

Joseph C. Keating, Jr., Ph.D.
1350 W. Lambert Road #110
La Habra CA 90631 USA
(562) 690-6499

filename: PCCW/Chrono 9/9/97
word count: 3,2341
E-mail: JCKeating@aol.com

Chronology of
PALMER COLLEGE OF CHIROPRACTIC/WEST
and its ancestor, NORTHERN CALIFORNIA COLLEGE OF CHIROPRACTIC

CHRONOLOGY:

1975 (Aug): *ACA Journal of Chiropractic* (12[8]) reports:
-"California" (p. 26):

Dr. **Kenneth Allen**, a Vallejo doctor of chiropractic, delivered the graduation address of the first graduating class of the University of Pasadena on June 29. The ceremonies were held at the Pasadena Civic Center.

The University of Pasadena first opened in February 1974. At present, the chiropractic college is the only one in full operation, but the dean of the university is hopeful that very soon other schools will be opened and that eventually a complete range of academic courses will be available...

Dr. Allen is president of California Chiropractic Association

PHOTOGRAPH



Kenneth D. Allen, D.C. (LACC Registrar's collection)

1978 (July 28): according to NCCC self study (Northern, 1980, p. 2):

On July 28, 1978, 62 students and nine staff personnel met in Kennedy Park in San Lorenzo, California, to decide whether it was possible to form a new chiropractic college which would not only provide them with the atmosphere and laboratories to obtain a worthy education but would also be an academic anchor for the practicing members of the Profession in Northern California...

1978 (Aug 1): "classroom space was secured...at Chabot Community College in Hayward, California, and on Tuesday, August 1, classes commenced." (Status, 1980, p. 2)

1978 (Aug 3): Northern California College of Chiropractic (NCCC) is chartered in CA (Musick, 1979, pp. 82-3):

...Dr. James E. Musick and Robert Hinde delivered the document to the Secretary of State's office in Sacramento. The articles were endorsed and filed August 3, 1978.

With the filing of the Articles of Incorporation with the Secretary of State's office, Northern California College of Chiropractic came into

legal existence. It was organized by the former students of Pacific States Chiropractic College. They completed and acted upon the bylaws, established the first Board of Trustees for the college, and actively pursued with Thomas Vonder Haar as President, hired other administrators, and faculty and began the process of looking for a new campus...

Mr. Thomas A. Vonder Haar, President of Northern California College of Chiropractic, asked to address the Board.

He indicated the school is currently in operation and incorporated as Northern California College of Chiropractic. Classes are currently being held at Chabot Junior College, but the staff is in the process of negotiating for facilities which provide adequate laboratory equipment. He stated it is the intention of the college to pursue academic excellence and to comply with the regulations of the Board, including gaining status with the Council on Chiropractic Education.

It was moved by Dr. Willard Smith, seconded by Dr. Auerbach, and carried that a vote of confidence be issued to Northern California College of Chiropractic, as to what it was attempting to accomplish.

1978 (Aug): classes at NCCC begin with 62 or 63 students; tuition about \$1K/quarter (Mellott & Coyle, 1992)

1978 (September): Bernard A. Coyle PhD joins the board of trustees of NCCC

PHOTOGRAPH



Bernard A. Coyle, Ph.D. (circa 1995)

1979 (Feb): Thomas Vonder Haar is replaced as president of NCCC by James Musick DC (Mellott & Coyle, 1992)

1979 (June): Board of Trustees becomes non-student body (Status, 1980, p. 3)

1979 (Fall): Sunnyvale campus acquired by Ron Danis MS, chairman of the board of trustees (Mellott & Coyle, 1992)

1979 (Dec): California grants NCCC authority to grant DC degree and discussions between NCCC and Palmer/Davenport begin (Status, 1980, p. 3)

1980 (Feb): James E. Musick DC resigns, Kenneth D. Allen DC appointed Acting President of NCCC for 6 months (Status, 1980, p. 3)

