

MARSHALL B. KETCHUM UNIVERSITY

# PRESIDENT'S REPORT

2018-19  
FISCAL YEAR



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2018-19 FISCAL YEAR

*The President's Report is published once a year and is sent to University alumni, faculty, staff and friends of Marshall B. Ketchum University.*

## PUBLISHED BY MARSHALL B. KETCHUM UNIVERSITY

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## Marshall B. KETCHUM UNIVERSITY

### OUR VISION

We seek to reimagine the future of health care education.

### OUR MISSION

The mission of Marshall B. Ketchum University is to educate caring, inspired health care professionals who are prepared to deliver collaborative, patient-centric health care in an interprofessional environment.

### OUR CORE VALUES

Marshall B. Ketchum University is guided by the values of:

**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.

*Marshall B. Ketchum University and Ketchum Health is a 501 (C)(3) nonprofit institution.*

ONGS TO  
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**Dr. Kevin L. Alexander** was named the founding President of Marshall B. Ketchum University in 2013. Under his vision and leadership, the institution has transformed from a single-discipline college to a multidisciplinary interprofessional University with the addition of the School of PA Studies and the College of Pharmacy.

*Early this year, as we wrapped up work on the 2018-2019 President's Report, I was particularly excited about the direction this edition was taking. We had expanded the President's Report to feature even more of the people of MBKU who are at the heart of our success.*

We had stories about donors who believe in the importance of giving back to current and future students, faculty who invest not just their expertise but also their resources into those students, and, of course, a sampling of the many students who benefit from these generosityies.

Then, just as we were set to go to print, a few short days changed everything. Finding ourselves in the midst of a global pandemic, our priorities shifted to 1) protecting the health of our students, faculty, staff and administrators; and, 2) pivoting from traditional lectures/labs/clinics to a remote learning platform that assures MBKU students continue progress toward their degrees. In the first three weeks of the crisis, we essentially shut down the campus and invented a new approach: students and faculty have shifted to online instruction, our employees are working remotely, and we have restricted our Ketchum Health clinics to only emergency and urgent care. These are unprecedented actions for an unprecedented crisis, and we are navigating it with caution and resolve.

What I am greatly encouraged by during this time is what has *not* changed. The heart of MBKU – the people who comprise its campus and clinics – is as strong as ever, and the dedication and courage of this community continues to shine through. While we would prefer never to face circumstances as dire as these, they do serve as a stark reminder of how absolutely essential our mission to educate health care providers is. We have decided to move forward with publishing this President's Report, and my hope is that you'll draw some inspiration from the extraordinary people you share this community with.

This Report captures the coming-of-age of MBKU, from a highly-esteemed optometry college to an innovative, interdisciplinary health care university. This was a massive undertaking, from the establishment of curriculum to the logistics of finding space on campus for new programs. Over the past eight years, we have reshaped the physical campus to accommodate our growth, expanding and adding cutting-edge learning and clinical spaces that serve students, faculty, and patients.

I am also honored to share a special edition of Ketchum Conversations, which features an interview with Dr. Jennifer Coyle, our new Dean of the Southern California College of Optometry. Dr. Coyle's experience in optometric education is extensive, and she brings strong and passionate leadership to the role.

Finally, I am more grateful than ever for those who value MBKU and choose to support its programs through financial pledges. This support is crucial to our ability to remain competitive and attractive to prospective students, and to continue providing current students every resource they need to be successful at MBKU. In a few short weeks, the nature of these resources has changed a great deal, and our ability to adapt and innovate has a lot to do with our knowing that these students are still supported by those who invest in their education.

Wishing you health and safety,

A handwritten signature in black ink that reads "Kevin L. Alexander". The signature is fluid and cursive, written in a professional style.

**Kevin L. Alexander, OD, PhD**  
President

# SHARING THE LOVE

As our nation manages the COVID-19 pandemic, MBKU is putting the safety and health of our community as a top priority. We are also truly seeing the spirit of our MBKU family through this time, and that spirit has shown through in our social media channels. The strength and community during this time of uncertainty have proven that no matter the distance, we are all in this together. #WeAreMBKU.



## TELEMEDICINE

We're committed to offering you the best care possible and convenient access is a big part of that. Since seeing us in the office isn't always possible now, you can now schedule a virtual visit with your optometrist using the EyecareLive app. Use the app if 1) you have a non-emergent condition like red eye, pink eye, red eyelid, stye, irritation, 2) need a follow-up visit for contact lens, dry eye, post op, and more, 3) need to remotely monitor a condition, 4) send secure messages to your doctor. For more information, visit [ketchumhealth.org/virtualeyecare](https://ketchumhealth.org/virtualeyecare)



## FOOD DONATION

In times like these, we turn to lessons from Mr. Rogers, "Always look for the helpers. There's always someone who is trying to help." We're so amazed at some of the responses we've seen to #COVID19 such as from PA student, Aaron Hunro, who helped set up a GoFundMe to say #ThankYouFrontliners by raising money to bring meals to health care providers and supporting local businesses! Their first donation allowed them to feed the team at West Anaheim Hospital Emergency Department with food from @pizzaprojectusa

If you want to learn more and contribute, check out @aaronangkor or <https://www.gofundme.com/f/thank-you-to-frontline-healthcare-providers>



## WORK FROM HOME

Some of our students shared their study set-up while staying at home. Whether it's a good view, cozy lights, coffee at hand, or headphones to get you in the zone, make your environment a positive space for you. Let us know what's been working for you! #WeAreMBKU #MBKUTogether



## DISTANCE LEARNING

From recording a dissection in the studio to assisting students with online lectures, MBKU Multimedia Services Department is doing what they can to help professors record lectures and students continue learning. #DistanceLearning #MakeItWork #MBKUTogether

Stay connected, follow us on social media. @ketchumuniversity and @ketchumhealth on Facebook. @mbketchumu on Twitter. @ketchumuniversity and @ketchumhealth on Instagram. @mbku on Vimeo. Marshall B. Ketchum University on LinkedIn.

# MARSHALL B. KETCHUM UNIVERSITY SCHOOL OF PA STUDIES GRADUATES CONTINUE PERFECT SUCCESS RATE ON BOARD EXAMS

*Earlier this year the National Commission on Certification of Physician Assistants (NCCPA), the organization that administers the PANCE certifying exam, sent out to PA schools across the country a warning of sorts: with respect to the PANCE – a five-hour, 300-question comprehensive test that covers all areas in medicine and which every PA from an accredited institution must pass in order to apply for a state license to practice – they expected a reduced pass rate, for the simple reason that they had raised the passing standard and updated exam questions. While this news might have brought about some anxiety in the PA candidate prepping for the test, Allison Mollet, MMS, PA-C, Program Director for MBKU’s School of PA Studies understood the importance. “They want to make sure the PANCE is only certifying highly qualified individuals,” she explains. “Having a difficult board exam is important because it protects patients and it protects our profession, ensuring that PAs meet certain standards.”*



So far, every single PA graduate of MBKU has met this standard on the first try.

## **A PERFECT SUCCESS RATE**

When the entire latest graduating class passed the now more difficult version of the PANCE, it maintained MBKU’s average with four years of data at a perfect 100% overall. This is an average that exceeds those of long-established PA programs with strong reputations, and it places MBKU there among the very best in the country. It’s worth noting that while students at MBKU benefit greatly from the small class size of the PA Studies program, this factor alone doesn’t account for MBKU’s accomplishment; many of the other top programs in the country have class sizes about the same as or smaller than MBKU’s.

What really accounts for this success is a variety of factors, chief among them the very high quality of student enrolled at MBKU and each student’s hard work to complete their education and become the best PA they can be. Students are supported in this goal by an institution that both demands the very best but that also offers multiple pillars of personalized support. “Our mission and our goals drive our standards here,” says Mollet. “We have a



higher threshold for passing classes than many others, and that might mean more work for us in terms of instructional strategies, remediation, and student support but it's working. Students are successfully rising to meet that bar and our graduates are well-prepared to care for patients."

### **PURPOSE AND COMMITMENT**

MBKU students also benefit from faculty and staff who consistently go above and beyond to ensure their students' progress. "Faculty put their heart and soul into their courses," explains Mollet. "Whatever it takes, whether it's revising an exam, tutoring a student or developing a new assignment, they are always pushing students to be their best and working extremely hard to put student learning above everything else." MBKU's staff is also very involved in and committed to the achievement of its students. One strong example of this is when it comes time for clinical rotations. Staff assist in placing students in rotations that are suited to the students' strengths and learning styles. "We are purposeful with our placements. We know the personalities of our students and our preceptors, and place students strategically to create the best learning environment for that particular student." And both faculty and staff work together on what is another key contributor to MBKU's success, which is the many systems in place at the school to monitor students' progress and intervene if necessary with tailored support.

*"We have a higher threshold for passing classes than many others ... Students are successfully rising to meet that bar and our graduates are well-prepared to care for patients."*

As Program Director, Mollet is quite obviously deeply proud of SPAS faculty, staff and students. More than anything, PA Mollet is grateful to have a team of faculty and staff who are able to balance the right amount of academic "push" while demonstrating caring support to help each student succeed. "Everyone in our School has a shared goal and mission that puts students' learning as top priority, and this is not something you find everywhere." MBKU's perfect record with graduates passing the PANCE also puts the institution and its deserving community on the map. "Being a newer program, not everyone has heard of us," she says. "As we go on, we will continue to be motivated, not by one certifying exam, but by our students and the impact they will make in the lives of patients as practicing PAs." ♥

A CONVERSATION WITH

# DR. JENNIFER COYLE

*This past fall, MBKU welcomed Jennifer Coyle, OD, MS, FAAO, as the new Dean of the Southern California College of Optometry. An optometrist and educator for 30 years, Dr. Coyle has extensive experience as a clinician, educator, and administrator. We sat down with her to learn a little more about her and her vision for the program.*

By Rene Scheys



Jennifer Coyle, OD, MS, FAAO  
Dean of the Southern California College of Optometry

## Q What inspired you to become an optometrist?

**A:** I was that kid who was nearsighted pretty much all of grade school and junior high. I got my first pair of glasses when I was in fourth grade and I hated them because that was the 70s and the 80s. I barely wore them. I really wanted contact lenses! The summer between my freshman and sophomore year of high school I lived in Kodiak, Alaska, and I got a job at the local Dairy Queen. I went into the local optometrist—there's only one on the island—and I said, 'I really want contact lenses. I'm 15 years old, I have to pay for them myself so would you put me on a payment plan.' And he did, but he also gave me a job. So I worked for him every day that summer and he still made me pay for the lenses, so I valued them. Many optometrists are influenced by another optometrist, and I was lucky; I had that early intervention.

