

# ANNUAL REPORT

2021-2022



**PALMER**  
College of Chiropractic

*The Trusted Leader in Chiropractic Education®*



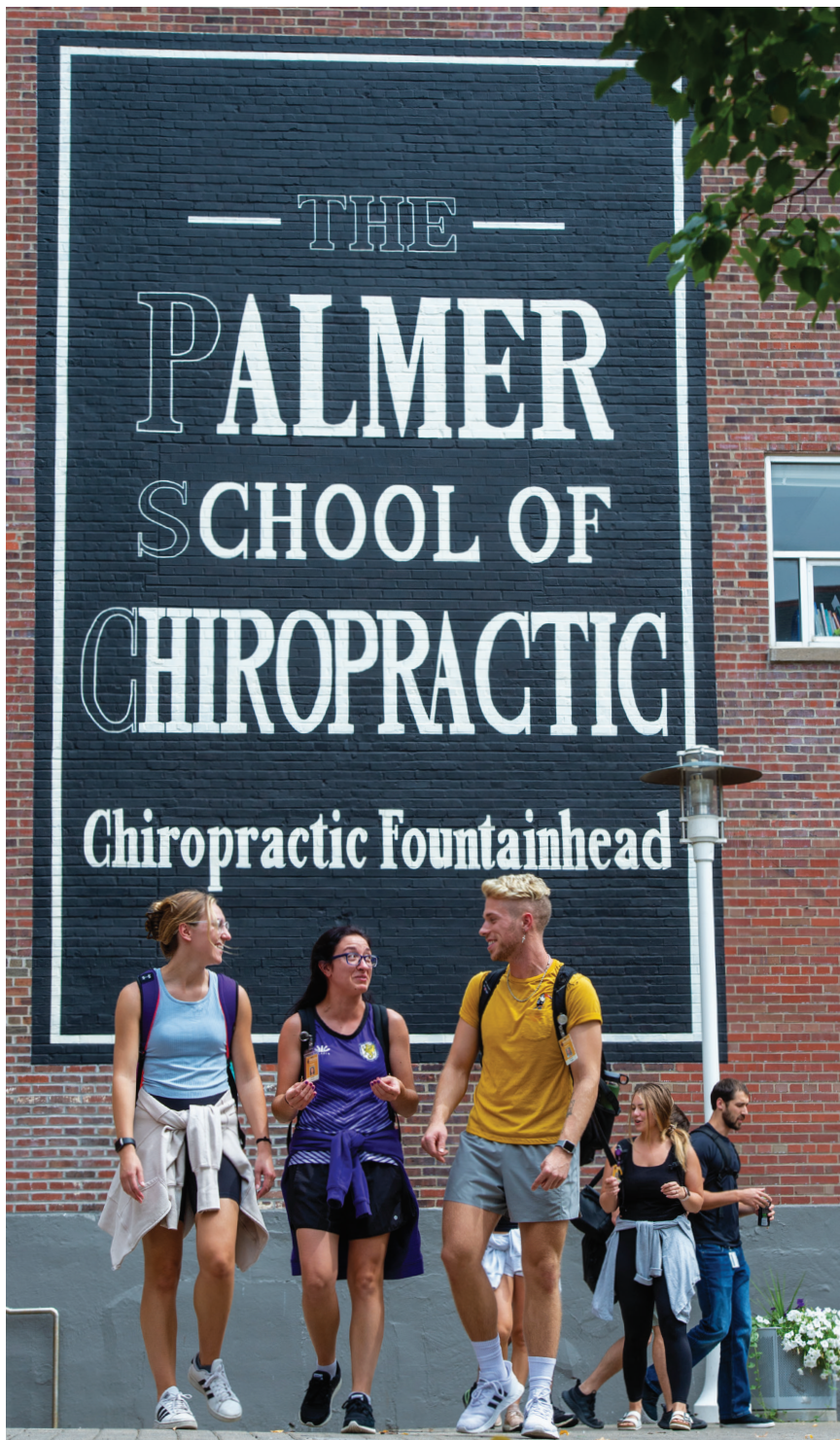
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# MESSAGE FROM DENNIS MARCHIORI, D.C., PH.D., CHANCELLOR AND CEO, PALMER COLLEGE OF CHIROPRACTIC

At Palmer College, we're relentlessly focused on creating the best, most innovative student learning experience possible as we hold true to our stake of being *The Trusted Leader in Chiropractic Education*®. This commitment was re-affirmed over the past year as we introduced a multitude of changes, which you'll read more about in this report. Change is exciting and often difficult, yet at Palmer, we embrace it to remain the leader in the profession.