1980 (June): Bernard A. Coyle PhD appointed Acting Chief Administrator (Status, 1980, p. 3)

- 1980 (Summer): clinic opens on Sunnyside campus with 2 rooms; Burl Pettibon DC is first clinic director at NCCC, is soon replaced by George Casey DC (later clinic director at Life-West) (Mellott & Coyle, 1992)
- 1980 (Sept 18): Charge: Board sets policy for institution, then charges president with responsibility for implementation of these policies (Morvay, 1991); 250 students enrolled, about 25 faculty members; Palmer assumes NCCC's half million dollar debt (Mellott & Coyle, 1992); NCCC becomes PCCW, Joseph P. Mazzarelli DC of Pennsauken NJ elected chairman of the PCCW board of trustees, John L. Miller DC, formerly VP at Palmer-Davenport, become president of PCCW, 332 full-time equivalent students and 23 FTE faculty members (Status, 1980, pp. 3-4)
- 1980: Ron Henninger DC hired, had been in practice in Lake Tahoe (Mellott & Coyle, 1992)
- 1981 (Jan 14): (Morvay, 1991):
a) Notification received from OPPE re: eligibility to apply for various federal assistance programs; b) approved Articles of the Palmer College Federation; c) children of the College President granted full tuition waiver
- 1981 (Apr 8): Administrative Officer (takes Board minutes, assists Board Secretary) and Corporate Officer (finance person) for the college. These serve Board of Trustees, hold no vote....retroactive to 1/14/81 (Morvay, 1991)
- 1981 (Sept 16): (Morvay, 1991):
a) attainment of Recognized Candidate for Accreditation status by COA of CCE; b) Faculty Handbook approved, open to review as institution matures, c) PCCW Academy established for recognition of an individual's dedication, contribution and service to PCCW; d) President authorized to grant fellowship memberships in PCCW Academy
- 1981 (Sept 17): unanimous consent to abolish Palmer College Federation as of this date (Morvay, 1991)
- 1982 (Jan 31): (Morvay, 1991):
a) Board directs President to present report including plans, proposed processes and implementation for chiropractic research, one of the primary goals and concerns of the Board of Trustees; b) application submitted to US Dept of Immigration for eligibility to enroll foreign students; c) USDE to certify PCCW for participation in Pell Grant Program and the Guaranteed Student Loan Program; d) Policy - Ethics of Supportive and/or Ancillary Therapeutic Procedures and Practices
- 1982 (Feb 16): authorized procurement of Letter of Credit for the sole exclusive purpose of obtaining a performance bond for satisfying requirements of the USDE in obtaining various federal financial aid programs (Morvay, 1991)
- 1982 (Aug 11): (Morvay, 1991):
a) Board instructs administration to apply for affiliate membership in CCE (Canada) and to support the principles of CCE; b) Student (Policies & Procedures) Handbook; c) Continuing Education program guidelines accepted as presented; d) Research policies; e) Senior Year Residency Requirement Plan (to be adopted); f) Five Year Plan to be continually subject to review and revision
- 1982 (Nov 4): Three board meetings per year (Morvay, 1991)
- 1982: William C. Meeker and Sandy Dutro are among first graduates, earn DC degrees
- 1983 (Feb 1): 1) Board names five standing committees; 2) Personnel Policies & Procedures Handbook (Morvay, 1991)
- 1983 (May 14): (Morvay, 1991)
a) mandate of student intern malpractice insurance at expense of the student. Administration to establish mechanism by which student interns may acquire such coverage; b) definition of chiropractic; c) approve publication/distribution of Annual Report
- 1983 (Sept 29): Acceptance of Recruitment Plan (Morvay, 1991)
- 1984 (Jan): Joe Keating PhD hired as full time faculty researcher
- 1984 (Jan 22): (Morvay, 1991):
a) intercollegiate cooperation and communication between the colleges directed by the Board; b) also directed by the Board to pursue establishment of an association of chiropractic colleges for the purpose of discussion of mutual interests and concerns and to establish intercollegiate cooperation
- 1984 (May 23): (Morvay, 1991)
a) Statement of Mission (refined from "goal"): "Resolved, that the mission of Palmer College of Chiropractic-West is to contribute to the well-being of humankind by advancing the knowledge of chiropractic health science and by developing the skills and nurturing the intellect of students and practitioners"; b) reaffirm subscription to standards, rules and policies of the CCE
- 1985 (Jan 18): Board endorses Statement on Copyrights and Patents pending legal review and adoption (Morvay, 1991)
- 1985 (Feb): Joe Keating PhD challenges PCCW's policy on academic freedom (Keating, 1985)
- 1985 (June 5): Clinical Competencies document adopted (Morvay, 1991)
- 1985 (Sept 13): (Morvay, 1991):
a) adoption of Palmer crest with word "West"; b) authorize PCCW to officially associate the college with the Pacific Consortium for Chiropractic Research; c) Board commends PCCW administration for success in obtaining initial accreditation with CCE
- 1986 (Jan 25): (Morvay, 1991):
a) Board approved joint sponsorship of a conference on the spine with the American Back Society; b) Board establishes Harvey Lillard Scholarship Fund in the amount not to exceed one year's tuition, to be done annually (black students); c) Board authorizes President to offer Presidential Scholarships, not to exceed the amount of three (3) tuitions annually. Scholarships to be unearmarked and not to include Harvey Lillard Scholarship
- 1986 (Sept 13): (Morvay, 1991):
a) Board authorizes administration to enter into a retirement plan; b) raises salaries of staff classified Level 5 by \$1,300/year and staff classified Level 6 by \$600/year. Everything else is to remain the same