## What motivated you to become an educator in addition to being an optometrist?

In the spring of my second year of optometry school, in my first contact lens course lab, I had an 'a-ha' moment. I looked at this little piece of plastic on the tip of my finger and I was just fascinated at how life changing that little bit of technology is. It's a biomedical device, and it totally transformed me from a very shy, introverted person to being someone who could experience the world because I could see it. And I was just hooked from that moment. I was so motivated and inspired by my teacher, who has been my mentor now for 30 years, that I wanted to learn as much as I could from her. I just loved everything about optometric education. You're always challenged to learn more and to really understand something because you have to pass it on to the students.



*“The value of our alumni’s degree is enhanced when we continue to promote excellence.”*

**How will you approach philanthropy as the Dean of SCCO?**

To be honest, fundraising is one of the favorite parts of my job! People get to give back in a way that really means something to them. The best part of being a fundraiser is that I develop friendships, which often naturally leads to moments where we can match people with where their heart lies. Giving is a very personal thing and I take it very seriously and thoughtfully because I respect how hard people have worked for what they have. It’s so flattering when they want to invest in something, whether it’s supporting students in a meaningful way so that their time here is easier, or whether it’s investing in new technology or in our facilities so we can continue to be cutting edge and a place where students want to come and learn. And I like being able to foster alumni pride. The value of our alumni’s degree is enhanced when we continue to promote excellence and constantly look for ways that we can be even better.

**Why is philanthropy important for a school like SCCO?**

Tuition dollars cover operations, but they cover just the bare minimum to keep things going. And we have a really vibrant dynamic profession that is always changing our scope of practice and the technology we use. The way for us to be ahead and to really shine as a program is to constantly stay fresh, and the way that we can stay fresh is to invest in exciting new things, technology training, keeping our facilities up to date. For all of that, we really do rely on support from philanthropy. The other thing about philanthropy is that our donors often have really good ideas for new directions and new things that we can focus on. There are moments when a donor may come to us and they have this fantastic idea of a resource they wish they had had as a student, or a program that they’ve implemented in their practice that they’d like to be able to offer to students, so philanthropy isn’t just the money. It’s the giving of people’s time. To me, the time, energy and expertise that our alumni and our community partners and corporate partners provide are just as rich as the dollars.

**What motivates your own giving?**

I feel like I’ve been very lucky in life and I’ve been rewarded. To be a member of this profession, I feel like it’s my duty to give back because there have been so many points in my life where somebody did something for me that really made a difference, starting with that job and the contact lenses. When I was in optometry school, I was a parent and it was expensive to survive and also support a family, and I was a recipient of a very impactful scholarship. At the middle of my fourth year of optometry school, in the beginning of December, I wasn’t sure how I was going to be able to buy groceries, and suddenly I received this \$2,000 scholarship from Vision Service Plan. And it allowed me to not only put food on the table but actually buy holiday gifts for my daughter. I understand the power of a scholarship for a student and how impactful that could be.

**What are you excited about as you begin your tenure as Dean of SCCO?**

I’m part of something really unique in this interprofessional environment with a president who is so inspiring and visionary. And I’ve been so impressed with the expertise of the faculty here and how invested they are in the student experience, and in supporting each other. There is this camaraderie here that is really special, and I feel lucky I get to be a part of it. I’ll add that every year at graduation, after I shake the students’ hands, I always say ‘Now, go find your bliss.’ And one of the best parts of being a dean is talking to alumni and finding out how they achieve their bliss and what their bliss is, and I think my role is to help continue to support them to do that even after they graduate. So, I like to say, we have an open invitation for alumni to reach out to me and introduce themselves and share their stories with me. ♥



# THE FLOW OF GENEROSITY

By Rene Scheys

*As an alumna of the Southern California College of Optometry, Associate Professor Dawn Lam, MSc, OD, is well-acquainted with the generosity of the SCCO community: she herself experienced it as a scholarship recipient when she was a student. At the time, Dr. Lam was grateful for the help in offsetting her tuition and proud of having been identified as a student who was deserving. As the years passed and she began her career as optometrist and educator, the meaning of those scholarships became even more impactful. “I reflect back and see that someone decades ago thought it was important to set up a scholarship,” she says. “They didn’t know who was going to get it. They just wanted to help students in optometry school and I was a lucky recipient of some of those scholarships. I am so thankful for that. Now I’m in a position to give back. There are lots of ways to give back, and everybody picks what speaks to them, but I do it because I’m appreciative of the opportunities provided to me.”*

## A LARGER PERSPECTIVE

Dr. Lam is also thankful for the education she received at SCCO, where she learned not just the technical aspects of optometry, but also in how to relate to patients and understand their health from a larger perspective. “I remember learning it’s not just about determining the patient’s prescription,” she explains. “You have to look at the whole picture. Just because a patient is manifesting a certain prescription doesn’t mean that’s the right answer. That was a hard lesson, but looking back, it was very significant.”

Now as an educator at SCCO, Dr. Lam enjoys the privilege of imparting this lesson to her students. She loves the challenge of delivering complicated concepts to students in ways that make them understand and then seeing that learning applied later as they begin their clinical education. “I enjoy breaking down the lesson plan into easy digestible concepts. Learners appreciate knowing what is expected of them and they rise to meet each challenge. The rewarding part of education is working with a student in the clinic where they can apply the concepts from the classroom to the patient they are caring for.”

## MODEL COLLABORATOR

Dr. Lam models the collaboration at the heart of the MBKU experience in her research as well. She is part of a research group called Contact Lens Assessment in Youth (CLAY) with faculty members from other institutions and just completed a study that is developing a scoring algorithm for a contact lens risk survey. The goal is to develop a tool that doctors can use to more efficiently diagnose problems that contact lens wearers experience. So whether through giving, teaching or her research, Dr. Lam is someone who, with great gratitude, is always seeking new ways to contribute to her profession.

*To learn more about student scholarships, see page 37. ♥*



# SPAS RECEIVES FUNDING TO DEVELOP SUBSTANCE USE DISORDER CURRICULUM

By Rene Scheys

*One of the advantages of the relative young age of MBKU's School of PA Studies is its ability to pursue and utilize unique funding opportunities if those opportunities add real value to the school's new curriculum. In 2019, the PA Education Association (PAEA) was awarded a \$500,000 grant over two years from the Substance Abuse and Mental Health Services Administration (SAMHSA) to facilitate the development, deployment and assessment of a standardized substance use disorder (SUD) curriculum for PA programs. In a blinded evaluation, the PAEA chose 10 educational institutions to disburse this grant money to, with each school's mandate to develop a specific part of the curriculum, and then to collaborate with each other as they put their sections together to shape the final learning module.*

## ANOTHER TOOL IN THE BOX

When MBKU was chosen as one of the 10 pilot programs, SPAS Program Director Allison Mollet, MMS, PA-C, began to put together a unit on Behavioral Addiction before meeting with PAEA and the other nine institutions in Washington, D.C. in November. The full 10-hour module for educating PA students on how to treat substance abuse disorders is now in its final stages of completion and will be implemented this year.

PA Mollet is excited about the prospect of adding an enormously relevant tool to the skillset of MBKU PA students. "We have a huge opioid and alcohol epidemic in America today, but one of the problems is that we have so few health care providers trained on how to identify and treat SUDs," says Mollet. "It is such an important health care issue, so we want our graduates to have skills that give them the most impact with patients wherever they choose to practice. It represents our commitment to be on the cutting edge of teaching what is important for graduates in today's world."

## A PART OF SOMETHING IMPORTANT

Helping develop this curriculum gives MBKU the opportunity to have a lasting influence on PA education nationwide. After a period of collecting the data produced by a pilot implementation of the curriculum, there is a potential that accrediting bodies will require it of other academic institutions. "Our desire is to be a part of something bigger than our own university," says Mollet. "We want to contribute to the field of medicine. This really has the potential to affect a health care epidemic." And even though the School of PA Studies is using the grant fund and creating the curriculum, PA Mollet doesn't intend to keep it to herself. "We're already working with the College of Pharmacy, and we have plans to expand and to apply the skills we learn to case studies, so that it's valuable to all the programs at MBKU," she says.

When one takes into account the number of people whose lives and families are personally touched by the SUD crisis, MBKU's involvement also represents a deeply important opportunity to have a lasting effect on people all across the country. ♥



  
Marshall B.  
**KETCHUM UNIVERSITY**

**Dr. Michal Mingura**  
College of Pharmacy

# THE LANGUAGE OF CARE

By Rene Scheys

*One of the ways that the College of Pharmacy at MBKU distinguishes itself among many pharmacy schools is by offering unique competitive advantages that will set graduates apart in the field from the very beginning. The collaborative, interprofessional nature of their education is one such advantage; another is the medical Spanish course that every student will take prior to graduation. Assistant Professor Michal Mingura, PharmD, FSVHP, teaches this course and she believes very strongly that medical Spanish is a tool students will come to value highly. “The Hispanic population in California is over 15 million and rising,” she says. “They have health care needs just like everyone else, and when you’re a provider you need to be able to provide health care to everyone, not just those who speak your language.”*

My goal is for students to, at a minimum, have the resources to greet their patients, and communicate the basics of their medication. Those that have experience already with Spanish can go even further, counseling, helping to translate directions and checking their technicians’ work.”

The course combines two of Dr. Mingura’s great passions: teaching and Spanish. Throughout a varied career journey that included theater production manager, emergency veterinary medicine and culminated with pharmacy, Dr. Mingura has always worked with Spanish-speaking populations, and she has always enjoyed any opportunity she has had to teach.

## **A UNIQUE GIVING OPPORTUNITY**

One of the specific things Dr. Mingura loves about MBKU is how the institution’s dedication to serving the community often connects her and her students to Spanish-speaking populations. In fact, for those who are looking to support the College of Pharmacy financially, there is an area of need that benefits both MBKU students and community members. “One of the most important areas where Spanish is necessary is with the underserved population,” she says. “Those who only speak Spanish are the ones we see when our student organizations go out and do our local health fairs and outreach events, like screenings for blood pressure, diabetes or cholesterol. In order for our students to provide these services to the underserved in our community, they need supplies. We would love to create a fund for student organizations to use in these health fairs and screening events. The goal of these screenings is to get people preventative care and keep them out of the emergency room. By being able to do these outreach events, we’re saving the system money as well as making people healthier – and very often students get to use their medical Spanish and directly serve these patients in their own language.”