As we celebrate the 125th anniversary of Palmer College and look forward, it's humbling and awe-inspiring to see how far we've come. We should all be Palmer Proud of this. We've invested in facilities, technology and academic curriculum that will prepare students to carry forward the dream first imagined by our founders: to create a world of unlimited health and human potential.

As you read about the collective accomplishments of our faculty, staff, administration, board of trustees, alumni and students in the pages that follow, I challenge you to dream of what the next 125 years will bring.

**\*Data presented is projected, based on the timeframe of July 1, 2021 – May 1, 2022.**



# STUDENT LEARNING AND SUCCESS

Palmer College continues to evolve to meet our enrollment needs and enhance the academic experience of students. The new Experiential Learning Center on Palmer's Main Campus and the new fourth academic building at Palmer Florida help the College reach these goals.



## Experiential Learning Center now open at Palmer's Main Campus

The Experiential Learning Center, which opened in March 2022, allows students to move seamlessly between anatomy classrooms, wet and dry labs and technique classrooms. It features five technique labs with 20 stations for hands-on work, and two new anatomy labs.

The Experiential Learning Center doubles the campus technique-classroom capacity. Like the new David D. Palmer Learning Commons, the Experiential Learning Center provides students space to collaborate and work in brand-new, intimate, small-group environments.





## Charles & Hildegarde Keller Terrace Provides Outdoor Study Space

The beautiful new Charles & Hildegarde Keller Terrace was made possible thanks to a generous donation from Charles Keller, D.C. (Main, '55).

## Paul & Donna VanDuyne Hall Nears Completion

Paul & Donna VanDuyne Hall, the new Palmer student housing, will be ready for students in fall 2022. Located on the east side of campus, the new building will provide 115 units and accommodate up to 139 students.



## New Academic Building Opens at Palmer Florida

A new 47,000 sq. ft. academic building that will help the College meet Palmer Florida's rising enrollment needs is now open. The building creates space for an additional 130 students and features four classrooms equipped with the best technology available.

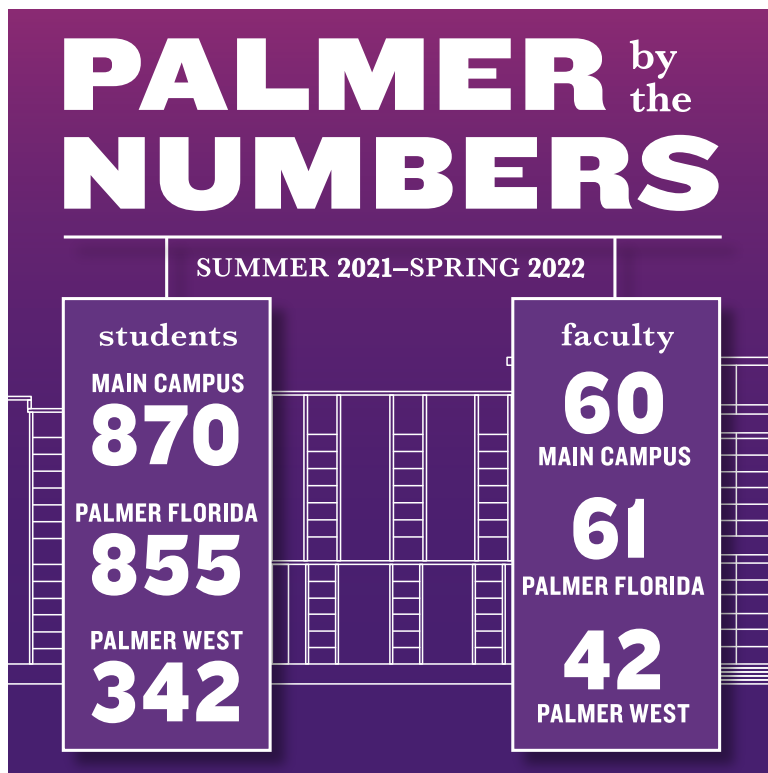




# Palmer Florida Announces Transition to Trimester Calendar

Beginning October 2022, new Palmer Florida students will follow a trimester academic calendar. Current students will continue their education on the quarter system.

This change was instituted to facilitate better academic outcomes. The additional weeks of study in each term allow students to spend more time learning about a particular subject, promotes palpation and technique skill development, and creates greater opportunity for instructional innovation and better student engagement.



