

2020-2021
Annual Report



PALMER
College of Chiropractic

The Trusted Leader in Chiropractic Education®





Message from Dennis Marchiori, D.C., Ph.D. Chancellor & CEO

In September 2020, Palmer College and the entire profession celebrated the 125th anniversary of the founding of chiropractic, and what a year we had. Palmer College has flourished even in a year rife with uncertainties and challenges.

Enrollment is steadily growing and our on-campus tours are regularly booked-out weeks ahead of time! More students than ever before are participating in preceptorships and coveted Department of Defense/Veterans Affairs rotations.

Our campus spaces have been reimagined with the completion of many impressive construction projects on Palmer's main campus (with more underway) and a fourth academic building at Palmer Florida nearing completion. And, our Palmer alumni are demonstrating the instrumental role they play as they give generously of their time and treasure.

We've always known chiropractors to be resilient – that's how Palmer College began and how it's continued to grow. As we prepare to celebrate the 125th anniversary of Palmer College in 2022, I hope you'll join me in reflecting on our daring history as we continue to drive forward to the future.

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*Data presented is projected, based on the timeframe of July 1, 2020 – May 1, 2021.

Student Learning & Success

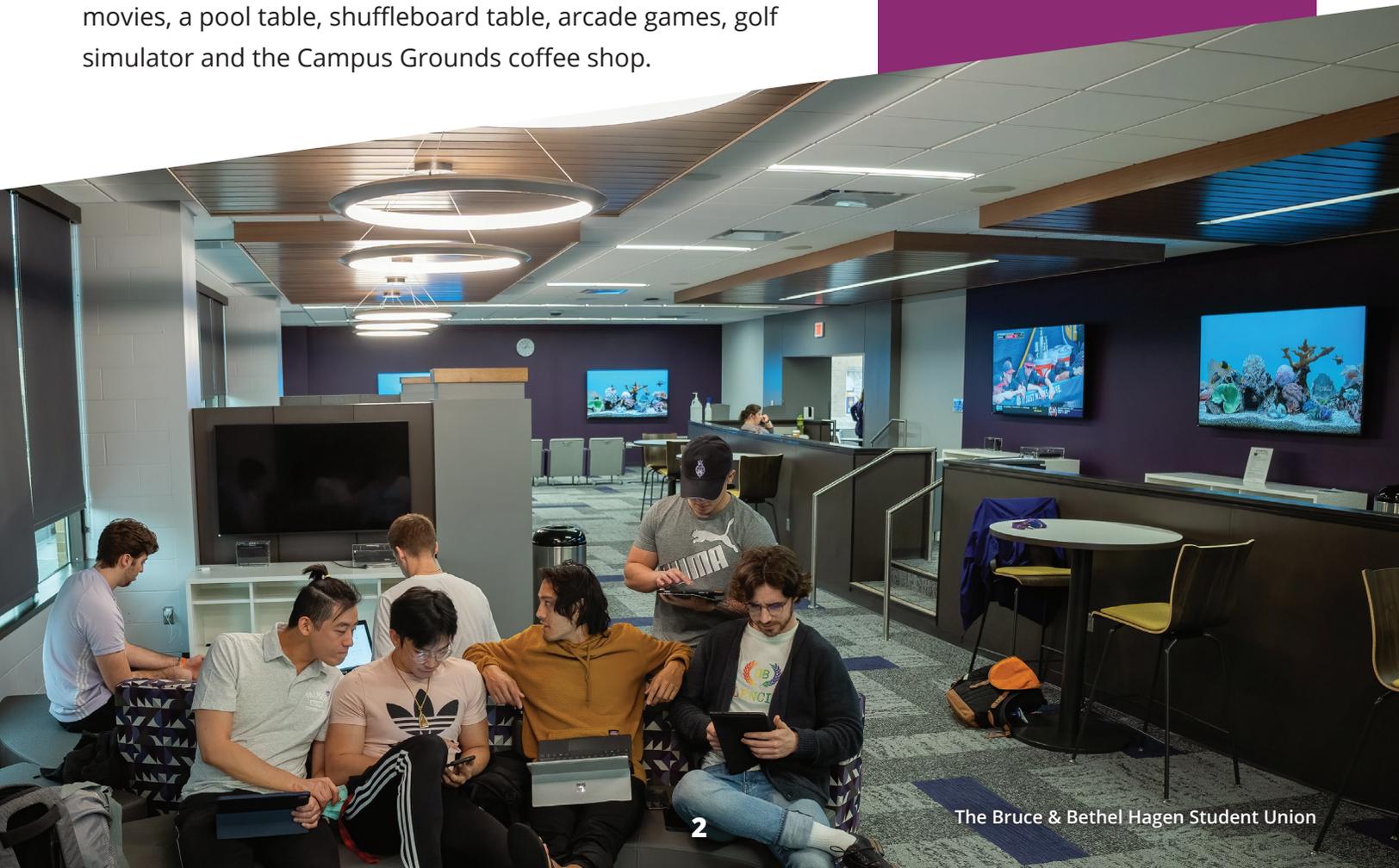
Reimagining the Student-Learning Experience

Student learning and success drives everything we do at Palmer College. That's reflected in more than \$35 million in campus renovations, starting in 2017 with the R. Richard Bittner Athletic & Recreation Center, up to the completion of the David D. Palmer Learning Commons in 2021. These extraordinary enhancements help ensure we offer a state-of-the-art education to prepare the best chiropractors in the world.