*To learn more about donation opportunities of supplies, please contact [advancement@ketchum.edu](mailto:advancement@ketchum.edu) or call 714.463.7551. ♥*



# A UNIVERSITY COMES OF AGE





By Rene Scheys

## BEGINNING SOMETHING BIG ISN'T EASY,

*even in this age of the flashy technology start-up, when support is raised on little more than a direction for the future. Sometimes that goal is met, which is a testament to the massively complex undertaking of creating a university out of nothing more than a dream. When you add the unique challenges of higher education, it becomes even more impressive when the extraordinary potential of a thriving interprofessional health care institution comes to fruition, such as with Marshall B. Ketchum University. With much of the hard work of establishing two brand-new programs on the foundation of a successful college of optometry already contributing to early success, MBKU can celebrate its strong position as it comes of age as a University and looks toward a bright future of student-centered health care education.*

## NEW IDENTITY

A crucial part of “coming of age” is developing a strong identity, and this was one of the most complex challenges faced by President Kevin L. Alexander and his administration. “You have to do all the obvious things,” says Dr. Alexander, “like deciding what programs you’re going to have, then creating those programs, then hiring administrators and faculty – folks who are leaders to create visions for each of those programs – and make space for it all. But the hard part is changing the way the institution and the people within the institution think of themselves. For 100-plus years, the entire mission has been focused on optometry. But now we have to think differently, while honoring the affection SCCO alumni have for the institution. It’s been a long process, but I think we had a solid vision for why we were doing it in terms of interprofessional health care education and for the long-term viability of our institution.”

As the many individuals who comprised the community of the Southern California College of Optometry made room on campus for two new programs, they also made room in hearts and minds for the potential contained within MBKU. The culture of SCCO gave a firm footing upon which to build the culture of the School for PA Studies and the College of Pharmacy, and now all three programs

thrive (or continue to thrive) by nearly every conceivable metric. The three programs are either fully accredited or well on the path to full accreditation and they are each fully enrolled, with strong student applications.

“As I look at MBKU, I think, ‘We really have a University,’” says Dr. Alexander. “It’s very specialized. But we’re nimble and we have a vision of what we’re trying to do. We’re in excellent financial condition and as we come of age, I’m very proud of what we’ve done.” For each program at MBKU to be fully enrolled is obviously a positive; however, the University’s long-term viability truly depends on each of its programs prospering, creating sustained success from high-quality faculty operating in high-quality facilities who deliver a high-quality education. The Southern California College of Optometry, the School of PA Studies, and the College of Pharmacy all enjoy clear markers of this success.

## THREE PROGRAMS, MANY SUCCESSES

With its 100-year head start, SCCO obviously has a long track record of producing tremendous optometrists who contribute a great deal to the profession of optometry. “The reputation of SCCO has been stellar for decades,” says Dr. Alexander. “The leadership in the profession our graduates have provided, between AOA presidents,

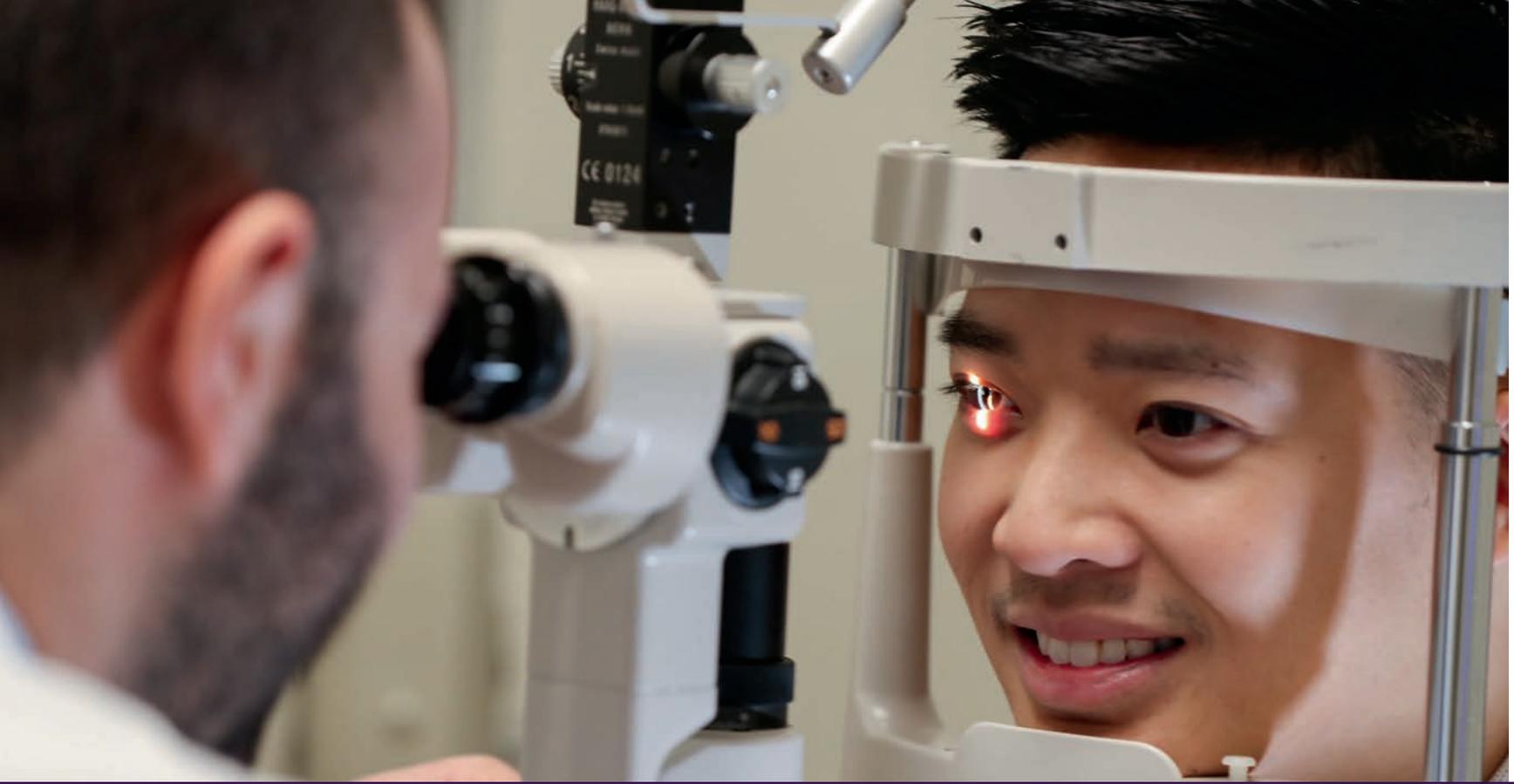


Academy presidents, research leaders as well as professional advocacy, gives us a solid reputation – not to mention that day-in, day-out quality patient care all around the world.” This year, SCCO Professor Susan Cotter, OD, MS, FAAO, was awarded the prestigious Glenn A. Fry Award and Lecture, given by the American Academy of Optometry to honor distinguished individuals who have made important contributions to advancing the profession of optometry. As the current co-chair of Pediatric Eye Disease Investigator Group (PEDIG) and a tireless educator and mentor at MBKU, Dr. Cotter embodies excellence SCCO has long been known for.

The School of PA studies is now fully accredited and in a short time has achieved as clear an indicator of high-quality education as possible: graduates so far have achieved a 100% pass rate on the boards exams. “Because of the long legacy of SCCO, our PA program was embraced by the start here in Orange County and California,” says Dr. Alexander. “The leadership of that program created an advisory board that included leaders of other programs, PA leaders, as well as local physicians and surgeons, and did a good job of introducing themselves to the community and saying, ‘We’d like to work together.’ So they created a high-quality reputation before they accepted their first student.”

*“When a student dreams of becoming a professional, today they are looking for an institution that’s going to view them respectfully, as a partner in achieving their goals.”*





*“As I look at MBKU, I think, ‘We really have a University. It’s very specialized. But we’re nimble and we have a vision of what we’re trying to do.’”*

**KEVIN L. ALEXANDER, OD, PhD, President**



The College of Pharmacy was similarly well-received from the beginning as a result of dynamic leadership that crafted a strong curriculum taught by excellent faculty, enabling the program to achieve its targets for full accreditation, which is on the horizon. The College will graduate its first pharmacy class this year, and Dr. Alexander has great affection for these trailblazing students. “This first class, I’m so proud of them,” he says. “They came before they even knew that they’d be able graduate from this institution, so these students are really pioneers. And I’ve told them – as I have also told those first classes of PA students – that they deserve credit for helping form and develop the college in terms of the culture and the expectations of both students and professors. They’ve lived through the pain of the start-up, but with the pain comes the pride of knowing that they helped start this college. That’s a big deal.”



## A CULTURE OF PARTNERSHIP

Now as each program flourishes, Dr. Alexander has an opportunity to pull the ambitions of the institution as a whole into even sharper focus, combining rigorous education with an even more deliberate student-centered culture. The change over the last few decades in how the relationship between students and their academic institution is viewed can often be criticized, but Dr. Alexander sees it as yet another way to innovate, and to stay on the cutting edge of health care education. “When a student dreams of becoming a professional, today they are looking for an institution that’s going to view them respectfully, as a partner in achieving their goals, as opposed to years gone by when they might have tried to break you down and kick you out. To me, the modern concept of a student and educational institution is about partnership.”

At the same time, Dr. Alexander is careful to avoid another trend in higher education, which is to characterize that student-institution relationship as a consumeristic or a purely transactional one. Eschewing this preserves the important role of the institution and its faculty as the provider of the education, while steering clear of the idea that because a student has “purchased” something, they are entitled to have it meet their exact expectations. “A student pays their money and has every right to expectations that a certain process will be delivered to them to help them achieve their goal. But there’s also an obligation the part of the student to work hard. A student-centered culture doesn’t mean students make the rules. It means that their investment in us deserves our full attention. It means that we have a student-friendly campus that provides services and support and is sensitive to the needs of the student,” says Dr. Alexander.

## ROOTING FOR SUCCESS

This culture extends from the top down, from major decisions about how new building are designed (and older ones renovated) to many smaller details like adding places for students to charge their phones and laptops. One student who had recently been accepted at a number of other larger schools but chose to attend MBKU told Dr. Alexander that he felt like “Ketchum was a place where they were rooting for you.” Combine that student’s understanding of Ketchum’s culture with the hard work of faculty and administrators to build and strengthen programs, as well as the support and affection of alumni, and you have in a nutshell Dr. Alexander’s vision for the University.

