



**Marshall B.  
KETCHUM UNIVERSITY**

..... **AT A GLANCE** .....

# Welcome Note *From the President*



*Julie A. Schornack, OD, MEd*

The founding of Marshall B. Ketchum University was built upon and continued a long legacy of compassionate health care education, transforming a century-old optometric institution into a multidisciplinary, interprofessional health care University. Now comprised of the Southern California College of Optometry, the School for Physician Assistant Studies, and the College of Pharmacy, Marshall B. Ketchum University has a storied history as one of southern California's preeminent educators of health care professionals.

## OUR VISION

*We seek to reimagine the future of health care education.*

## OUR MISSION

*To educate caring, inspired health care professionals who are prepared to deliver collaborative, patient-centric health care in an interprofessional environment.*

# WELCOME TO MARSHALL B. KETCHUM UNIVERSITY!

# HISTORY OF MBKU

## START

Founded as the Los Angeles School of Ophthalmology and Optometry (LASOO) by Marshall B. Ketchum, a medical doctor who saw an opportunity to meet a demand for formal optometric education in southern California.

LASOO was the third-oldest optometric program in the country, and Dr. Ketchum taught classes in offices adjacent to his medical practice in downtown Los Angeles.

1904

## 1909 - 1922

The profession of optometry began to grow in eminence and respect, expanding the scope of its curriculum and changing locations and names. It was renamed the Los Angeles College of Optometry and Ophthalmology, then the Los Angeles Medical School of Optometry and Ophthalmology, then, eventually, the Los Angeles School of Optometry, a designation it would hold for nearly 50 years.

These changing names and a number of affiliations during the early years represented Dr. Ketchum's ambition to grow the profession of optometry as well as the school's place at the vanguard of educating its practitioners with rigorous didactic and clinical instruction.

## 1930

The Los Angeles School of Optometry officially became affiliated with the University of Southern California, under their Department of Physics and Optics.

This partnership granted LASO greater financial stability and the increased prestige that came with being a part of a major university until the affiliation was dissolved in 1933.

## 1948

As the scale of optometric practice began to reflect more and more the number of optometrists who established and ran a private office, Los Angeles School of Optometry was at the forefront of developing curriculum specifically designed to train its students how to do this profitably.

In 1948, LASO changed its name to Los Angeles College of Optometry.

## 1954

The College celebrated its 50<sup>th</sup> anniversary. At “50 Years of Vision,” the future was bright, with a new name, new facilities, a new 3-year curriculum, high enrollment, a large applicant pool, and strong finances.

## 1970s

Space for the continually flourishing institution at LACO’s campus became a more pressing issue. The decision was made—to move the location to Fullerton, CA.

The campus was designed and built from the ground up and renamed the Southern California College of Optometry.

## 1979

As the College celebrated the 75<sup>th</sup> anniversary, it also celebrated its continually expanding programs, its multiple clinical endeavors in Orange County and Los Angeles, its developing opportunities for continuing education, its sterling academic reputation, and the increasing diversity of its applicants.

## 1964

The College was awarded a US Public Health Service Grant for the development of a low vision rehabilitation clinical training center.

## 1969

The Low Vision Center opened and immediately became a success story, providing excellent patient care to the Los Angeles community and crucial education in low vision to students and practitioners.

## 1973

The campus at Fullerton was formally dedicated, representing the culmination of great efforts by administration, faculty, trustees, and alumni. The beautiful new facilities had plenty of room for expanding enrollment, a clinic that would serve Orange County patients, and a young, motivated president to lead the College into the future.

## 2004

The College's sixth President Dr. Lesley Walls began his presidency by embarking on a capital campaign to raise funds for the complete renovation of SCCO's clinical facility renamed the Eye Care Center upon its completion in 2004, just in time for the celebration of the College's 100<sup>th</sup> anniversary. This clinical location for students was just one of many extensive and diverse opportunities; and as new legislation continued to expand optometric practice, SCCO students were continually well-prepared by the College's exceptional faculty and state-of-the-art facilities.