## Palmer College Meets Current and Future Needs with Campus Realignment

The Palmer College of Chiropractic Board of Trustees voted unanimously in March 2022 to phase out the College’s West campus located in San Jose, California. After thoughtful consideration, and as a proactive business decision, the campus will cease operations in June 2025 when its building lease expires.

“Palmer College leads the chiropractic profession and sets the standard for real-world preparation for successful careers in chiropractic,” says Dennis Marchiori, D.C., Ph.D., Palmer College chancellor and CEO. “We are confident the needs of current and future students are best served by focusing on the unparalleled opportunities that exist on Palmer’s Main and Florida campuses.”

Large investments have been and continue to be made to enrich student life and learning opportunities at the Iowa and Florida campuses.

“By adjusting our on-campus offerings at our two flourishing locations, Palmer is better equipped to meet its mission of educating students in the science, art and philosophy of chiropractic today and well into the future, maintaining our role as the trusted leader in chiropractic education,” says Marchiori.

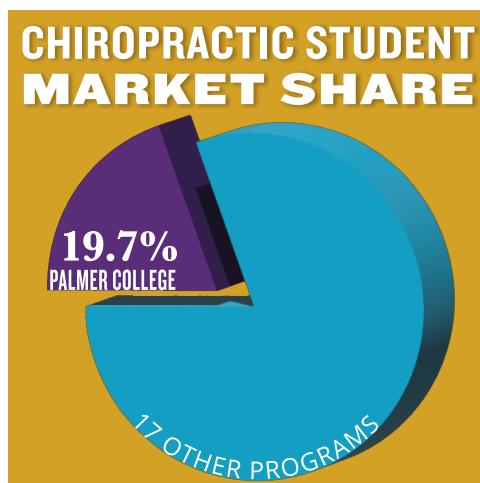


## Palmer College Introduces New Scholarships for Incoming Main Campus Students

Palmer students are driven to succeed, and we're committed to helping students do that. As we strive to grow the chiropractic profession, we want to make sure that the best and brightest can study at the Fountainhead, regardless of their financial situation.

Each year, Palmer College of Chiropractic awards approximately \$4 million in scholarships – many of which are specifically designated for incoming students.

This year, we introduced the Fountainhead Award for Academic Achievement, a renewable scholarship that recognizes the outstanding academic achievement of incoming students who have a 3.50 or higher GPA.



## Higher Education Emergency Grant Fund (HEERF) Program

As a result of the COVID-19 pandemic and a national emergency declaration on March 13, 2020, three pieces of legislation were passed: the Coronavirus Aid, Relief, and Economic Security Act (CARES Act); Coronavirus Response and Relief Supplemental Appropriations Act, 2021 (CRRSAA) and the American Rescue Plan Act of 2021 (ARP). The three bills represent funding appropriated for institutions of higher education to prevent, prepare for, and respond to the coronavirus pandemic. Taken together, CARES, CRRSAA and the ARP represent HEERF I, HEERF II, and HEERF III, respectively.

In total, Palmer College of Chiropractic received and awarded \$1.7 million in emergency direct assistance to more than 2,500 students through the HEERF program.



## New Palmer College Website Launched Spring 2022

We're taking every opportunity to show the world that Palmer is the first and best chiropractic institution in the world. The new Palmer College website, [www.palmer.edu](http://www.palmer.edu), showcases our students, alumni, academic spaces, curriculum and history.



## Palmer College Launches New Student Recruitment Campaign

Palmer College launched a new student enrollment campaign, DRIVE, that reflects the daring and driven nature of Palmer College, its alumni and current students. Here, we promote our history, innovation, and drive to educate the world's best chiropractors.

# DRIVE:

## WHAT THE BEST ARE MADE OF

We're not settling to simply be the first or the best. What keeps us going is our DRIVE to succeed – to be even better than we were yesterday. If that sounds like you, your chiropractic career starts here.

Since the founding of chiropractic, Palmer College has been recognized by students and Doctors of Chiropractic alike as the best, most trusted, and most innovative chiropractic college in the world. So, if you aspire to great heights, take the next step now. Find out why more than one-third of all practicing chiropractors are Palmer graduates.