“We have created something very unique and special, that gives optometry and PA and pharmacy students a leg up when they begin practice because they’ve all been working together and they all have of a vision of good health care that they’re very much prepared for. So, I’m very proud of what we’ve done, and I think the leadership is too, and the students and alumni are feeling it, too. It’s pretty amazing.” ♥

*A CAMPUS*

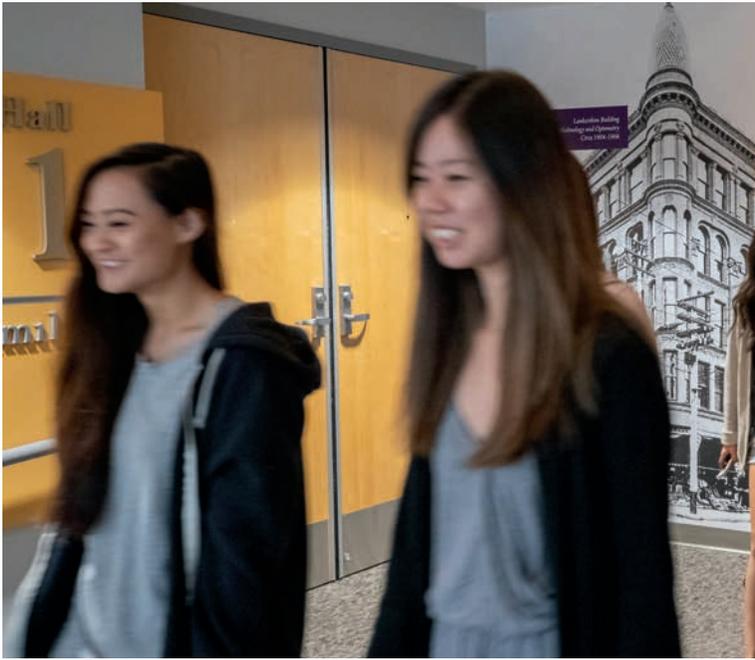
**TRA  
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By Rene Scheys



**As Marshall B. Ketchum University began to take shape under the leadership of President Kevin L. Alexander, forging a new identity as a premier interprofessional health care university on the foundation of a long-established optometry school, its physical campus was reflecting this process as well.**

It was evolving as a space that welcomes students even more, puts them in fellowship with each other and faculty, and provides them with the technology and tools to excel in their education. A period of building, moving, renovating and expanding has brought MBKU's campus in line with President Alexander's vision of a truly interdisciplinary institution. The work hasn't always been predictable, but because of the patience of just about everyone in Ketchum's community, as well as the support of generous benefactors who invested in the vision of an expanded campus, students, alumni, faculty and staff can look back with pride on a number of completed projects that represent a beautiful, modern, cutting-edge health care university.



**“Ketchum Health is our hospital,” says President Kevin Alexander. “It’s where we expect the bulk of our learning in a guided environment, where students get their practical clinical experience before they go on rotations.”**



## MOMENT OF TRUTH

When MBKU added the College of Pharmacy in 2014, it was a make-or-break moment for the campus. “We had enough space for optometry and PA Studies, and with creative use and astute scheduling, we could accommodate those two programs,” explains Julie Schornack, OD, MEd, who, as MBKU’s Senior Vice President and Chief of Staff, has been intimately involved with all of the details of MBKU’s growth. “But when we added the College of Pharmacy, that was not the case. So we had two major alternatives. We could keep the Fullerton campus as it was and peel off PA Studies and Pharmacy – but that solution would be counter to getting all the professions to work together, collaboratively, with laboratories and lectures in the same geographic location.”

It was determined that the other alternative made the most sense, which was to move the on-campus optometric clinic to another location to create space for the educational programs. And so began a long journey to find real estate in Orange County that would accommodate the health clinic and also provide room and flexibility to grow in different directions. Many choices were stymied by a lack of space, or by new regulations requiring a certain number of parking spaces, until finally an 80,000-square-foot office space with tons of parking was found in Anaheim Hills. Just about a year later, Ketchum Health opened.

## A BEAUTIFUL HEALTH CARE FACILITY

Three-fourths of Ketchum Health is dedicated to the clinical endeavor and clinical faculty, with other staff and administrative offices and undeveloped space as well. Ketchum Health has within it a beautifully appointed study and gathering space named The Drs. Hamada Student Lounge, which was established by a generous gift from the Hamada Family Trust. The lounge, the offices and the clinical space all comprise a world-class facility where students are mentored in how to care for patients well, benefitting both. “Ketchum Health is our hospital,” says President Alexander. “It’s where we expect the bulk of our learning in a guided environment, where students get their practical clinical experience before they go on rotations. And the dream there is that we would have a facility where ultimately optometrists, pharmacists and PAs can care for patients together in a team approach.”

With the new clinic now in Anaheim Hills, the old clinic on the Fullerton Campus became valuable space to work with in creating capacity for the PA and Pharmacy programs. It was christened the Health Professions Building, and was fully renovated with classrooms, laboratories, examination rooms, administrative space, simulation labs and a student lounge. “That project brought everything together, allowing all three of the professions to be trained and educated in one location,” says Dr. Schornack.



As the Health Professions Building was being transformed into an educational facility, other important spaces for education were being updated to meet the needs of current teaching practices. The three large lecture halls were renovated with new flooring, new audio-visual presentation systems and more contemporary colors and designs, and the campus library was redesigned to better accommodate the way students use libraries these days. “Today, libraries aren’t just stacks of books,” says Dr. Alexander. “Libraries are centers for information and technology, and they are places where students can get together and study together. We’re going to try to create good contemporary spaces for students to learn. When I was in optometry school 40 years ago, I had a group of people I’d study with to prep for exams. And I see those same kinds of groups in our meeting areas now, so I don’t think you can have enough of those spaces!”

With plenty of educational space for three programs and a beautiful new clinical facility, the plan was to do some overdue infrastructure upgrades to the Warren and Carol Low Student Union. “The Student Union project started with the goal of updating the electrical system to support the electrical demands of instruments, appliances and computers these days,” says Dr. Schornack. “However, it was like pulling a loose thread on a sweater – and that sweater unraveled quite a bit.” The thread that began with electrical systems led to

the thread requiring asbestos abatement, which led to the need to make the building compliant with the ADA and with other regulations governing things like lighting efficiency. As the project became bigger, MBKU doubled down, going all out to not just meet regulations but to create a fantastic, usable space for students. This included more comfortable furniture, more USB charging ports, a large roll-up door creating indoor/outdoor space, as well as more food and food-prep options. This was all made possible by a gift of \$2.7 million from Warren Harvard Low, OD, ’52, and his wife, Carol Low. According to Carol, the late Dr. Low supported the growth of the college to a university and especially loved helping those in need be able to attend through financial assistance: “It would bring him great joy to know that he and I were able to provide a more enjoyable student experience with the remodeling of the Student Union, and that his gifts helped propel the beginning of the School of PA Studies and College of Pharmacy.”

That extra space in Ketchum Health designated for future growth was subsequently put to use in a couple of important ways. One was to build out a Family Medicine clinic, which will create more diverse options for clinical rotations and education, and another was the Pharmaceutical Sciences Research Lab (PSRL). The PSRL was designed with state-of-the-art research equipment specifically chosen to meet the needs of the ongoing projects conducted by faculty



**“In the pursuit of quality in a very competitive market, we have to have premier facilities.”**

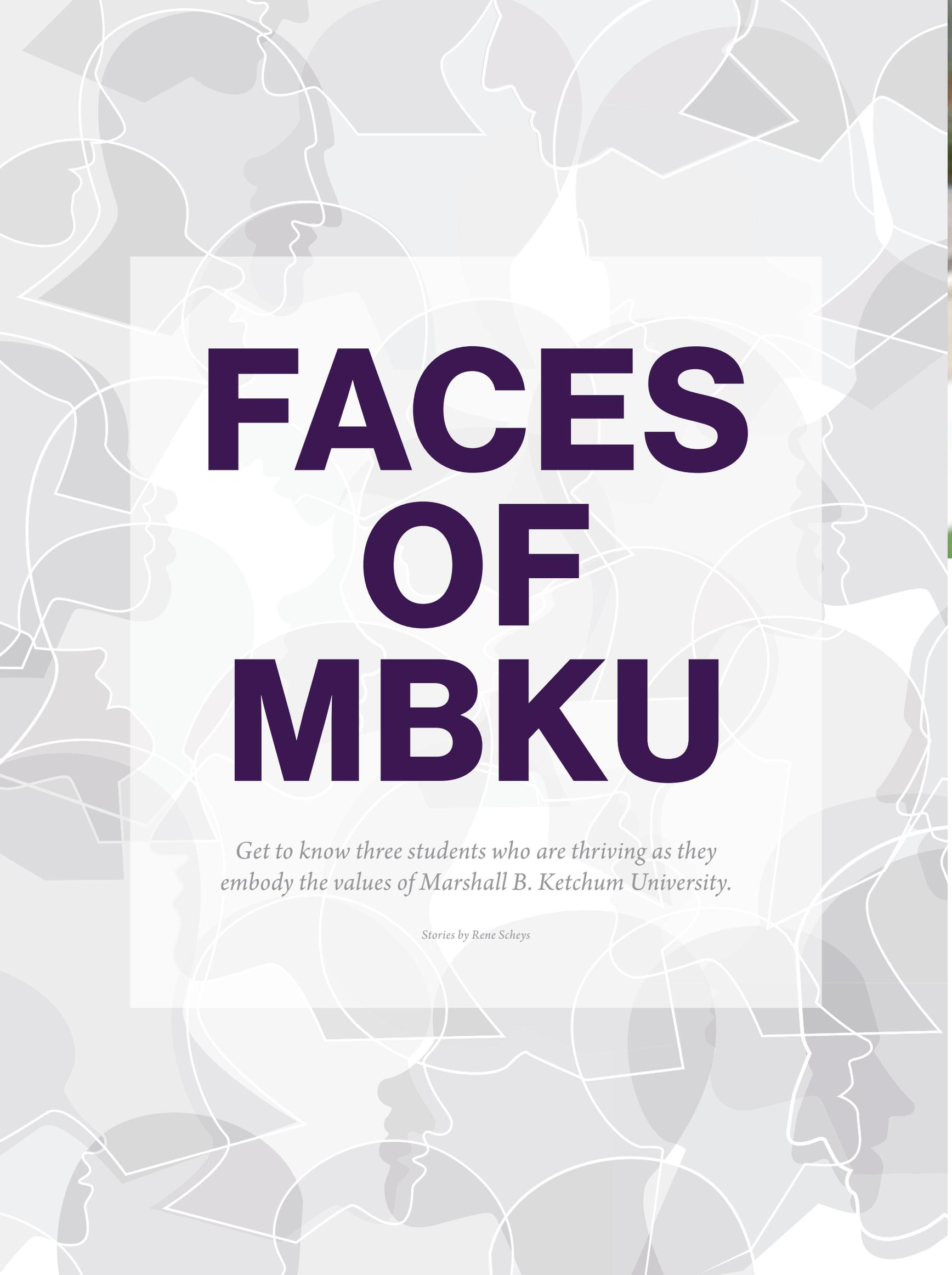
members in the College of Pharmacy. It included 12 work stations, a cutting-edge tissue/cell culture laboratory, and other essential support equipment such as vent hoods and formulation instruments. The lab was an essential element in the College of Pharmacy’s path to accreditation and a perfect representation of MBKU’s dedication to building facilities that serve not just faculty and students, but also the health professions as a whole.