## 1980s-1990s

SCCO thrived, growing its endowment and remaining on the cutting edge of optometric education, as it embraced the use of computer-based technology in instruction, eye care, and administration.

## 1997

SCCO's continued success found the College beginning to recognize the need for the modernization, renovation, and expansion of the facilities. 1997 saw the groundbreaking of SCCO's first major building project since moving to Fullerton, a 23,000 sq. ft. structure that included classrooms, a new library, computer lab, offices, and a parking structure.

## 2008

The College appointed Dr. Kevin Alexander as the seventh President of Southern California College of Optometry. Dr. Alexander received a mandate from the Board of Trustees to take the college to the next level. Dr. Alexander turned SCCO's vision toward the future, identifying a pathway to engage with three emerging trends: the difficulty of single-discipline health care institutions continuing to succeed, the advent of a team-based approach to health care, and the preference for an interdisciplinary, collaborative approach to health care education.

## 2013

SCCO officially established the School of Physician Assistant Studies, followed soon after by the College of Pharmacy. In order to incorporate the new programs, the institution would pursue university status. The SCCO Board of Trustees officially established Marshall B. Ketchum University, naming Dr. Kevin L. Alexander as the Founding President.

Under the vision and leadership of President Alexander, SPAS and COP were granted every level of accreditation at each juncture, allowing the University to waste no time in pursuing its ultimate mission: to educate caring and compassionate health care leaders.

## 2015

One of MBKU's most pressing needs was met in 2015 when the University purchased an 80,000 sq. ft. building in Anaheim and created Ketchum Health, the premier patient care and clinical teaching facility of MBKU. The University Eye Center was moved from Fullerton to this state-of-the-art medical facility, and patient care services for the SPAS and COP programs are also located there, expanding the reach of MBKU as it provides essential health care to its community and continuing MBKU's long tradition of excellent clinical education.

## 2022

Dr. Julie A. Schornack was appointed the second President of Marshall B. Ketchum University and the first female President of the institution. A longtime member of the SCCO and MBKU family, Dr. Schornack's leadership in the profession of optometry ensures that MBKU's commitment to excellence in education and patient care continues to thrive.

## 2023 - Today

Marshall B. Ketchum University is leading a momentous change in health care education. Each student Optometrist, Physician Assistant or Pharmacist has the ability and opportunity to work together to positively affect the lives of those seeking health care. In this way, our institution remains dedicated to providing only the highest level of education preparing students for the interprofessional delivery of health care.

# VALUES

**ACCOUNTABILITY** We are committed to honesty, fairness and responsibility for our words and actions.

**CARING** We strive to address the needs of our university community and others by nurturing a spirit of compassion.

**EXCELLENCE** Consistent with our legacy, we are committed to achieving outcomes of the highest quality.

**INNOVATION** We have the courage to dream and experiment with creative and unique ideas.

**RESPECT** We value the unique talents and diversity of people, strive to work collaboratively, and honor the open exchange of ideas.



# PROGRAMS



## **Southern California College of Optometry**

Est. 1904

- This 4-year program combines teaching, patient care, research, and public service to help students earn a professional Doctor of Optometry (OD) degree.

# SCCO



## **School of Physician Assistant Studies**

Est. 2011

- This 27-month program provides the highest quality physician assistant education through excellence in teaching, patient care, research and public service.
- The School of PA Studies offers a post-baccalaureate program leading to the degree Master of Medical Science.

# SPAS



## **College of Pharmacy**

Est. 2013

- This 4-year program combines intensive classroom study with hands-on experiential learning, including both required and elective clinical rotations to help students earn a Doctor of Pharmacy (PharmD) degree.