In FY20-21, Palmer College celebrated the completion of the Bruce & Bethel Hagen Student Union, the David D. Palmer Learning Commons, and the NCMIC Center for Business Development.

PALMER COLLEGE OF CHIROPRACTIC MAIN CAMPUS RENOVATIONS

The **Bruce & Bethel Hagen Student Union** opened in late 2020, providing a space for students to unwind and have fun. It features gaming pods set up for video-game tournaments, large-screen televisions with comfortable seating for viewing movies, a pool table, shuffleboard table, arcade games, golf simulator and the Campus Grounds coffee shop.



The David D. Palmer Learning Commons is a 22,000 square foot student learning space that opened in 2021. The Learning Commons encompasses the David D. Palmer Health Sciences Library; the Evan & Cynthia Beane Learning Lab where students hone their technique; more than 75 enclosed group and individual study spaces; Dave's Coffee Corner; and a monumental staircase inspired by spinal anatomy.

The Learning Commons is located in the same space that once housed the B. J. Palmer Clinic, giving Palmer students the unique experience of studying in the same space where the founders of chiropractic practiced.



Dave's Coffee Corner inside the new David D. Palmer Learning Commons

The NCMIC Center for Business Development opened in 2021. The newly-renovated space delivers students and alumni business skills and resources to help them create a strong chiropractic practice. The Center's programs are uniquely designed to meet the needs of chiropractors and incorporate instruction, mentoring and hands-on applications.





Monumental Staircase in the David D. Palmer Learning Commons



Group Study Area
STUDENT COUNCIL



Evan & Cynthia Beane Learning Lab



Golf Simulator in the Hagen Student Union



David D. Palmer Health Sciences Library

RENOVATIONS COMING SOON

Charles & Hildegarde Keller Terrace

The Charles & Hildegarde Keller Terrace will provide a beautiful outdoor space for students to study. The space is expected to open in late fall 2021.

Experiential Learning Center

The Experiential Learning Center is under construction and is scheduled to open in early spring of 2022. The Center will allow students to move seamlessly between Palmer’s anatomy classrooms, wet and dry labs, and technique classrooms. It will feature five technique labs with 20 stations for hands-on work, and two new anatomy labs that will offer state-of-the-art anatomical and 3D hermetic specimens.

Student Housing

New student housing construction began in May 2021 and is expected to be completed in June 2022. The new building will be located directly across Perry Street and will provide 115 units and will accommodate up to 139 students.

Recreation & Athletic Field

A new recreation and athletic field will be located adjacent to the new student housing. The space will serve as a multi-sport practice and recreation field where club and intramural sports teams such as rugby, softball, baseball and soccer will practice.

New academic building under construction at Palmer Florida

To meet rising enrollment demands at Palmer Florida, a fourth academic building is currently under construction and is slated to open in fall 2021. The 33,000 square-foot building will feature four high-tech classrooms, four technique rooms, and two anatomage tables and will create space for 130 students. It will also feature a patio overlooking the pond, providing a beautiful space to study or relax.