In addition to these major projects, other, smaller renovations were also completed at MBKU in the last five years. The campus fitness center was updated, and an earthquake shook loose – literally – a number of concealed issues with the safety and infrastructure of the President’s office, which was repaired and improved as a result. Through all of this work, the spirit of collaboration engendered by MBKU as an interprofessional educational institution was employed in the projects as well. “Virtually all of these spaces were collaborations,” says Dr. Schornack. “We got feedback from

the parties that lived there. We tried to get a sense of what would be important for the people in these buildings, what was going to improve their lives, what would make it more comfortable, usable, friendlier and warmer.”

The result is not just a university campus that is eminently usable for its students, faculty, staff and administrators, but one that remains on par with institutions of greater size and greater endowments. The support of the MBKU community enables MBKU to remain competitive for the very best students, who then go on to become the very best health care providers. “In the pursuit of quality in a very competitive market, we have to have premier facilities,” says Dr. Schornack. “And it’s not just the classroom, it’s the things we offer in the laboratories, it’s the whole feeling of a campus. We’ve looked at what will make our facilities good for faculty, employees and students, from amenities to the technology used in the classroom. It has to be comfortable, supportive and nurturing. To remain competitive, an applicant has to be able to come here and say, ‘I can picture myself here.’”

*To learn more about our generous donors and opportunities to make a gift, visit page 34. ♥*



# FACES OF MBKU

*Get to know three students who are thriving as they  
embody the values of Marshall B. Ketchum University.*

*Stories by Rene Scheys*



## NOELLE BOCK

### *Welcome to the Club*

When Noelle Bock asked her father's friend to allow her to shadow him for a few days as an optometrist just before she began college as an undergrad, she wasn't just getting exposed to an exciting potential occupation. She was also unofficially becoming connected already to SCCO's vast network of alumni who are invested in helping the next generation of optometrists. The experience was so positive that Noelle completed her undergraduate education with the goal of becoming an optometrist, and, as a native of Orange County, she was able to attend SCCO open houses and connect with SCCO when they visited her undergraduate campus. When it finally came time for her interview as a prospective student, she felt so right about attending MBKU that she went out and cancelled the rest of her interviews elsewhere. "It was the students," she says when recalling why she immediately felt at home. "I saw myself in them. They were happy and well-balanced and I could tell that they really loved being there."

### **BELONGING AND THRIVING**

Now as an SCCO student herself, Noelle has enjoyed that sense of belonging, as well as a continuation of the support she first experienced before she ever enrolled. For a number of her clinical rotations, she was matched with opportunities that gave her the chance to thrive and also allowed her to see how her education matched up. "My main area of interest is in contact lenses," she says. "So I spent time on rotation in a specialty contact lens clinic. There

I got great feedback on how I and other Ketchum students were always really prepared in terms of our knowledge and skills. We have a lot of experiences that others don't have."

One of the ways Noelle and other MBKU students receive this experience is through opportunities to serve the community, which Noelle took as often as she could. She volunteered to help SCCO's vision screenings in partnership with the Special Olympics, and she also accompanied faculty and student volunteers for mobile vision screenings at area elementary schools. In addition to valuable practice, events like these allowed Noelle the chance to help the community in tangible ways with the skills she's learned.

### **A PLAN TO GIVE BACK**

Since an alumnus played such a large role in Noelle choosing to become an optometrist and coming to SCCO, it is fitting that one of the scholarships she's most grateful for is the Alumni Association Scholarship. It was easy for her to write in her application about how she herself planned to be an involved alumna, particularly with such great models to emulate. "I am so thankful to receive that scholarship and others," she says. "Particularly as a fourth-year, with the extra costs associated with boards, residency applications and state licenses. These scholarships help us jumpstart our future, participating in state and national organizations. And it makes you want to give back yourself when you're able."



# CAMERON CHRISTIE

## *Destined for Success*

Cameron Christie has a biography that almost seems designed to produce a successful PA: beginning at the age of 15, he worked for eight years as a mental health technician in an ER. As an athlete, he participated in the explicitly team-based sports of hockey and rowing, and, most significantly, his father was a PA himself for 35 years. The influence Cameron's father had on Cameron was more than merely occupational; throughout his career, his father served as a strong example of the best kind of health care provider. "I have always really looked up to my dad and see him as a role model," says Cameron. "It was difficult making a name for himself when the profession was in its fledgling phase. But seeing his hard work, his dedication and how he was respected by his patients always inspired me."

### **A PERSONAL APPROACH**

Cameron chose MBKU partly because he saw his father's philosophy as a PA reflected in Ketchum's personal approach to education, where Cameron knew he would be seen as an individual, and not just a number. At MBKU, this personal approach extends to the opportunities afforded by the generous giving of donors, who are already funding unique scholarships that enhance the educations of PA students like Cameron.

When Cameron went on his ER rotation, he encountered a doctor who made a concerted effort to use a point-of-care ultrasound

machine to help diagnose patients, and who was willing to teach Cameron the basics. Later, when Cameron saw that a two-day conference would be coming to Southern California that was specifically designed to train health care providers to deepen their understanding of point-of-care ultrasound, he approached PA Allison Mollet, Program Director of the School of PA Studies, about the possibility for MBKU students to attend. PA Mollet saw the potential of this training and apportioned money from the PA Scholarship Fund for MBKU students to use for registration fees and transportation costs.

### **A POWERFUL CONFERENCE**

Cameron was hoping for, at the very least, some pointers from the conference. What he and his fellow attendees received was a nearly comprehensive understanding of how to use point-of-care ultrasound. "I wanted to build my confidence with ultrasound, but now I can very confidently say that I know what to do and how to use it. Over the two-day conference, we had our hand on the probe at least 15-16 times. It's one thing to scan but not really know what you're looking at. Now I really know." Cameron's interest, his comfort in bringing a new idea to his program director, and the support he received as he and his classmates achieved proficiency in a diagnostic technique all serve as an example of the personal approach to education at MBKU.



## SAHAR MATIN

### *MBKU Student Receives Prestigious Tylenol Future Care Scholarship*

This year, MBKU College of Pharmacy student Sahar Matin was selected as one of only 40 nationwide recipients of the Tylenol Future Care Scholarship. The award is given to students in the field of health care who have displayed academic excellence, exemplary leadership, community involvement and dedication to a career in helping others. It is one of the most prestigious scholarships in the nation and a true testament not only to Sahar's merit and hard work, but also to the very high level of student that MBKU has the privilege to educate.

#### **A STRONG CANDIDATE**

Sahar certainly earned it. In addition to demonstrating academic distinction in her course of study, Sahar has hundreds of hours of community service, most significantly at Desert Valley Hospital in Desert Valley, Calif. She is enrolled in MBKU's Student Leadership Development Certificate program, and has served in numerous leadership positions on campus, including as Student Executive Council Treasurer. She has a long list of involvement in professional organizations and other leadership activities, as well as a long list of awards recognizing her for that involvement.

#### **A POWERFUL EXAMPLE**

Sahar pursues every single avenue toward success as a future health care provider because the role is extremely important to her. It is so

important to her because she is following and honoring the example of a tremendous health care provider whom she knows personally and whom she was able to witness first-hand deliver care in circumstances of almost unimaginable pressure.

Sahar is originally from Iran, and as a first-year college student in 2003, she accompanied her aunt, a registered pharmacist in Iran, on a humanitarian mission to deliver aid to the remote region of Bam, where an earthquake had injured or killed tens of thousands. The experience of administering quality health care without many of the medical resources available in more affluent places stayed with her, and watching her aunt, who was acting as an interprofessional provider out of desperate necessity, was profoundly formative for Sahar. She decided to become a pharmacist, too.

#### **MAKING IT KNOWN**

The Tylenol Future Care Scholarship obviously provides Sahar with funds toward tuition, but more than that, it is affirmation that her hard work on the path to pharmacist is being recognized – and that MBKU is being recognized as well. "I owe a lot of my success to MBKU," says Sahar. "I will do anything in my power to make MBKU known nationally or locally. I want to make sure a lot of professionals around the nation know how wonderful MBKU is as a health care educational institution." ♦



BUILDING C  
BASIC AND  
CLINICAL SCIENCES

# A LOOK AHEAD

By Rene Scheys

*As the people and the programs of Marshall B. Ketchum University settle into a rhythm of excellence – or, as is the case with SCCO, continues one – the attention of President Alexander and his administration can shift fully to the completion of a number of infrastructure projects on campus. The projects represent the culmination of a half decade of continuous improvement of MBKU’s campus facilities to keep apace in quality and innovation with the education it delivers. There are three major projects that are scheduled to be completed in the next year and a half, and each of them is a representation of careful planning and a sharp eye toward the present and future needs of the University.*

## **BUILDING C GETS ITS TURN**

Perhaps the most exciting project on the horizon is the renovation of Building C on the Fullerton campus. As much as any other structure, Building C is at the core of MBKU’s identity as a health care university, as it is the heart and soul of the optometry program. “Building C is where you will learn to become an optometrist,” says Julie Schornack, OD, MEd, who is Senior Vice President and Chief of Staff at MBKU. “It’s where all the laboratories occur for optometry that set the students’ brains in motion to become clinicians – all their skills and examination techniques are learned in that building. However, the contents and infrastructure of the building are showing their age, so it’s time. It will be completely gutted and rebuilt inside. All the things that we’ve touched in every other building are now in this building, but this one is so much a part of the core experience of the optometry program that we’re excited that the attention is now being turned to it.”

