



Marshall B. KETCHUM UNIVERSITY

Office of University Advancement

NEWS RELEASE

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MBKU Dedicates Essilor Student Center

FULLERTON, CA--A dedication ceremony for the Essilor Student Center at Marshall B. Ketchum University (MBKU) was held on Thursday, June 5, on the university's Fullerton campus. The naming of the on-campus Student Center, along with the Essilor Conference Center at MBKU's University Eye Center at Los Angeles, recognizes the corporation's history of support to the institution.

"Essilor has a long-standing record of social and financial support to the Southern California College of Optometry at MBKU," said University President Kevin L. Alexander, O.D., Ph.D. "Their recent pledge of \$250,000 to the University's ACHIEVING 20|20 Campaign boldly endorses our vision to reimagine the future of health care through the expansion of educational programs and strengthens our partnership."

Participating in the dedication ceremony from Essilor of America, Inc., were: President, Independent Distribution Division and Chairman, Essilor Vision Foundation Bob Colucci; and Rod Tahrán, O.D., Vice President, Professional Relations and Clinical Affairs, and Trustee, MBKU Board of Trustees, and SCCO Alumnus, Class of 1980. University representatives included: Dr. Kevin Alexander; Dean, Southern California College of Optometry Stanley Woo, O.D., M.S., M.B.A.; and Vice President for Clinical Affairs Julie A. Schornack, O.D., M.Ed.

Essilor of America is dedicated to giving back to the community through its support of charitable organizations across the United States and around the world. From providing free vision screenings and lenses to Special Olympic athletes, to event sponsorships that support Prevent Blindness America, and Kids Vision for Life, Essilor has touched the lives of thousands of people through its philanthropic donations. In appreciation of its social impact on men, women and children around the world, MKBU

will be honoring Essilor with its V-Award for Corporate Humanitarian Service at its Shared Visions Gala on October 2, 2014.

The international manufacturer of ophthalmic lenses was honored in 2011 by SCCO, with the College's Circle of Vision Award for donations totaling more than \$121,500. Over the years, those funds were used for Special Programs, the sponsoring of student scholarships, University Eye Center events, continuing education programs and College events. More recent contributions have supported MBKU's initiative to ensure that all children in Orange County are vision-ready to learn and they've pledged \$100,000 of in-kind giving for frames and lenses for the underserved. Essilor's recent pledge of \$250,000 will support MBKU's ACHIEVING 20|20 Campaign.

Marshall B. Ketchum University

About Us

Rooted in a tradition of excellence in Optometry, Marshall B. Ketchum University's (MBKU's), vision is to reimagine the future of health care education by educating caring, inspired health care professionals who are prepared to deliver collaborative, patient-centric health care in an interprofessional environment.

Vision: To reimagine the future of health care education.

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

Core Values: Excellence, Integrity, Innovation, Compassion and Respect.

History

Marshall B. Ketchum University is now home to the Southern California College of Optometry and the School of Physician Assistant Studies. Named after the founder of the optometric institution in 1904, the change to a university structure addresses the growing demand for highly skilled health care professionals. MBKU will provide a diversity of health care education opportunities in an environment fully focused on medical professionalism, combining advanced clinical training with innovative teaching methods. The University confers a four-year, professional degree, Doctor of Optometry (O.D.) and a Master of Science in Vision Science (M.S.) degree. MBKU's School of Physician Assistant Studies expects to award a Master of Medical Sciences (MMS) degree. MBKU has recently announced plans to establish a College of Pharmacy.

The University's superior 110-year-old optometric clinical education program provides patient care experiences in community optometric clinics; exposure to the delivery of optometric care in multi-disciplinary settings; and experiences in practices serving a wide variety of ethnic and socio-economic patient groups. Marshall B. Ketchum University owns and operates two premier eye and vision care centers – University Eye Center at Fullerton located on its campus in Fullerton, CA, and University Eye Center at Los Angeles located on Broadway at Martin Luther King Boulevard near downtown Los Angeles.

Accreditations

Marshall B. Ketchum University: Western Association of Schools and Colleges (WASC).

Southern California College of Optometry: Accreditation Council on Optometric Education (ACOE) of the American Optometric Association.

School of Physician Assistant Studies: The ARC-PA has granted **Accreditation-Provisional** status to the **Marshall B. Ketchum University Physician Assistant Program**.

Accreditation-Provisional is an accreditation status. 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.