Rendering of Charles & Hildegarde Keller Terrace on Main Campus



Experiential Learning Center Rendering on Main Campus

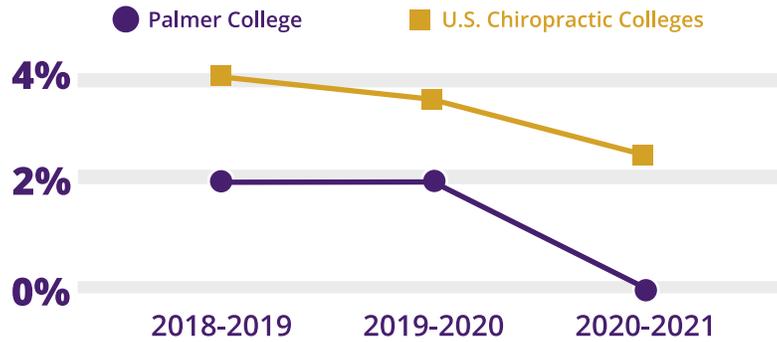


Rendering of New Student Housing on Main Campus



Rendering of New Academic Building on Palmer Florida Campus

* MEAN CHIROPRACTIC TUITION INCREASE



* PALMER by the NUMBERS

Palmer College
Main



STUDENTS



Palmer
Florida



STUDENTS



Palmer
West

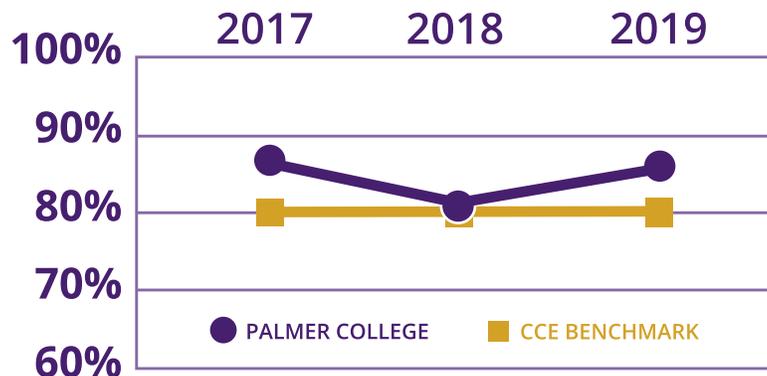


STUDENTS



* NBCE COMPLETION

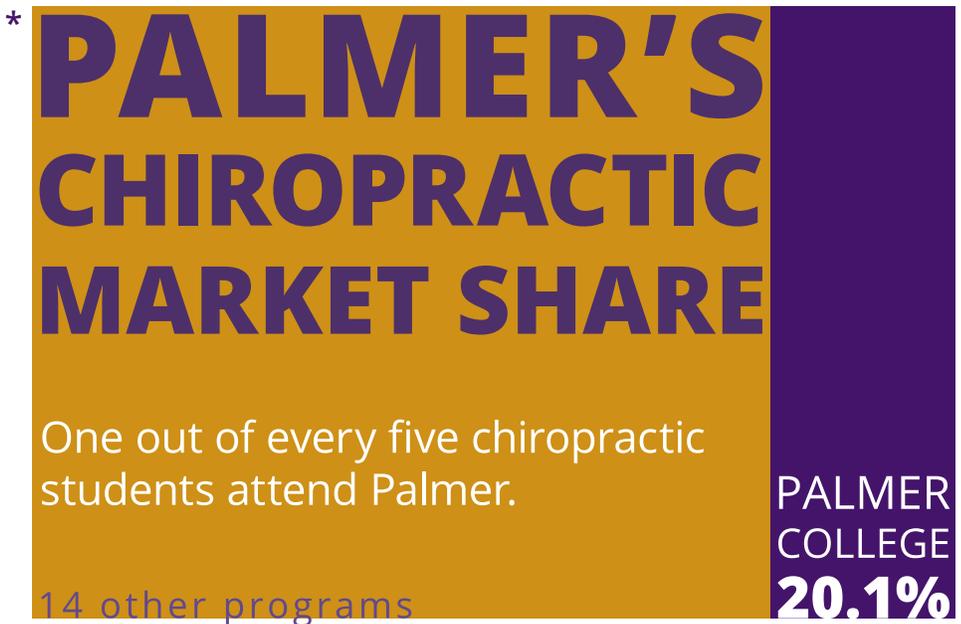
Graduates completing all parts of NBCE exams within 6 months of graduation



Palmer College of Chiropractic Experiences Rise in Enrollment

Even as the COVID-19 pandemic caused challenges across many industries, Palmer College has experienced growth, with signs of more to come.

Compared to the past two years, applications increased by 25% in fiscal year 20-21. One out of every five chiropractic students around the world attends Palmer College.



New-Student Recruitment Goes Virtual

Palmer College of Chiropractic embraced new ways of connecting with prospective students in FY20-21.

New, virtual admissions recruitment initiatives included:

Virtual Campus Visits

Virtual campus visits continue to complement our bi-weekly on-campus visits, providing even more opportunities for students from around the world to experience a Palmer campus.

* **PALMER CareerNetwork**
AVERAGES

3,048
job postings annually
(MORE JOBS THAN GRADUATES)

Path to Palmer Day

Palmer College held its first Path to Palmer Day in April, a virtual initiative that encouraged alumni and others in the Palmer community to refer prospective students to Palmer College. Alumni referred 45 students on Path to Palmer Day.