PALMER CareerNetwork  
AVERAGES

# 3,552

JOB POSTINGS ANNUALLY

# 86% *OF* FIRST-YEAR PALMER GRADUATES WERE EMPLOYED *IN* CHIROPRACTIC *IN 2021*







## Michael Tunning Named Dean of Academics

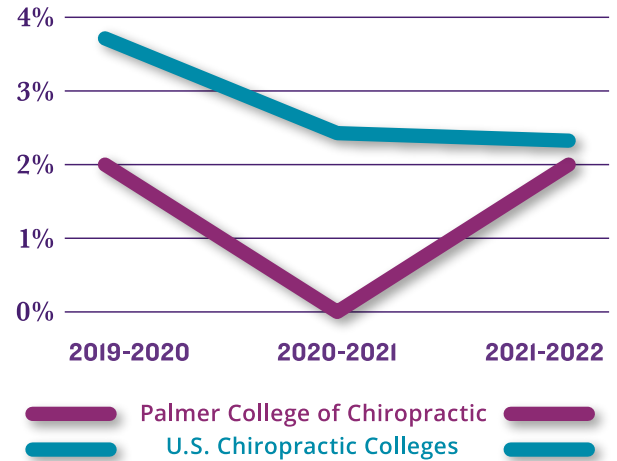
Michael Tunning, D.C., M.S., ATC (Main, '06) has been named Dean of Academic Affairs at Palmer's Main Campus.

Prior to this, Dr. Tunning served as Associate Dean of Clinical Sciences for five years, overseeing the Diagnosis & Radiology, and Technique Departments. Additionally, he previously taught Active Care and Neuromuscular Skeletal Diagnosis, while also assisting in anatomy labs, the Advanced Soft Tissue elective, and Technique coursework. As a faculty member, Dr. Tunning served for three years as the Faculty Senate President and received the Faculty of the Year Award in 2014.

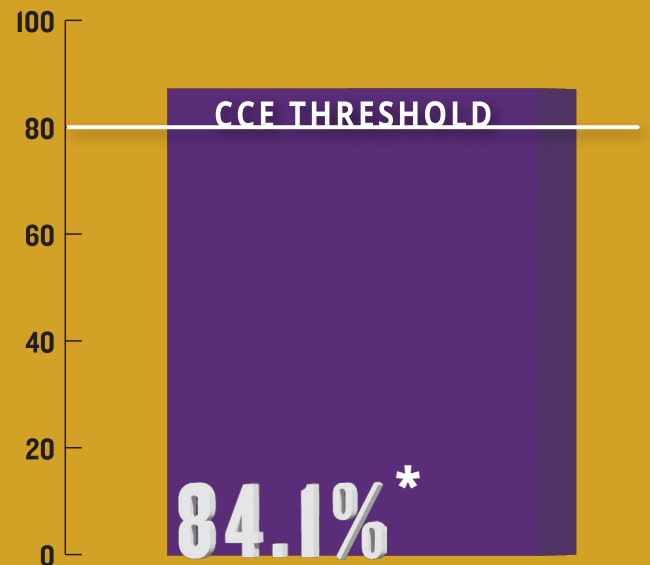
Dr. Tunning is actively involved as a member of the Affiliate Partnership Council and Graduate Chiropractic Education Committee with the VA of Central Iowa Health Care System.

\* Note: While the current data account for all Palmer graduates, i.e., U.S., Canadian, and International, the current pass rates only reflect those having taken and passed all parts of the NBCE exams. Once obtained, future data postings will also include the number of graduates who have passed all parts of licensing exams or are licensed to practice chiropractic within six (6) months post-graduation in non-U.S. jurisdictions.