The renovations will be extensive. In addition to the glitzy (but vital) changes – such as upgrading the laboratory technology to the cutting edge of the profession – there are the changes that are less visible but just as essential for the long-term health of the campus. Building C will get a much needed facelift and attention to an aging infrastructure. Building C will also offer MBKU an opportunity to innovate in the area of student services, which will make up a portion of the footprint. There will be an upgraded multimedia area, with a recording booth designed to assist in creating online curriculum, and it will also be the home of auxiliary services, the security department and the IT department. The renovation of Building C is an entirely holistic process that extends from these mandated improvements to considerations of how to maximize the building’s functionality as an educational space. According to President Kevin L. Alexander, special care was taken to make the building work for the very precise ways in which optometry faculty and students will use it. “We’ve engaged designers to reorganize the space so that we have more efficient research areas, and so that the training areas for optometry students and their preclinical labs are much easier to use and easier for faculty to teach in.”



*“Every single thing we’ve done has been in pursuit of interprofessional education that we believe is the way health care will be delivered tomorrow. So everything we’ve done is to make a better environment for the students to facilitate that happening. All of our past and future projects are designed to make a better and more supportive learning environment for the students.”*

**JULIE SCHORNACK, OD, MEd**  
Senior Vice President and Chief of Staff

## **RENOVATING A COMMUNITY INSTITUTION**

Thirty-five miles away, another building that has long been a central part of MBKU’s identity will receive some significant attention. The University Eye Center of Los Angeles (UECLA) is a clinic at the corner of Broadway and Martin Luther King Boulevard in downtown LA and has been a major component of the Ketchum student’s education for many years. “That clinic is so valuable to the community and the underserved population it cares for, but it needs a facelift,” explains Dr. Schornack. “We’ve already upgraded the security systems and the patient experience transaction desks, but it needs so much more.” UECLA will have the all-important asbestos abatement, but it will also get new flooring, new carpet and new paint, along with an upgraded work area for employees and upgraded reception area for patients. “Forty to 45% of our students at some point rotate through that clinic in any given year or 12-week period, so it’s an impactful site for us – both in terms of the complicated and underserved patients they see, and in terms of our students’ experience,” says Dr. Schornack.

## **THE ADMINISTRATION BUILDING**

The final major project on the horizon is the administration building on the Fullerton campus. It is similar to the others, in that it represents a needed upgrade that will allow it to serve the modern infrastructure demands placed on it every day. This building houses University Student Affairs, the SPAS administrative offices as well as those for optometry. It is also showing its age, not least in its electrical system, which grows fussy when too many appliances request electric current at once. As the faculty, staff and administrators who every day commit to the work of the University in this building with diligence and discipline are themselves not fussy, it was possible to delay the renovation while another major projects created space for the new programs and kept MBKU at

the forefront of providing an innovative educational experience. “If you’re a visitor to this campus,” explains Dr. Schornack, “it should feel like a continuous experience. We don’t want even one building or experience to stand out as being subpar.”

## **A THRIVING CAMPUS COMMUNITY**

As these renovations ramp up in the next year, there will be individuals, services and even programs briefly displaced. But just like a minor medical procedure, a bit of mild discomfort will result in a healthy university campus humming with life and thriving in its functions. Each separate part performs at its peak, with the tools and space necessary to bring excellence to its endeavors. And it is all designed to deliver an experience for the student that prepares them to be the best health care professional they can be. “Every single thing we’ve done has been in pursuit of interprofessional education that we believe is the way health care will be delivered tomorrow,” says Dr. Schornack. “So everything we’ve done is to make a better environment for the students to facilitate that happening. All of our past and future projects are designed to make a better and more supportive learning environment for the students.”

MBKU’s past and future projects also share another essential component: they have been made possible in large part through the generosity of people who believe in this vision for health care and have chosen to invest in it. “We couldn’t do it without the support of our MBKU community,” says Dr. Alexander. “And we invite others to join us in these future endeavors. A gift or pledge to MBKU will help us ensure that we can continue to provide the very best education in the very best educational facilities.”

*If you would like to make a gift to an MBKU capital project, or another area, please visit [ketchum.edu/giving](http://ketchum.edu/giving), or contact University Advancement by emailing [advancement@ketchum.edu](mailto:advancement@ketchum.edu) or by calling 714.463.7551. ♥*

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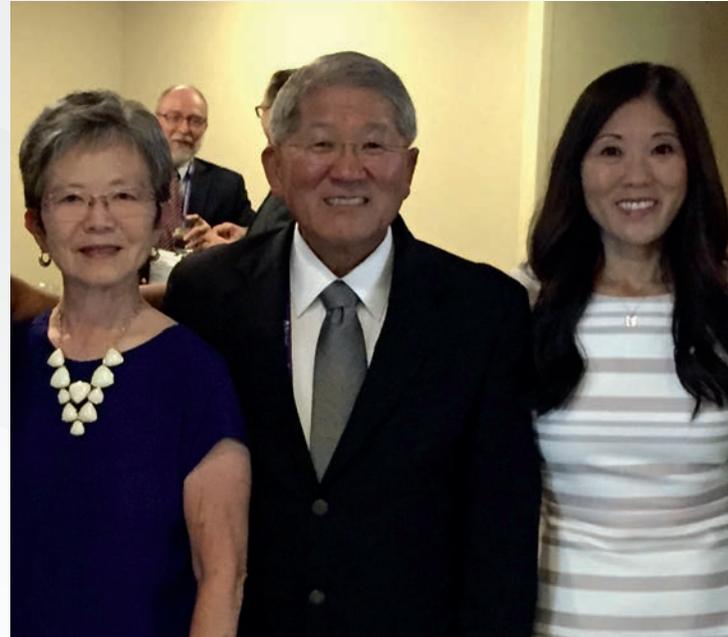
# DONOR PROFILES

*Whether by making a major gift that results in a part of MBKU's physical campus bearing their family name, or by establishing an endowed scholarship, donors like the ones featured in these pages leave an indelible mark on the future of MBKU. Their names become forever associated with acts of generosity and a desire to support high-quality health care education. MBKU is profoundly grateful for the partnership of these donors, as their gifts help provide assistance to students, resources for faculty, and an innovative and welcoming campus for all.*

The heart and soul of a campus is the students. We are committed to ensuring a lasting institutional value through the integrity of our infrastructure where our students are learning in the most up-to-date facilities with cutting-edge equipment. Over the years, our alumni and benefactors have stepped forward to give generously to support projects like Ketchum Health. Our continued growth and enhancement of physical space will provide new opportunities for our alumni and donors to make a difference through private support.

## THE HAMADA FAMILY

Drs. Kenjie Hamada and Weslie Hamada, '01, are proud to be optometrists, and the father/daughter team have both been committed to the continued success of optometry students at SCCO for many years. Kenjie is proud of his role as past member of the SCCO Board of Trustees, "As a member of the board, I was always committed to the support of students and the continued growth of the campus." He feels strongly that "Students are the future leaders who carry on the profession, so generously providing for them as students is a way of investing in and protecting the profession." His professional contributions and service throughout the optometric community have been extensive, with a highlight being his induction into the National Optometry Hall of Fame in 2015. He continues his busy schedule through a deep commitment to "Camp Courage," a program of the Helen Keller Experience for visually and hearing-handicapped youngsters.



It was not easy for Weslie Hamada, OD, '01, to follow her father Kenjie Hamada, OD, into the profession of optometry. Dr. Kenjie Hamada's career is so accomplished in its depth and breadth, and there is so much admiration for what he has done for the profession, that Weslie initially hesitated. In the end, however, she chose to become an optometrist as well, and after graduating from the Southern California College of Optometry, she began a career that has resembled her father's in every way, from professional success to a strong urge to give back.

Both Kenjie and Weslie, as well as the rest of the Hamada family, continue to support students at SCCO. In honor of Weslie's formative years as an SCCO graduate, the Hamada Family Trust gave a \$100,000 gift to establish the Drs. Hamada Student Lounge at Ketchum Health. Establishing the Student Lounge at Ketchum Health was deliberate, as it is a space that reflects the very core of the Hamadas' values. "The student lounge is where students come together as like-minded people to share and exchange ideas and to learn from each other," says Dr. Weslie Hamada. "It's where students are able to fellowship together and receive support that resembles a family. We're very proud to have our name on this important student gathering place."



## CAROL LOW AND WARREN HARVARD LOW, OD, '52

*"It would bring him great joy to know that he and I were able to provide SCCO students with scholarships for years to come and a more enjoyable student experience with the remodeling of the Student Union." Carol Low recently shared about her late husband Warren Harvard Low, OD, '52. "And our family is still thrilled about the growth of the campus" because Warren had an incredible love and devotion for all things optometric. He was proud of his service on the SCCO Board of Trustees and enjoyed seeing the transformation into MBKU. -Carol Low*

*“Optometry students are the future leaders who carry on the profession, so generously providing for them as students is a way of investing in and protecting the profession.” –Dr. Kenjie Hamada*

**DRS. HAMADA STUDENT LOUNGE AT KETCHUM HEALTH**

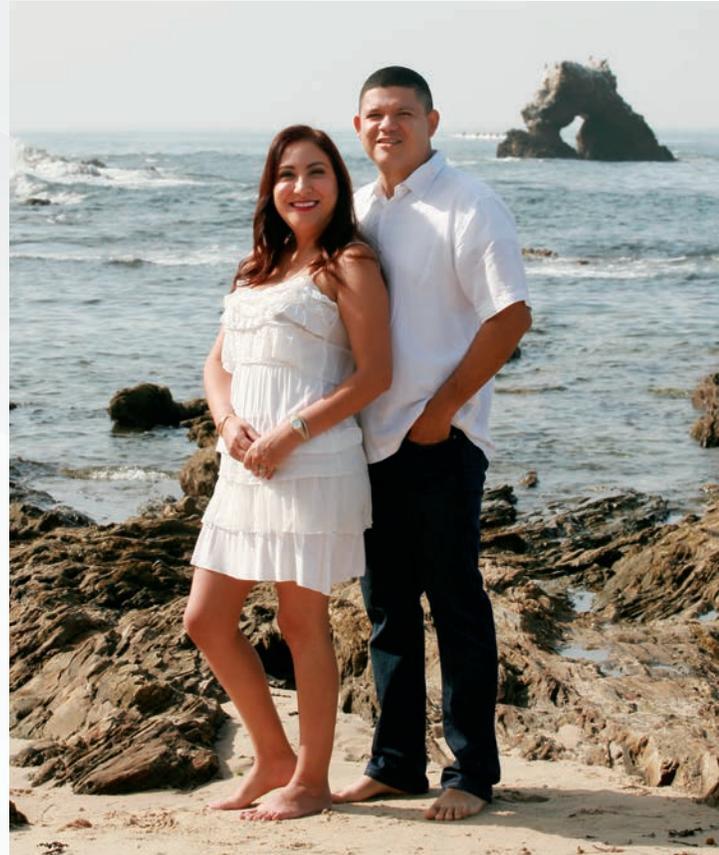


**G**ifts to support student scholarship has been a high priority for MBKU for many years. With scholarship endowments dating back more than 50 years, the need for student scholarship continues to grow to ensure access and success for students in each of our programs. We are proud to be awarding more than \$300,000 annually to our students through endowed and annual scholarships. This past year, MBKU established five new endowed scholarships and we are grateful for the generosity of our donors. If you would like to learn more about gift opportunities to support our students, please call 714.463.7559.