Statewide Zoom Series

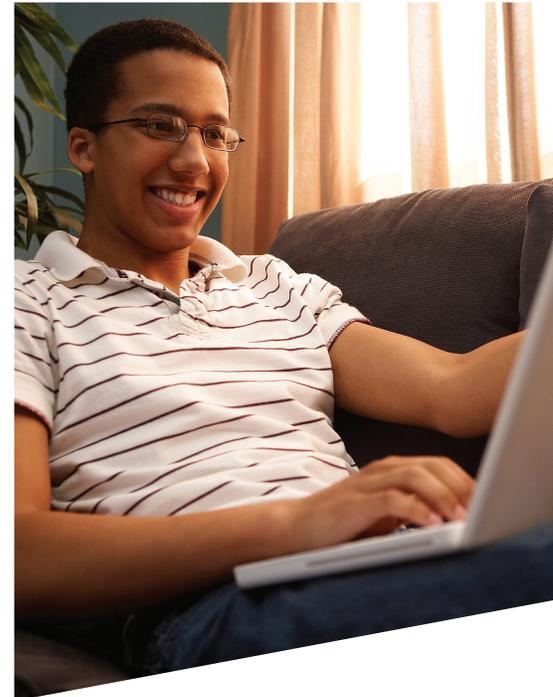
Teaming up with Palmer alumni from across the country, this series allowed prospective students to hear first-hand what it's like to practice in a specific state.

What is . . . Series

Enrolling in a graduate-degree program is a big decision, and with travel and group restrictions in place, Palmer College developed a monthly, topic-focused, Zoom-based meeting to educate prospective students on topics ranging from sports chiropractic, philosophy and technique, to history and financial aid.

Reaching Future Chiropractors

Palmer's position as *The Trusted Leader in Chiropractic Education*® is demonstrated on our social media channels as we continue to lead the way among all chiropractic colleges. Palmer's social-media engagement exceeds all other chiropractic colleges, and our Instagram audience grew by 25% in FY20-21.



AUDIENCE GROWTH	FACEBOOK	INSTAGRAM
Palmer College of Chiropractic	8.7%	25%
Competitor Average	3.6%	15%

ENGAGEMENT PER POST	FACEBOOK	INSTAGRAM
Palmer College of Chiropractic	139	124
Competitor Average	13	50



Key Leadership Changes

Palmer West Campus President Retires

After nearly 40 years of service to Palmer College, William (Bill) Meeker, D.C., M.P.H., president of Palmer's West campus in San Jose, California, has retired.

"I know the Palmer College community joins me in congratulating Bill on his nearly four decades of impactful service to Palmer and the chiropractic profession," says Dennis Marchiori, D.C., Ph.D., Palmer College chancellor and CEO.

After serving 12 years as the vice president for research at Palmer College and as director of the Palmer Center for Chiropractic Research, at Palmer's main campus in Davenport, Iowa, he was appointed president of Palmer West, in 2007.

In his 38 years in the profession, Dr. Meeker has authored more than 60 peer-reviewed papers, books and book chapters, and has made more than 100 scientific and policy presentations to multidisciplinary audiences around the world. He was named a Fellow in the Palmer Academy of Chiropractic in 1995.

Gregory Snow, D.C. Named Senior Campus Administrator, Palmer West

Gregory Snow, D.C., (West '90), has been named Senior Campus Administrator and Dean of Academic Affairs for Palmer West. Dr. Snow has served as the Dean of Academic Affairs since October 2018; prior to that served for 15 years as Dean of Clinics, was a clinical professor for seven years, and maintained a private practice from 1990 to 2003. Dr. Snow has authored four articles in peer-reviewed, Pub-Med journals.

"We're confident that Greg will do a great job in this role," said Dennis Marchiori, D.C., Ph.D., Palmer College of Chiropractic chancellor and CEO. "Greg has a long-tenure with the college and proven track record of leadership. He's well positioned to help Palmer West grow and innovate."

"I'm honored and excited to expand my leadership role at Palmer and work to advance the College's mission at Palmer West," said Dr. Snow.



Tammi Clark, D.C. Named Dean of Clinics, Palmer West

Tammi Clark, D.C. (West '94) has been named Dean of Clinics at Palmer West. During her 22 years at Palmer West, she's taught a number of courses including the management of complex capstone clinical evaluation courses. In conjunction with her teaching roles, she also actively participated in many administrative committees and was extensively involved with the development and administration of student and curricular assessment.



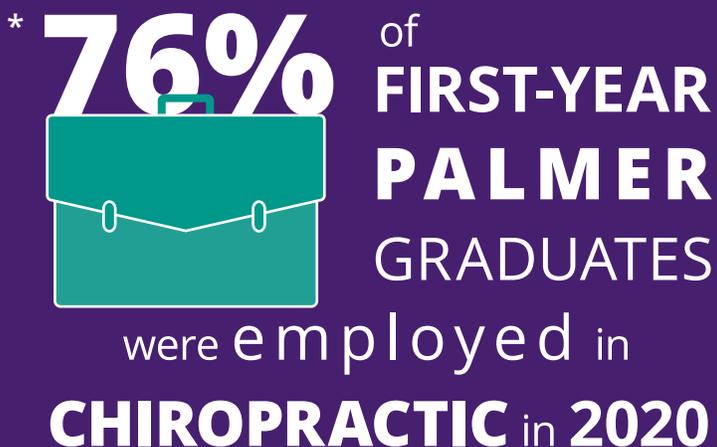
"I'm excited to be more involved with the clinical aspect of the curriculum at Palmer West. I feel it's vital to student and intern success to have a fully integrated academic and clinical education, and I hope my experience can further enhance that mission. I look forward to watching our interns put their knowledge and skills into practice to provide excellent care in our Clinic, and then go on to join the ranks of exceptional Palmer chiropractors."