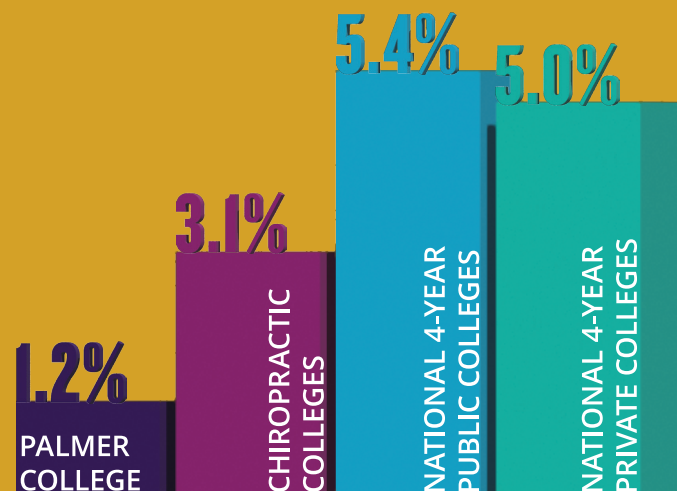
## MEAN CHIROPRACTIC TUITION INCREASE



## NBCE SUCCESS RATE



## STUDENT LOAN DEFAULT RATES





# RESOURCES & SUPPORT

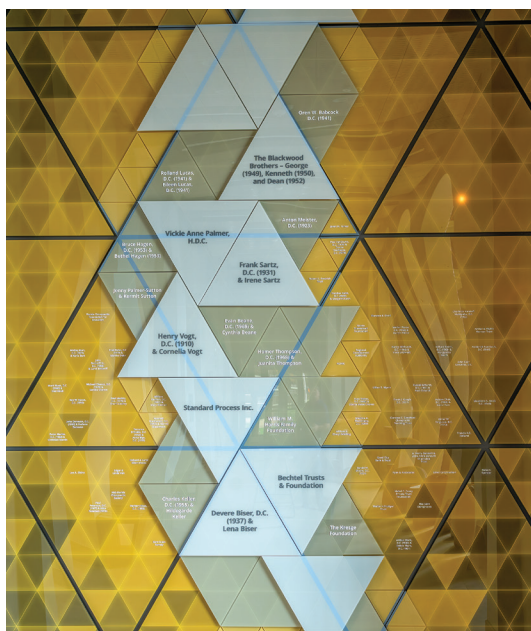
The Palmer Alumni & Advancement Office is dedicated to advancing Palmer College's standing as *The Trusted Leader in Chiropractic Education*®.

Over the past year, the Alumni Office has found new ways to engage alumni across the country and throughout the world. From another record-breaking Giving Day to the first face-to-face Homecoming in two years, alumni have shown up to connect with and support the College in more ways than ever before.

Palmer College alumni are deeply committed to and passionate about the chiropractic profession and providing care for those in and beyond their communities. Our proud alumni keep the College and the profession strong by referring students, supporting the College, connecting with fellow Palmer alumni and promoting Palmer College in their practices and their communities.

## A Lifetime of Generosity

During Homecoming 2021, the Lifetime of Generosity display was unveiled to a select crowd of donors, College leadership and students. The display, located in the David D. Palmer Learning Commons, honors those in the Sterling Lifetime Giving Society who have given more than \$100,000 to Palmer College over their lifetime. These donors have demonstrated remarkable generosity through their significant contributions that put them at the forefront of the College's achievements in educating leaders in the chiropractic profession.



## By the Numbers

	FY22
Total Gifts	Raised \$4,990,904
Total Donors	936
Total New Donors	207
Alumni Donors	631
New Alumni Donors	107
Alumni Participation Rate	2.02%



## Connecting donors and students – *Sarah Fadel and Willard Smith, D.C. (Main, `60)*

Bringing together donors and the students who benefit from their generosity is the most important connection for the Alumni & Advancement team. Not only do donors learn about the impact of their giving, but the students also get to learn about their donors and what inspires them to give back.

Current student, Sarah Fadel, had the honor of meeting Palmer graduate and beloved retired faculty member, Willard Smith, D.C. (Main, `60), who established the Marguerite Smith Endowed Scholarship that Sarah received this year.

During their visit, they learned that even though both are from different backgrounds and generations, they have the same values: importance of hard work, strong faith and helping others. Sarah feels that Dr. Smith has passed the torch to her, and she hopes one day she can continue giving back to Palmer to help a new generation of students, like he did for her.



## Giving Day

Palmer College painted the map purple during Giving Day 2022. A record-breaking 520 donors from every state in the U.S. and seven countries made gifts totaling more than \$165,000 to support scholarships, the College's greatest needs, and other initiatives. Sixteen Giving Day Advocates submitted matches or challenges.

Results:

- Raised \$165,208, an increase of more than \$54,000 in 2020
- 450 returning donors, 70 new donors
- Top five classes with the most gifts – 2007, 1986, 2006, 1996, 1992-2001-2012 (tied for 5th)
- 262 gifts to Greatest Need
- 200 gifts to Alumni Endowed Scholarships
- 49 gifts to other initiatives

## Chiropractic Association Relations

Palmer Alumni Office staff and volunteers attended 18 in-person chiropractic association conventions, and one virtual convention for the Texas Chiropractic Association.

Palmer College hosted 10 alumni events during association conventions, including CalChiro, Parker Seminars (Las Vegas), the Florida Chiropractic Association National Convention, and the Michigan Association of Chiropractic spring and fall conventions.