## DR. RAYMUNDO & MRS. CARMEN GARCIA

When Dr. Raymundo Garcia became a preceptor for MBKU's School of Physician Assistant Studies and invited an MBKU student to serve as an intern in his office, he was impressed by the student's skill and manner. It was clear to him and his wife that this student was receiving a great education at MBKU. As a first-generation college student whose education allowed him to achieve great success, Dr. Garcia knew well the value of individuals investing in the academic goals of others. By having student interns at his practice and acting as a close mentor to them, Dr. Garcia was already involving himself in the education of future health care leaders, but he and his wife Carmen decided to do even more.

They established the Dr. & Mrs. Raymundo Garcia Scholarship in the School of Physician Assistant Studies at MBKU, only the second endowed scholarship for the SPAS program, with a gift of \$33,000. Dr. Garcia and his wife have dedicated themselves to providing medical care to their community and are proud of giving back to patients of all backgrounds at their practice in Orange. The Garcias recently shared, "We believe that knowledge and education can open any door for you." Their scholarship will be awarded to first-generation SPAS students, or to students who desire to give back to underserved communities when they begin to practice.



## MORRIS, OD, '68 AND ARLEEN APPLEBAUM

*"My fondest memories of being clinic director were working with the students. They were wonderful, so bright and a lot of fun to be with. And they were very good to me. SCCO did so much for me, it's my pleasure to give back to it and to help the students and the college succeed. We've tried to be very generous in that respect and I think we've succeeded." –Dr. Morris Applebaum*

*"Philanthropy means to me that you can give back to others so that they may have the same opportunities you did." –Arleen Applebaum*



## DR. MICHEL DAHER

The success of an academic program is contingent on a multitude of factors, almost too many to name. Leadership, vision, faculty, curriculum, a campus and excellent students are all essential pieces, but perhaps one of the most inspiring requirements for a program to remain prosperous are individuals who believe in its mission and endow a scholarship so that long into the future, they give something that will help others succeed.

With a gift of \$25,000, Dr. Michel Daher, PharmD, RPh, APH, established the Dr. Michel Daher Student Leadership Award, which is the first endowed scholarship in the College of Pharmacy. This endowment is a natural expression of the place MBKU and its first class of Pharmacy students holds in Dr. Daher's heart. He was initially contacted by MBKU as the owner of a pharmacy to be a potential preceptor site, which he accepted, but this also led him to teach at the College as well, so he has been a part of COP's story since the beginning.

The son of a beloved pharmacist, Dr. Daher has vivid memories of visiting his father's pharmacy, and of witnessing the love and care he enjoyed from his parents also expressed in the way his father helped people as a medical professional. His own path to success as a pharmacist is generous with mentors, professors and leadership opportunities. Now, he hopes his gift will do the same for others. "I have always believed that you should remember where you came from, what it took to get you there, and then help others do it, too – without expecting anything in return," says Dr. Daher.



## JOSEPH, OD, '72, AND JENNIFER, OD, '97, MALLINGER AND FAMILY

*"My father and I always appreciated what a great environment SCCO created for us and how much better our lives are due to our profession, but we also remember how hard it was going through optometry school and supporting ourselves financially. We hope that this scholarship will help students feel a little more empowered and able to focus on studies rather than getting their immediate bills paid for. I myself received a number of scholarships while attending SCCO and they were a great help to me." –Jennifer Mallinger*

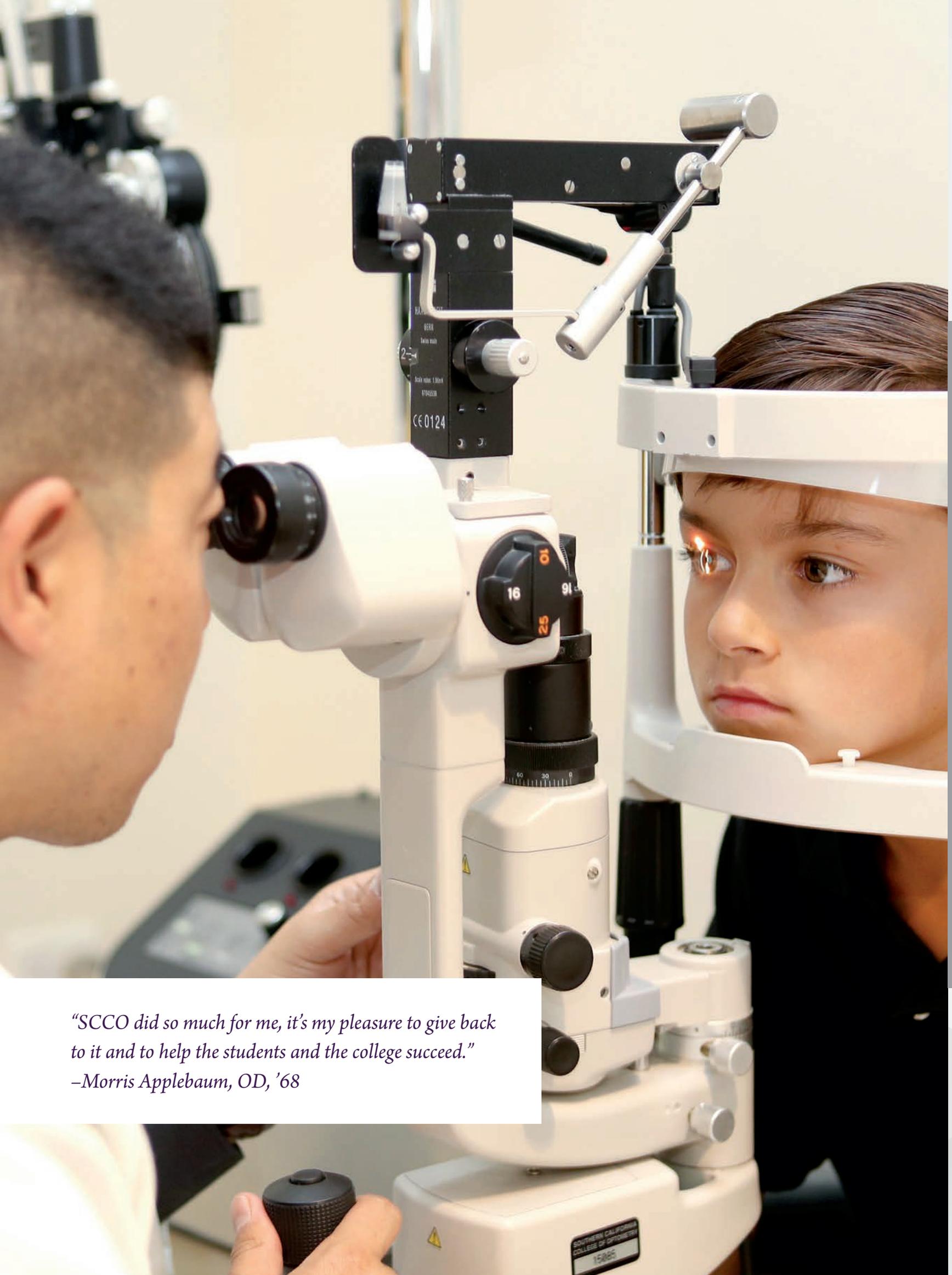
## GENE, OD, '68, AND KATHLEEN CALKINS

*"SCCO has not only provided a livelihood, but also a rewarding career. We feel it's time to give back so that the profession stays strong and others can enjoy the benefits. We hope our gift will help students in the achievement of an SCCO degree and a successful start in a rewarding career."*





*“I have always believed that you should remember where you came from, what it took to get you there, and then help others do it, too – without expecting anything in return.” –Dr. Michel Daher*



*“SCCO did so much for me, it’s my pleasure to give back to it and to help the students and the college succeed.”*

*–Morris Applebaum, OD, '68*

Annual gifts to MBKU have made a lasting impact on our students and faculty and greatest needs in each of our programs. MBKU is proud to have so many donors who have made gifts annually for more than 25 years. This year we recognize and celebrate two of our annual fund donors who have made a difference through their annual gifts, for the past 29 years. If you would like to make a gift to support MBKU or one of our programs, please visit [ketchum.edu/giving](http://ketchum.edu/giving).

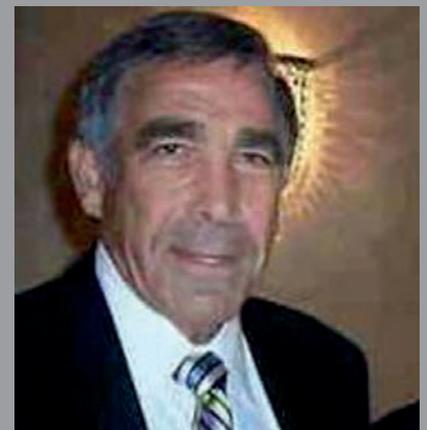


**LORRAINE VOORHEES, OD, '71**  
PROFESSOR EMERITUS

*"My 44 years at SCCO were filled with the opportunity to know many wonderful young students who were committed to their education, their profession and their patients. I chose to give my financial support to scholarships and projects, which directly impacted students as they pursued their education. As the cost of education skyrockets and student debt increases, the impact on the profession grows, especially in the choices graduates must make. Anything that those in the profession can do to support the future of our profession is worthy of consideration."*

**DAVID SACKIN, OD, '66**

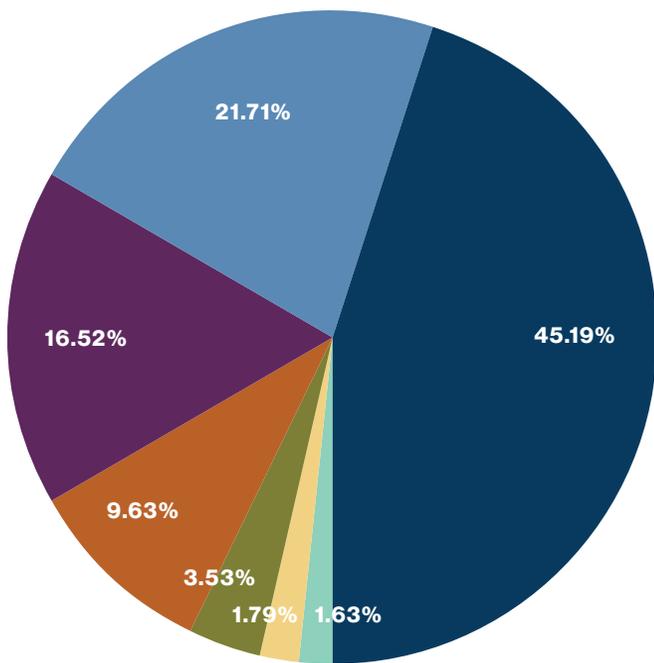
*"I am grateful to SCCO for the education it has afforded me. My optometric education has allowed me to provide so much for my family, and my annual contribution is a way of returning the favor. I feel that my support of SCCO helps make optometry the best profession that it can be, and I would encourage other alumni to donate to SCCO because it will make you feel good knowing you are helping your alma mater."*



# FINANCIAL OVERVIEW

## OPERATING BUDGET

As a nonprofit institution, tuition and fees cover only a little more than 50% of the annual operating budget for MBKU. The rest comes from private support from alumni, corporations, foundations, community benefactors, faculty and staff. Together, these revenue sources provide funding for academic programs, student scholarships and awards and other University projects.