William Sherrier D.C., M.A. Named Dean of Academics, Palmer Florida

William Sherrier, D.C., M.A., has been named Dean of Academic Affairs at Palmer Florida. Dr. Sherrier is known as one of the "pioneer faculty" members of Palmer Florida, having been on staff since the year Palmer Florida opened. During his tenure at Palmer Florida, he's held roles in the Palmer Chiropractic Clinics, taught for 10 years, was the Director of Practice Foundations and then Associate Dean.

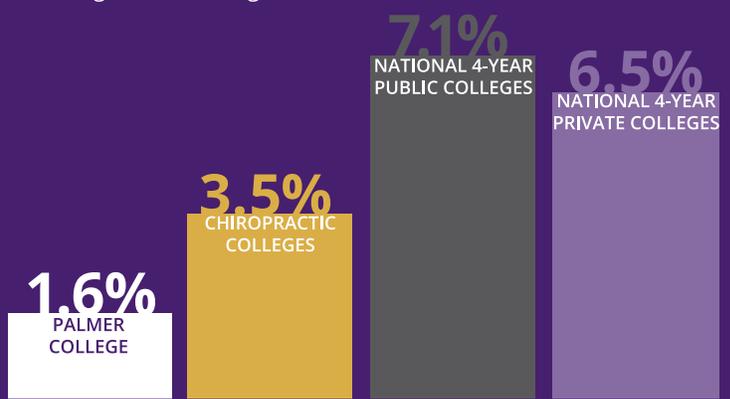


After five years of serving in the associate dean role, Dr. Sherrier is excited to be able to work in a larger capacity. "I'm a chiropractor, but I'm most passionate about chiropractic education. This position is exciting for me. I think it's a culmination of what I've done -- practice experience, teaching experience as well as gradual leadership experience within the College."



* STUDENT-LOAN DEFAULT RATES

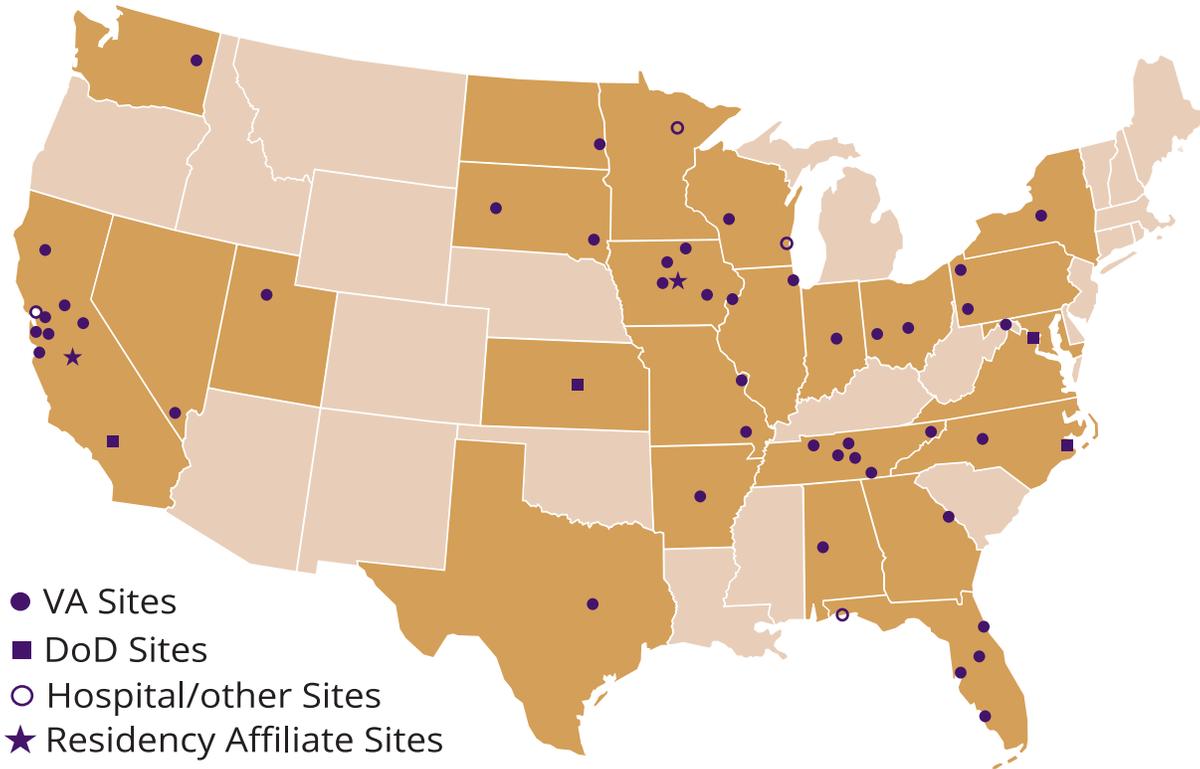
A strong indicator of graduate success.