Palmer College hosted four chiropractic associations on our campuses. We hosted the Chiropractic Association of Louisiana, Ohio State Chiropractic Association (OSCA) and Wisconsin Chiropractic Association on Palmer's Main Campus and the Florida Chiropractic Association (FCA) at Palmer Florida.

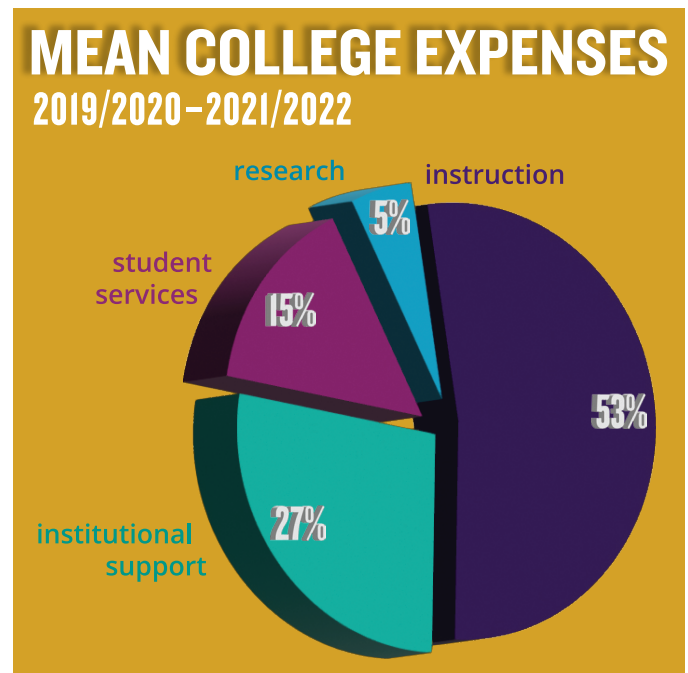
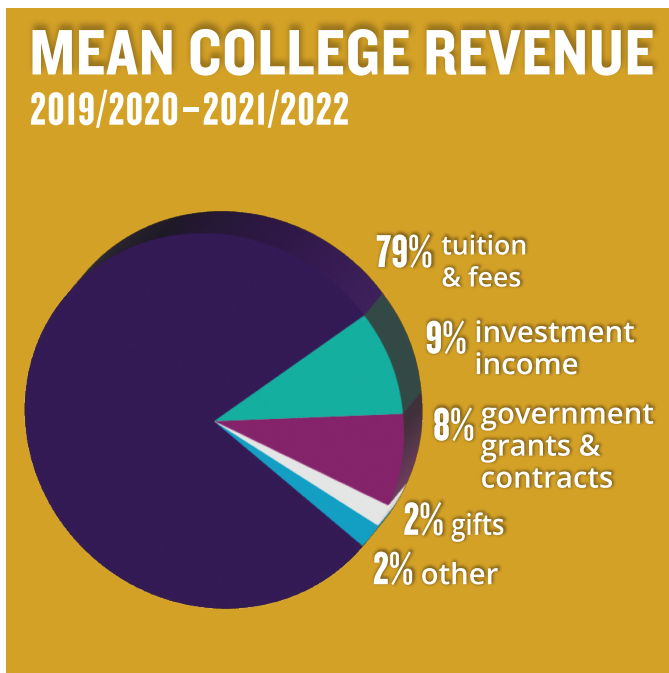
Palmer College's Director of Association Relations serves on the membership committee for Foundation for Chiropractic Progress (F4CP) and the ChiroCongress Student Education & Engagement committee.

## Referrals

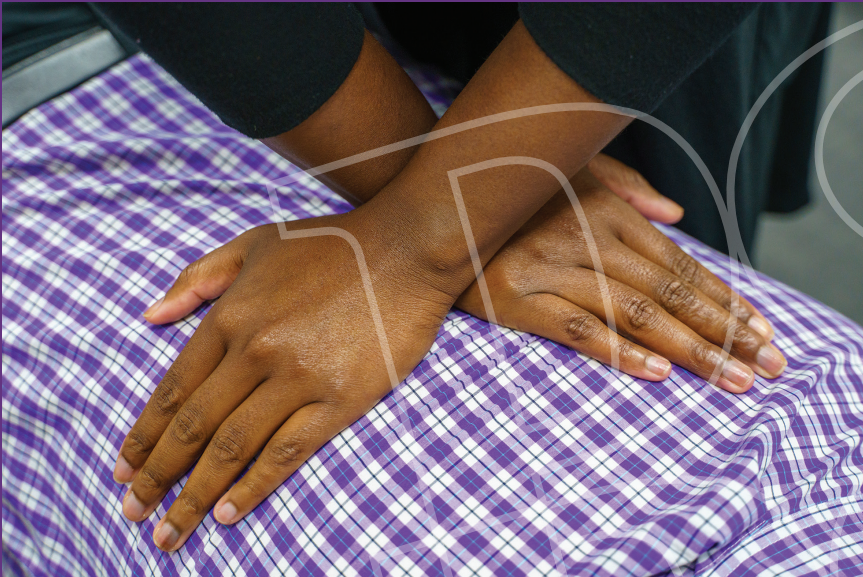
Prospective student referrals from Palmer alumni and friends of the College account for two-thirds of the student inquiries the College receives on an annual basis.