1987 (Feb 28): Administration requested to plan for and pursue regional accreditation (Morvay, 1991)

1987 (June 6): Board accepts position paper on mission of the college (Morvay, 1991)

PHOTOGRAPH



Gathering of the Board of Trustees of Palmer College of Chiropractic/West in October, 1987; L-R (front row): Lelia Schlabach, D.C.; Jenny Sutton, past chairman; Joseph Mazzarelli, D.C.; Marilyn P. Smith, D.C., chairman; Vickie Palmer; L-R (back row): Ron Danis; Paul Peterson, D.C.; Alexander Politis, D.C.; Kent Forney; Harley Gilthvedt, D.C.; Myrvin Christopherson, Ph.D.

1987 (Oct 15): (Morvay, 1991):

a) PCC/PCCW Relationship-Policy Statement; b) grant HCD to Dr. Pedigo and George McAndrews Esq on 10/17/87; c) faculty layoff policy - for inclusion in Faculty Reference Manual; d) establish Harvey Lillard Scholarship

1987 (Dec): PCCW issues its Mission 2000 projection (Mission, 1987)

PHOTOGRAPH



L-R: Michael Pedigo, D.C., president of ICA, John L. Miller, D.C., president of PCCW and Kenneth Luedtke, D.C., president of ACA, stroll on the campus of Palmer College/West in Sunnyvale, California during a

visit by the association leaders for a "Chiropractic Unity Day" event in 1988

1988 (Feb 6): Continuing Education - Mission Statement (Morvay, 1991)

1988 (June 3): (Morvay, 1991):

a) HCD award to be given to Lorraine M. Golden, DC Founder and Executive Administrator of Kentuckiana Children's Center; b) five year plan approved for 1987-1992; c) policy on tenure defined in Faculty Reference Manual providing for term and continuing contracts for full time faculty and which provides for term contracts for part time faculty

PHOTOGRAPH



John L. Miller, D.C., president of PCCW, receives an award from Marilyn P. Smith, D.C., chair of the College's board of trustees, in September, 1988