Health-Care Delivery

Palmer's Clinical Capstone Program Expands

DoD/VA/Multidisciplinary Affiliates and Residency Sites



Palmer College of Chiropractic's clinical rotation program has expanded.

Clinical Capstone Program Snapshot

- 6,192 preceptorship locations across the United States and Canada
- 50 Veterans Affairs, Department of Defense and Multidisciplinary hospital sites
- Academic affiliate for two VA post-graduate residencies

In FY20-21, 15.7% more students participated in rotations compared to the year prior. For recent graduates like Mandy Wong, D.C. (West '20) who recently accepted a Chiropractic Integrated Clinical Residency at the VA Central Iowa Health Care System, the ability to take part in this program drew her to Palmer.

"I learned about the VA clerkship program during my campus tour, and I knew immediately that I wanted to participate in it. I knew it would give me the opportunity to work with other disciplines with a population that desperately seeks relief from their pain. I knew that it would help me end up in a hospital setting, to continue to work with others with the same goal," she said.

WHAT OUR STUDENTS ARE SAYING

Paige Kavanaugh

VA Location:
Bay Pines VA,
St. Petersburg, Florida
"I'm most excited to go to rotation with the other specialists in the hospital and see patient care from start to finish!"



Emma Rae Langdon

VA Location:
Des Moines, Iowa
"I'm most excited to learn how an integrated chiropractic practice operates while giving back to those who've sacrificed so much for our country! I'm also really looking forward to shadowing other professionals in the clinic to get an inside look at how other health-care perspectives approach patient cases."



* **\$6.4** 
MILLION
in Pro-Bono Clinic Care



* **PALMER CHIROPRACTIC CLINICS DELIVERED** 
132,587 
TOTAL 
PATIENT 
VISITS 

Advancing Knowledge Through Research

Over the past year, the Palmer Center for Chiropractic Research continued to advance milestones on current projects, develop new projects and strengthen strategic collaborations. In addition, PCCR continues to provide research experiences and training, publish in relevant scientific journals and communicate research.

RESEARCH PROJECT HIGHLIGHTS

Chiropractic Care for Veterans: A Pragmatic Randomized Trial Addressing Dose Effects for cLBP (VERDICT)

VERDICT is a clinical trial taking place in four VA chiropractic clinics across the country. It will enroll 766 veterans with chronic low back pain to investigate how different numbers of chiropractic visits affect pain-related disability and interference. The sites started enrolling veterans in Spring 2021 and will continue for the next two years. A perk of this National Institutes of Health grant is the ability to fund D.C. post-doctoral scholars for mentored work on the trial. Thus far, four D.C.s have joined the team in this role.

Active Aging for Spine Health Study (AASH)

AASH is a clinical study taking place in Davenport, Iowa and Minneapolis, Minnesota and is funded by the NCMIC Foundation. It's recruiting 10 doctors of chiropractic and 20 chiropractic patients age 50 years and over for interviews on the role of technology in spine health self-management and chiropractic care.

Inter-Institutional Network for Chiropractic Research (Network)

The Network is a collaborative effort between PCCR, Yale University Center for Medical Informatics, and the Osher Center for Integrative Medicine (jointly based at Harvard Medical School and Brigham and Women's Hospital).

This year's highlights include:

- Implemented and completed the Thoracolumbar Fascia Mobility pilot study at the Palmer Research Clinic
- Integrative Migraine Pain Alleviation through Chiropractic Therapy: The IMPACT Study was completed at the Osher Center and produced five publications
- A three-year research fellowship at the Osher Center for a doctor of chiropractic was funded by NCMIC Foundation that begins July 2021

* **14** PALMER CENTER
for CHIROPRACTIC
RESEARCH
PUBLICATIONS

PALMER
COLLEGE
EMPLOYEE
PUBLICATIONS **28**

ASSOCIATED PUBLICATIONS:

Veteran response to dosage in chiropractic therapy (VERDICT): study protocol of a pragmatic randomized trial for chronic low-back pain.