Last year, 472 unique alumni and friends referred at least one student to Palmer College. In addition, the first Referrer of the Year Award was given to Dan Warner, D.C. (Florida, '08), who has referred 61 students to Palmer College since his graduation.

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









# ADVANCING KNOWLEDGE THROUGH RESEARCH

Over the past year, the Palmer Center for Chiropractic Research (PCCR) continued to advance the field of chiropractic through high-quality scientific research to develop knowledge that informs chiropractic practice, education and health policy. Additionally, PCCR continues to provide research experiences and training, while publishing in relevant scientific journals and cultivating research collaboration.

**\$3,339,928**  
in **FUNDING**  
*COMMITTED*  
to **RESEARCH**  
July 2021–June 2022



## RESEARCH PROJECT HIGHLIGHTS

### VERDICT: Veterans Response to Dosage in Chiropractic Therapy

The VERDICT project is evaluating the effect of chiropractic care for veterans with chronic low-back pain across the country in four chiropractic clinics of the Veterans Health Administration. Phase 1 includes different numbers of visits to the chiropractic clinic over a 10-week period. Phase 2 includes extended or maintenance care of one scheduled visit per month at the chiropractic clinic for eight months for half of the veterans.

This project, led by the PCCR, is part of the NIH-DoD-VA Pain Management Collaboratory, which represents approximately \$81 million over six years for 11 trials of non-drug therapy for veterans and military personnel with pain-related conditions and a coordinating center, of which PCCR received over \$7 million. The PCCR has partnered with investigators at four research-intensive universities to conduct VERDICT with the goal to enroll 766 veterans by Aug. 2023. As of May 31, 2022, 277 (36%) veterans enrolled in Phase 1; 194 enrolled in Phase 2.



## PUBLICATION HIGHLIGHTS

### Great mentored publications from our Research Fellows, Anna-Marie Ziegler, D.C., M.M. and Greg Roytman, D.C. supported through VERDICT

Ziegler AM\*, Minkalis AL, Langdon ER\*, Vining R. Learning the neurobiology of pain: a scoping review of pain education from an instructional design perspective. Patient Educ Couns. 2022 Jun; 105(6): 1379-1401. DOI: 10.1016/j.pec.2021.09.021

Roytman GR\*, Coleman BC, Corcoran KL, Goertz CM, Long CR, Lisi A. Changes in the use of telehealth and face-to-face chiropractic care in the Department of Veterans Affairs before and after the COVID-19 pandemic. J Manipulative Physiol Ther 2021;44(7):584-590.

### Two publications from the Collaborative Care for Veterans with Spine Pain and Mental Health Conditions (COCOV) project, which served as a pilot study for the VERDICT trial.

Salsbury SA, Twist E, Wallace RB, Vining RD, Goertz CM, Long CR. Care outcomes for chiropractic outpatient veterans (COCOV): a qualitative study with veteran stakeholders from a pilot trial of multimodal chiropractic care. Pilot Feasibility Stud 2022;8(1):6.

Long CR, Salsbury SA, Vining RD, Lisi AJ, Corber L, Twist E, Abrams T, Wallace RB, Goertz CM. care outcomes for chiropractic outpatient veterans (COCOV): a single-arm, pragmatic, pilot trial of multimodal chiropractic care for U.S. veterans with chronic low back pain. Pilot Feasibility Stud 2022;8(1):54.

### Brian Anderson, D.C., Ph.D., M.S., M.P.H. was honored in 2nd place for having the Best Early Career Poster

Anderson BR, McClellan SW. Dosing of lumbar spinal manipulative therapy and its association with care escalation: an analysis of insurance claims. CARLoquium, March 2-4, 2022.

