profession, Sherman College has launched two new programs: the Practice Management Institute and the Academy of Chiropractic Philosophers.

The Leadership and Practice Management Institute (LPMI) was formed with the idea of creating and promoting a culture of ever-improving leadership in the chiropractic profession. One of the basic ideas of the program, according to Dr. Jon Schwartzbauer, director of LPMI, is "to put the idea of everyone being a leader in front of our colleagues. We want to provide the opportunity for everyone, regardless of their present abilities to move to the next level. That's one way to ensure that the concept of leadership becomes a part of how everyone perceives the profession."

The Success Coloquim, a series of seminars started earlier this year is the first step in the Leadership and Practice Management Institute's efforts to promote these concepts and enhance leadership and practice management skills.

The second new program for Sherman this year is the establishment of an Academy of Chiropractic Philosophers (ACP). The ACP is a one-year course designed to increase the understanding and depth of the philosophy of chiropractic. The ICA Council on Chiropractic Philosophy has agreed to accept the ACP designation as the first year of study toward its Diplomate in Chiropractic Philosophical Standards (DPhCS), said ICA Philosophy Council Chair, Dr. Rob Sinnott.

## NORTHWESTERN HEALTH SCIENCES UNIVERSITY

### Save our School campaign collects more than 3,000 supplies

Northwestern's annual Save our Schools campaign collected nearly 3,000 school supplies for Washburn

Elementary School in Bloomington, Minnesota. The supplies included pencils, boxes of crayons, folders and tablets.

This was the fourth year that Northwestern has conducted this campaign, although it was the first year the campaign benefited this particular elementary school. This year's collection was three times that of any previous year.

### Consumer health information programs receive Gold Award

Northwestern's Natural News Service was selected as a winner in the 13<sup>th</sup> annual National Health Information Awards. This program recognizes the nation's best consumer health information programs and materials.

Natural News Service received a Gold Award for Consumer Decision-Making Information. This service, coordinated by PR coordinator, Jamie Hunt, provides four articles a month on natural health care to 900 newspapers in Minnesota, Iowa, Wisconsin, North Dakota and South Dakota. Plans are ongoing to expand the service to the entire mid-west. In 2007 the Natural News Service will also offer radio stations in Minnesota audio editions of the articles.

The awards program is coordinated by the Health Information Resource Center, a national clearinghouse for consumer information programs and materials. More than 1,000 entries were submitted for the awards; a national panel of health information experts evaluated the submissions.

"It is wonderful for the Natural News Service to be recognized," said Hunt. "To be selected from hundreds of entries

shows how important health care professionals consider natural health care to be." Other award recipients include the Mayo Clinic, *Ladies Home Journal*, *Shape Magazine*, March of Dimes and the American Heart Association.

## PARKER COLLEGE OF CHIROPRACTIC

### Students, faculty, alumni provide chiropractic care to athletes at Central American and Caribbean Games

Faculty, staff, students and alumni from Parker College recently traveled to Cartagena, Colombia, to provide chiropractic care to athletes at the 20<sup>th</sup> Central American and Caribbean Games.

Through a sponsorship agreement with the organizing committee, Parker College helped athletes from 32 countries participating at the games. "Parker College was honored to participate as a sponsor in this historic event," said Parker President Dr. Fabrizio Mancini. "In addition to providing chiropractic care to world-class athletes, millions of sporting enthusiasts saw first-hand the positive impact and benefits chiropractic services can provide."

Dr. Ken Thomas, vice president for academics, explained that many of the athletes who participated in the games reside in countries that do not provide medical staff for their teams. "We treated some athletes who needed immediate attention for injuries sustained during the competition. Athletes from countries such as Belize and Guyana had no team doctors. They were very open to chiro-

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