Long CR, Lisi AJ, Vining RD, Wallace RB, Salsbury SA, Shannon ZK, Halloran S, Minkalis AL, Corber L, Shekelle PG, Krebs EE, Abrams TE, Lurie JD, Goertz CM. Veteran response to dosage in chiropractic therapy (VERDICT): study protocol of a pragmatic randomized trial for chronic low back pain. Pain Med 2020;21(S2):S37-S44.

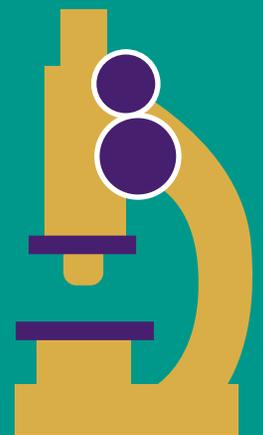
Like peanut butter and jelly: a qualitative study of chiropractic care and home exercise among older adults with spinal disability.

Maiers M, Salsbury SA. "Like peanut butter and jelly": a qualitative study of chiropractic care and home exercise among older adults with spinal disability. Arthritis Care Res 2021 (epub ahead of print)

Multimodal chiropractic care for migraine: a pilot randomized controlled trial.

Rist PM, Bernstein C, Kowalski M, Osypiuk K, Connor JP, Vining R, Long CR, Macklin EA, Wayne PM. Multimodal chiropractic care for migraine: a pilot randomized controlled trial. Cephalgia 2021;41 (3):318-328.

* **\$2,472,580**
in **FUNDING**
committed
to **RESEARCH**
in **FY 20-21**
internal and external funding sources





Resources & Support

Palmer alumni engage with their alma mater and future chiropractors in four ways: **referring** future students, **supporting** the college through philanthropy, **connecting** with fellow alumni and **promoting** the College and profession.

REFER

“When you refer a student to Palmer College, you demonstrate your belief in Palmer as *The Trusted Leader in Chiropractic Education*®.” Referrals from Palmer alumni and friends of the College account for two-thirds of student inquiries the College receives on an annual basis. From January 1, 2020 to October 30, 2020, 365 referrers recommended at least one student to Palmer College.

*Referrers are defined as an individual who was identified on a prospective student’s application.

SUPPORT

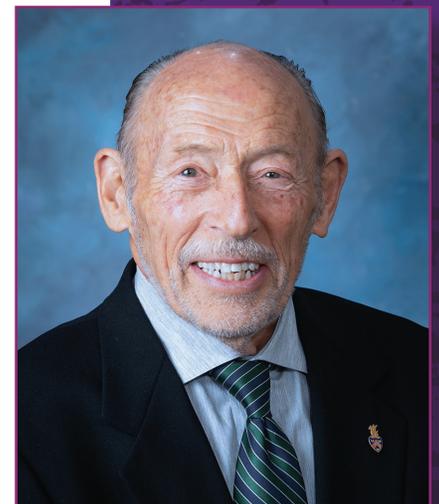
When you support the College through your philanthropy, you show all students you’re invested in their future and the future of the profession.

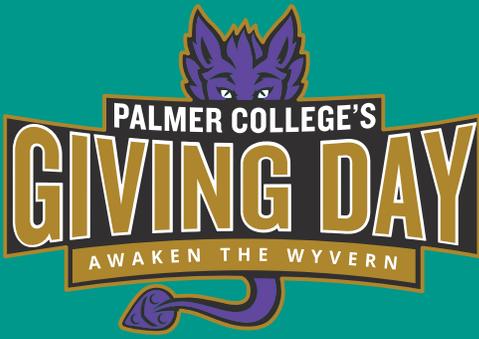
	FY20	FY21
Total Gifts	\$2,899,020.69	\$3,112,008.56
Total Donors	797	989
Total New Donors	220	264
Alumni Donors	480	689
New Alumni Donors	88	172
Alumni Participation Rate	1.62%	2.26%

The Keller Legacy

Charles Keller, D.C. (Main, ’55) has thought about his legacy before – yes, what he plans to leave behind for the students of Palmer College of Chiropractic and also the imprint he will leave on society.

This year, Dr. Keller committed \$1 million in his estate to support Palmer College students. Inspired by the College’s vision for the future and the daring capital projects currently underway at both Palmer’s Main campus and Palmer Florida, he accelerated his commitment by donating \$500,000 early. The gift supports the David D. Palmer Learning Commons. Dr. Keller is being recognized for his generosity and service to the profession and the College with the naming of the Charles & Hildegard Keller Terrace, scheduled for completion this fall.