The graphic features a purple-to-teal gradient background with a white wireframe grid. At the top, the text 'PALMER PUBLICATIONS' is written in large, bold, white, sans-serif capital letters. Below this, two purple rectangular boxes with white borders are positioned side-by-side. The left box contains the number '22' in large white font, with the text 'PALMER CENTER FOR CHIROPRACTIC RESEARCH PUBLICATIONS' in smaller white font below it. The right box contains the number '23' in large white font, with the text 'PALMER COLLEGE OF CHIROPRACTIC EMPLOYEE PUBLICATIONS' in smaller white font below it. At the bottom of the graphic, the text 'July 2021-June 2022' is written in bold white font.

# HEALTH-CARE DELIVERY

## Palmer Students Delivering Chiropractic Care in the Community

Palmer Chiropractic Clinics were honored this year to once again be the primary chiropractic care provider for minor league sports teams, the Quad City Storm and the Quad Cities River Bandits. In addition, Palmer Chiropractic Clinics provided care at the Quad-City Marathon and the Bix 7 road race. These opportunities provide students with hands-on experience caring for athletes and provides community members with a positive experience with the Palmer Clinics.



**Tommy Stang,  
Center,  
Quad City Storm**

"I had never been to a chiropractor before, and it was highly recommended by the team. I can really feel the difference after an appointment. I'd like to thank Palmer Chiropractic Clinics. You guys put in a lot of work. PCC makes me a better athlete. Really understanding my body helps me stay in the top shape so when I get on the ice, I'm ready to perform."



**Marcus Ortiz,  
Forward,  
Quad City Storm**

"I started going to Palmer Chiropractic Clinics three months ago for lower-back spasms. Being treated at Palmer Chiropractic Clinics has helped me perform at peak level instead of dealing with day-to-day pain. Palmer Chiropractic Clinics tailors specifically to what your needs are. I would recommend Palmer Chiropractic Clinics to any athlete and everybody."





## The Palmer Spine Returns to the Bix 7 Road Race

The famous Palmer Spine once again danced its way up Brady Street Hill during the 2021 Bix 7 road race after a one-year hiatus due to COVID-19. Crowds cheered as the Palmer College and Quad Cities tradition continued.

## Clinical Capstone Program

Palmer College holds preceptorship agreements with more than 6,000 chiropractic offices and 50 Department of Defense/Veteran's Affairs locations across the country.

In FY21-22, 76.3% of all final-term students College-wide participated in a preceptorship, and five percent of final-term clinic students College-wide participated in DoD/VA rotations available through Palmer.

**PALMER CHIROPRACTIC  
CLINICS PROVIDED**  
**\$5,159,898**  
in *PRO-BONO*  
*CARE* from July 2021-  
June 2022

**PALMER STUDENTS  
DELIVERED PATIENT  
CARE DURING**  
**144,665**  
**PATIENT VISITS**  
July 2021-June 2022

## Student Experience

### **Kelsey Arneson, D.C. (Main, '21)**

**Location:** Tuscaloosa Veterans Affairs Medical Center

"I honestly didn't even know how much I needed this opportunity when I took the leap of faith. Taking this opportunity at the Tuscaloosa VA taught me things that would have likely taken me three to five years in my own clinical practice to discover and master.

If you're at all interested, apply, and don't limit your location. Keep an open mind as to where you'll go. This is the most amazing and humbling experience, in my opinion, and I wouldn't be the clinician I've become if I hadn't done it. Palmer will prepare you for it. I'm so glad I did it!"



### **Dustin Minnick (Florida, '21)**

**Location:** Salisbury VA Medical Center, North Carolina

"I was a completely different chiropractor by the end of my six-month rotation at the VA hospital," Dustin said. "I can confidently recommend the VA/DoD rotation program to all students."



### **Jessica Bentley, D.C. (West, '21)**

**Location:** Clarksville VA Clinic of the Tennessee Valley Health System

"I learned so much, even more than I expected! Working at the VA is like working with the general population but amplified. Spinal fusion patients, for example, were seen daily there. In many cases, patients had extreme conditions who were taking more than ten medications at a time."











# PALMER

College of Chiropractic

## MAIN CAMPUS:

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

## BRANCH CAMPUSES:

Palmer Florida  
4777 City Center Parkway  
Port Orange, FL 32129-4153

Palmer West  
90 East Tasman Dr.  
San Jose, CA 95134-1617

[www.palmer.edu](http://www.palmer.edu)

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