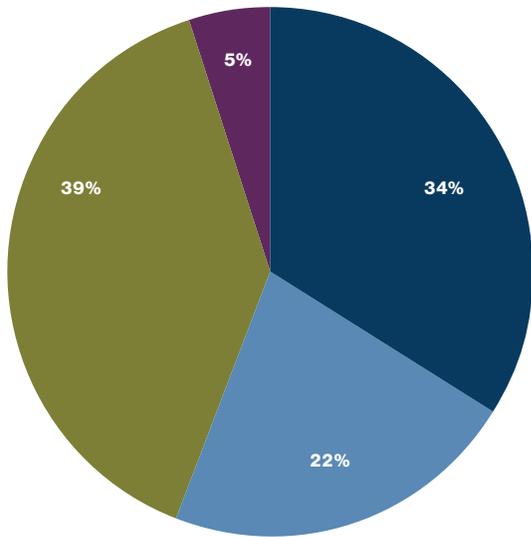
### MBKU OPERATING EXPENSES FY 2018-19

Instruction	\$20,586,685
Contributed Services	\$9,890,000
Institutional Support	\$7,523,782
Academic Support	\$4,387,658
Student Services	\$1,608,145
Auxiliary Enterprises	\$817,514
Research	\$742,231
<b>Total</b>	<b>\$45,556,015</b>

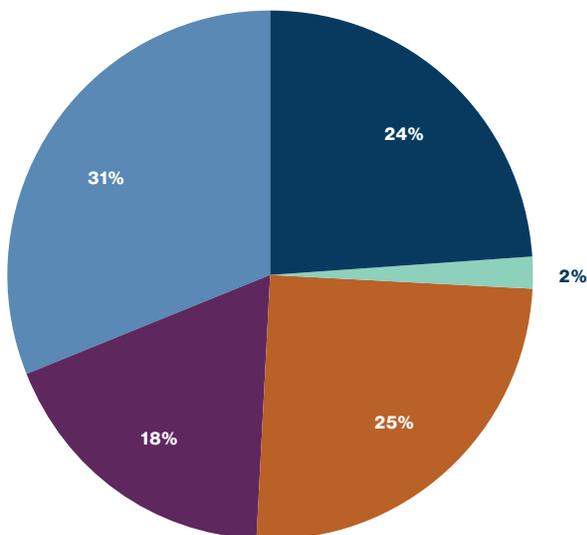


## ENDOWMENT OVERVIEW

CATEGORY	FY 2018-2019
Board Designated Endowment	\$15,170,332
Scholarship Endowment Funds	\$7,113,183
Student Loan Funds	\$3,220,111
Other Endowment Funds	\$1,704,573
<b>Total</b>	<b>\$27,208,199</b>
Scholarship & Other Dollars Generated by Endowment Funds	\$326,422



DONOR CONSTITUENCIES	
Individual	\$243,748
Corporation/Business	\$212,407
Foundation	\$138,096
Nonprofit Organization	\$34,701
<b>Total</b>	<b>\$628,954</b>



GIFT TYPE	
Major Gifts	\$195,550
Events	\$158,030
Annual Fund	\$148,912
Grant	\$115,000
Bequest	\$11,462
<b>Total</b>	<b>\$628,954</b>

2018-19 FY

# DONORS

*We are grateful to our benefactors who provide philanthropic support to Marshall B. Ketchum University.*

Private support is critical to our mission and ensures that we are able to educate our students, offer student and faculty programs and provide care to the underserved communities in Orange and Los Angeles counties.

This report recognizes donors who made outright cash gifts, pledge payments and in-kind donations to the University during the 2018-19 fiscal year. Every effort has been made to ensure the accuracy and completeness of this list. If your name was inadvertently omitted or is incorrect, please notify University Advancement at 714.463.7553 or by email at [advancement@ketchum.edu](mailto:advancement@ketchum.edu).

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Andrei Olenicoff Memorial Foundation

*\* Deceased*



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**MBKU RECOGNIZES AND THANKS THE FOLLOWING BENEFACTORS FOR THEIR GENEROUS PHILANTHROPY. THESE DONORS HAVE PROVIDED GIFTS AND GRANTS TOTALING MORE THAN \$100,000 DURING THEIR GIVING LIFETIME. WE ARE GRATEFUL FOR THEIR SUPPORT OVER THE YEARS.**

---

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Mary Ann Keverline Walls, OD

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# CLASS NOTES

## RECOGNITION



While attending the Neuro-Optometric Rehabilitation Association (NORA) 2019 annual meeting in Scottsdale, Ariz., classmates **Rosalie Lee-Hopkins, OD, '98**, Greenville, S.C., and **Derek Tong, OD, '98**, Pasadena, Calif., visited the home of **Loc Pham OD, '98**, and

**Chantelle Clarizio OD, '98**, who practice as a husband-wife team in the Phoenix area.



**Derek Tong, OD, '98**, Pasadena Calif., became a Diplomat of the Binocular Vision, Perception, Pediatric Optometry (BVPPPO) section of the American Academy of Optometry (AAO) at the 2019 annual meeting in Orlando Fla.

**Jason Tu, OD, '99**, was elected President of the COA Board. **Drs. Amanda Dexter '10**, and **Brian Park '14**, are also COA Board Members.

**Marina Su, OD, '12**, worked at Kakiat STEAM Academy in Spring Valley, New York, with volunteers from VSP and NYS Society of Opticians to coordinate no-cost vision screenings as part of the Healthy Eyes Healthy Children (HEHC) Initiative.

## CONGRATULATIONS TO THE 2019 AAO FELLOWS!

**Renee Doss, OD, '15**, Tucson, Ariz.

**Margaret Francisco, OD, '16**, Castro Valley, Calif.

**Clare Halleran, OD, '10**, Clarenville, NL, Canada

**Kallie Kappes, OD, '18**, Reno, Nev.

**Kelly Moore, OD, '17**, Mililani, Hawaii

**Maria Salado, OD, '16**, Downey, Calif.

**Crystal Tom, OD, '19**, Brea, Calif.

**Kevin Tomita, OD, '15**, San Jose, Calif.

**Jacqueline Tran, OD, '18**, Mission Viejo, Calif.

**Katherine Zhang, OD, '18**, Tustin, Calif.

## IN MEMORIAM

### **Richard Kendall, OD, '51**

On Feb., 26, 2019, Dr. Richard H. Kendall passed away from natural causes at the age of 96. Dr. Kendall graduated Beta Sigma Kappa with the Los Angeles College of Optometry Class of 1951. He was the second of three generations who have graduated from the now Southern California College of Optometry. His father, Harry Kendall, OD, graduated in 1923 from the Los Angeles School of Optometry and his son Jon Kendall, OD, graduated from SCCO in 1980. Dr. Kendall served for 20 years on the SCCO Board of Trustees and was the Past Chair. Dr. Kendall was very involved in optometric leadership in California and served as president of the OCOS twice, past president of the COA, and as the Executive Director for the California Optometric Association for more than 10 years. We extend our heartfelt condolences to his family.

**Irwin Abramson, OD, '57**

**Darrell B. Carter, OD, '48**

**John Chase, OD, '53**

**Joseph D'Arelli, OD, '67**

**Francis Joseph Duffy, OD, '77**

**Aldo Frediani, OD, '51**

**Lynn Matthew Gill, OD, '68**

**Arthur Howard, OD, OD, '36**

**Guy Lane Hubbard, OD, '60**

**John Michael Lee, OD, '70**

**Mike Nakamatsu, OD, '65**

**Samuel Pesner, OD, '71**

**Edmund P. Sellard, OD, '57**

**Ronald Sheahan, OD, '94**

**Harry Terada, OD, '52**

**Gerald Trees, OD, '89**

**To update your contact information, share a class note, or inform us of the passing of an alumnus, please email [alumni@ketchum.edu](mailto:alumni@ketchum.edu).**

Please include photos if you have them for your class note.

MARSHALL B. KETCHUM UNIVERSITY'S

# Gala

## CELEBRATION

*Celebrating and honoring our alumni,  
benefactors and community partners*

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As our nation, communities and families face the current uncertainty brought about by the COVID-19 crisis, MBKU has made the decision to cancel our 2020 MBKU Gala Celebration. The event scheduled for September 12, 2020, and alumni reunions, will not take place this year.

We are grateful to our alumni and benefactors who have supported MBKU, the Southern California College of Optometry, School of Physician Assistant Studies and College of Pharmacy through this event and other charitable gifts! Your generosity has enabled us to provide annual student scholarships, support the program's greatest needs and establish endowed scholarship funds. Thank you for supporting our mission!

As a member of the Ketchum family, we appreciate the work you are doing in the community, taking care of patients and providing leadership during these difficult times. Stay well!

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SAVE THE DATE FOR OUR 2021 MBKU  
GALA CELEBRATION, SEPTEMBER 18, 2021.

[KETCHUMGALA.ORG](http://KETCHUMGALA.ORG)



Marshall B.  
KETCHUM UNIVERSITY



## *GALA CELEBRATION*

Marshall B. Ketchum University's annual Gala Celebration brought together University alumni, donors, friends and employees for a night of philanthropy and fun. ❤️



**Marshall B.  
KETCHUM UNIVERSITY**

UNIVERSITY ADVANCEMENT  
2575 YORBA LINDA BLVD., FULLERTON, CA 92831

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