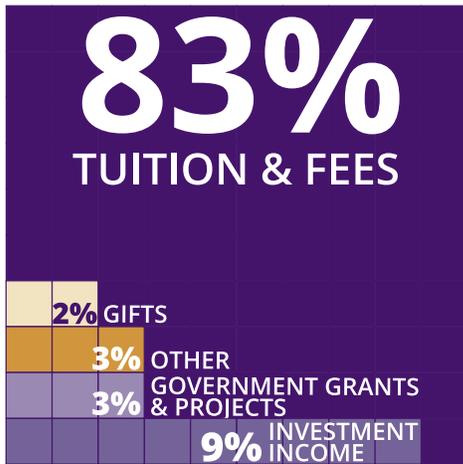
A Giving Day for the History Books

Fundraising records were shattered during Palmer College's Giving Day in September. With an aim to #AwakenTheWyvern, the Alumni and Advancement team spent all of Founder's Day engaging with alumni and donors from around the country, as well as students, faculty and staff.

- \$118,680 – 337% increase over 2019
- 408 returning donors, 120 new donors
- Classes with the most gifts – 1992, 1994, 2003, 2011, 2017
- Gifts to Greatest Need – 206
- Gifts to Scholarships – 130
- Gifts to Palmer Women's Institute – 37
- Gifts to other initiatives - 116

* Mean College REVENUES

(FY 18-19 to 20-21)

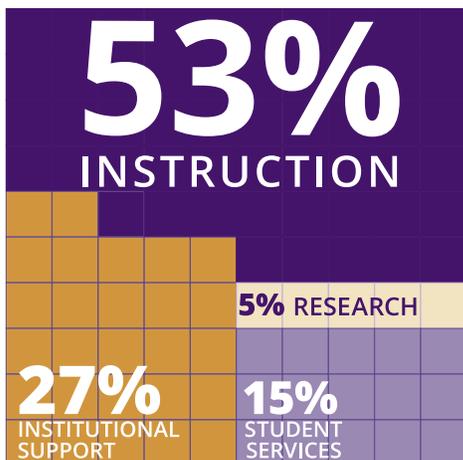


New Alumni Sponsorship Program

The Alumni Sponsorship Program was launched as a pathway for businesses to directly impact the lives of Palmer students and connect with alumni while promoting chiropractic goods and services to the Palmer community. Businesses have the option to sign up at the Purple (\$2,500), Silver (\$5,000), or Gold (\$10,000) level. Benefits include promotion in *Palmer Proud* magazine and multiple opportunities to provide product samples and information to students at graduation and orientation. Benefits increase at each level.

* Mean College EXPENSES

(FY 18-19 to 20-21)



The first Alumni Sponsors to sign on are Standard Process and NCMIC, both Gold-level sponsors.

CONNECT

Chiropractic Association Relations

Palmer College's Chiropractic Association Relations team found multiple ways to engage association leadership, even with many association events being cancelled or postponed.

Palmer students on all three campuses were given opportunities to learn about their state association through eight virtual association meetings held exclusively for Palmer. Participating students were offered free membership, conference attendance and mentoring.

ChiroCongress extended a personal invitation to Palmer College to attend its mid-year convention in April. Palmer was the only college to receive the invitation, a result of a relationship developed over two years between the College and ChiroCongress leadership.

In addition, Nicole Rathje, Palmer's director of chiropractic association relations, was asked to aid both ChiroCongress and the Michigan Association of Chiropractors (MAC) in developing their strategic plans.

An Active PSAF

The Palmer Student Alumni Foundation (PSAF) has experienced exponential growth in membership, leadership and opportunities to engage students and alumni. The 30-student group experienced many firsts in 2020-2021, with virtual events allowing students and alumni from across the country to participate.

Highlights from the year include:

- First-ever virtual SPIZZ night in July 2020, featuring Karen Slota, D.C. (Main, `99), team chiropractor for the Detroit Lions. Nearly 120 students from all three campuses attended the event.
- First-ever virtual clinic tour with Matt Hart, D.C. (Main, `01) and Evan Mojica, D.C. (Main, `20) led to a second tour with three D.C.s from Washington.
- First-ever virtual meeting with alumni representatives from Iowa, Wisconsin, Michigan, Illinois, Alabama and Florida.

Alumni Connect for Virtual Reunions

The cancellation of Homecoming didn't deter alumni from gathering in a virtual space in 2020 and early 2021. Palmer Main's 50th reunion class came together to share memories of their time on campus and provide updates on family, travel and life in and out of the profession.

PROMOTE

Alumni volunteers stepped forward in a variety of ways to support and promote both the College and the profession.

- Giving Day Advocates raised more than \$8,500 in individual gifts for Giving Day.
- Alumni served as keynote speakers for virtual and in-person SPIZZ nights.
- Alumni participated in prospective student webinars to speak about the profession and what it means to be a Palmer chiropractor.
- Class volunteers helped facilitate virtual reunions and promote upcoming Homecoming events.









PALMER

College of Chiropractic

MAIN CAMPUS:

Palmer College of Chiropractic
1000 Brady St.
Davenport, IA 52803-5214

BRANCH CAMPUSES:

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San Jose, CA 95134-1617

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