This report represents Marshall B. Ketchum University's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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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.

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1. What are we aiming to accomplish?

UNIVERSITY GOALS 2014 – 2017

GOAL 1.0 - Develop the faculty, staff, resources and facilities to achieve our new mission.

GOAL 2.0 - Establish a culture of interprofessional education (IPE).

GOAL 3.0 – Conduct ongoing institutional research that leads to continuous improvement in the outcomes of the University.

GOAL 5.0 – Shape and sustain an inclusive student-centered experience.

GOAL 6.0 – Foster a love for life-long learning within students.

GOAL 7.0 - Foster research and scholarly activity.

GOAL 8.0 – Enhance the new University brand and visual identity.

GOAL 9.0 – Expand clinical opportunities for all University health care disciplines.

GOAL 10.0 - Create opportunities for campus-based interprofessional clinical practice.

GOAL 11.0 – Develop international educational programs to advance global health care.

GOAL 12.0 – Expand post-graduate education for all University health care disciplines.

GOAL 13.0 – Foster a culture of service to community.

GOAL 14.0 – Expand the University Alumni structure to include the School of Physician Assistant Studies and the College of Pharmacy.

GOAL 15.0 – Foster a culture of philanthropy to support the Achieving 2020 capital campaign.

GOAL 16.0 – Open a practice development center embracing all University programs.

2. What are our strategies for making this happen?

MBKU has continuous strategy for reaching it's goals. With the growth of this new University, there is a continuum of educational programs encompassing professional, graduate and technical education. With the the School of Physician Assistant Studies beginning it's first class in August and the College of Pharmacy planning it's first class to begin in 2016, MBKU has achieved the goal of establishing a culture of interprofessional education. With this new culture of interprofessional education, MBKU has been able to establish affiliations with hospitals and medical centers, as well as school districts in order to bring comprehensive eye exams and blood pressure checks to children in need. Also, the School of Physician Assistant Studies at MBKU has finalized an agreement with St. Joseph Heritage Healthcare (SJHH), which will be the cornerstone clinical facility for students during their clinical rotations in the program. In order to continue the growth of the University, MBKU has a financial plan in place to secure comprehensive funding to support programs and facilities by identifying and prioritizing needs, educating constituents on the financial status, limitations and needs of the University, researching revenue resources and exploring entrepreneurial opportunities.

3. What are our organization's capabilities for doing this?

The University experienced a positive financial year with a change in net assets from operating activities of $200,000 on total revenues of $27.3 million. Members of the University Family are to be congratulated for the significant role each played in achieving these operating results. At MBKU, tuition represents 45 percent of the total revenue. This is well below the industry standard of 60 percent. The balance of revenues includes contributions from individuals, alumni, corporations and foundations as well as income from endowments, investments, continuing education programs and University vision-care centers. Endowments also help the University because the scholarships they create help our students to have less educational debt. The MBKU Family remains appreciative of the contributions from alumni and friends as income to the University in 2013-14 from endowments, private gifts, grants and contracts represented $942,572 or 3.45 percent of total revenue. These gifts are most welcome and assist with the funding of University programs and student scholarships and awards.

4. How will we know if we're making progress?

Some key milestones that measure our progress began with the establishment of Marshall B. Ketchum University, as Southern California's newest health care education institution. An outgrowth and expansion of the educational offerings of
the 111-year-old Southern California College of Optometry, the University provides a diversity of health care training opportunities in an environment focused on interprofessional education. The first program added is the School of Physician Assistant Studies, which had its first class begin August 2014 and has been granted Accreditation-Provisional status by the ARC-PA. The status indicates that the plans and resource allocation for the proposed program appear to demonstrate the program's ability to meet the ARC-PA Standards, if fully implemented as planned. Accreditation-Provisional does not ensure any subsequent accreditation status. It is limited to no more than five years from matriculation of the first class. With our accreditation-provisional status, our graduates will be eligible to sit for the Physician Assistant National Certifying Examination (PANCE), which is required in order to apply for PA state licensure. MBKU's College of Pharmacy has an anticipated start date of 2016. Another great achievement for Marshall B. Ketchum University's Southern California College of Optometry's Class of 2014 is a 100 percent pass rate on a national licensing exam. This is an outstanding accomplishment and a reflection of the fine effort and preparation by our students. Supporting their preparation and training, faculty and staff are proud to have played a part in their success. MBKU has received approval from the Western Association of Schools and Colleges (WASC) to confer a PharmD and applied for authorization of an on-site evaluation from the Accreditation Council for Pharmacy Education. MBKU anticipates matriculating its first class in August 2016, pending Precandidate status from ACPE. Authorization of an on-site evaluation for consideration of Precandidate status does not carry with it nor imply an accreditation status. Another key indicator in the quantitative progress at MBKU is our ACHIEVING 2020 campaign is a major commitment to the future of health care. This multi-year campaign is focused on fundraising for the ever expanding facility and space needed for the new programs at MBKU.

5. What have and haven't we accomplished so far?

In 2013–14, we strengthened our commitment to children's vision and to expand our community outreach. SCCO is a major provider of vision care to children and we want to do even more. We want every child to receive a comprehensive eye exam before he or she enters kindergarten. We want every child to be ready to learn; and, to achieve this we will be taking our vision care program on-the-road to more schools and community healthcare facilities. Your financial support will help us achieve this important goal. One area of decline in 2011-12, due to the economy, is reflected in our endowment funds. Over the past several decades, the College proudly built an endowment worth more than $20 million thanks to forward-thinking alumni, friends and our corporate partners. In 2013–14, our endowments have risen slightly at $19,451,132 to $20,278,302. We encourage your continued financial support to sustain the giving strength of our endowments. ACHIEVING 2020 is more than a campaign, it's our commitment to our community. As of April 2015, the campaign so far has raised approximately $3,618,806 with $622,971 in outstanding pledges.