# COP

# MBKU LOCATIONS

## Main Campus



**2575 Yorba Linda Blvd.  
Fullerton**

## Ketchum Health



**5460 E. La Palma Ave.  
Anaheim**


## UECLA




**3916 S. Broadway  
Los Angeles**

 President's Office/  
Administration

 Administration

 Enrollment & Student  
Services

 Marketing &  
Communication &  
Multimedia Services

 Classroom & Labs

 Library


 University Eye Center


 Optical Showroom

 Medical Clinic


 Pharmacy Lab

 Advancement

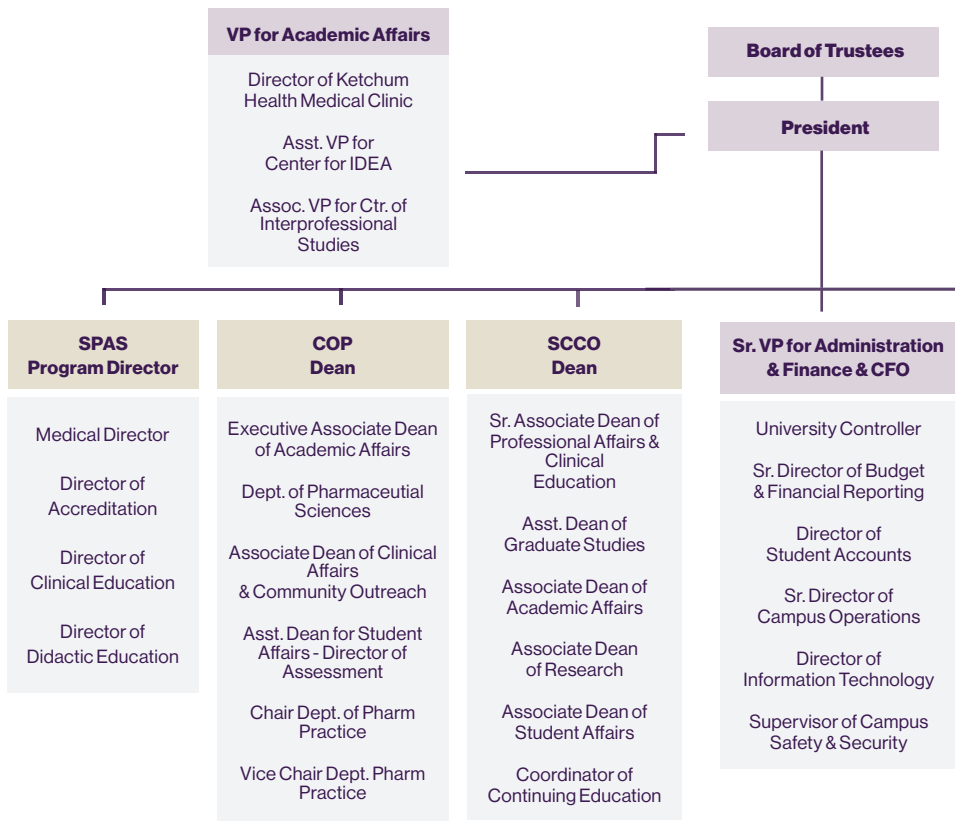
 Primary Eye Care &  
Specialty Services

 University Eye Center  
(Los Angeles, UECLA)

 Optical Showroom

 Primary Eye Care &  
Specialty Services

# UNIVERSITY ORGANIZATIONAL



# CHART

## **Ketchum Health**

University Eye Center  
Los Angeles

University Eye Center  
Anaheim

### **VP for Enrollment & Student Services**

Director of University  
Student Affairs

Director of Financial Aid

Asst. VP for Student  
Information Management  
and Registrar

Admissions Directors

### **VP for University Advancement**

Director of Development

Assoc. Director of  
Development & Alumni  
Relations

### **VP for Human Resources**

Senior HR Generalists

### **Marketing & Communications & Multimedia**

Assoc. VP for  
Marketing &  
Communications

Senior Director of  
Multimedia Services