1989 (Jan): Joe Keating PhD returns from Northwestern College of Chiropractic (where he served as Director of Research) as Assoc Prof at PCCW

1989 (Feb 3): (Morvay, 1991):

a) revision in Staff Policies; b) Policies & Procedures Manual/Postgraduate & Continuing Education adopted by Board

1989 (July 3): Classified policies & Procedures Handbook Revision adopted by Board (Morvay, 1991)

1989 (Sept 17): Board approves finalized agreement between Palmer College Foundation and PCCW subject to receiving a satisfactory opinion from PCCW legal counsel (Morvay, 1991)

1990 (Feb 3): (Morvay, 1991):

a) thirteenth quarter added to curriculum; b) faculty and staff tuition remission policy for chiropractic degree

1990 (June 9): (Morvay, 1991):

a) Employee Pension Plan - additional 2% matching contribution to the employee pension plan for a total matching contribution of 4%; b) Transfer of Funds Policy - Internal; c) President's Retirement Benefit; d) Bylaws/Acceptance of Palmer College/Davenport Bylaws Sections I thru X, except for Article III, Section A & H and Article XII

1990 (Sept 26): (Morvay, 1991):

a) Sinking Fund Policy/ Renewals & Replacements; b) endorsement of NACUBO Model for strategic planning

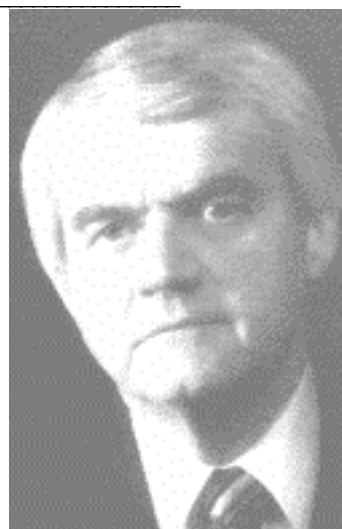
1990 (Oct 20): President John L. Miller DC granted PCCW Fellowship (Morvay & Keating, 1991)

1991 (Feb 7): (Morvay, 1991):

a) Clinic Marketing Plan approved; b) Board requires a plan be formulated by PCCW to mitigate and control the effects of a severe catastrophe or natural disaster such as, but not limited to, fire, earthquake, aircraft crash, civil disobedience, and acts of criminal violence; c) recommend to Certificate Holders appropriate action to cause merger of PCCW into Palmer Foundation....Foun-dation being survivor; d) encourage Palmer Foundation to use assumed name of Palmer Chiropractic University and to continue use of Palmer College of Chiropractic West name and to continue use of Palmer College of Chiropractic name; e) authorize position of Chancellow within corporate structure

1991 (Feb 8): approve hiring of Michael E. Crawford MA for position of Chancellor of Palmer Chiropractic University (Morvay, 1991)

1991 (June 20): PCCW represented at CCE meeting by Vickie Palmer, John L. Miller, Michael Crawford, Bernard A. Coyle; granted 3-year re-accreditation (Commission, 1991)



John L. Miller, D.C., from the CCE's 1992 Report

1991 (Sept 5): Donald M. Cassata PhD becomes Acting Chief Executive Administrator of PCCW (Crawford, 1991)

1991 (Oct 31): effective date of Barney Coyle's resignation as VP for Academic Affairs, William DuMonthier DC will become Acting VP for Academic Affairs, effective November 1 (Cassata, 1991)

PHOTOGRAPH

Table XX: Scholarly productivity among Palmer/Iowa and Palmer/West faculty during 1989 and 1990 according to: 1) number of authorships/co-authorships and (mean annual rate of authorships/co-authorships per College), and 2) according to percent of each College faculty who published (Keating, 1991, unpublished)

Palmer/Iowa	Palmer/West	
36	81	Total number of authorships and co-authorships during 1989-1990
(0.15)	(1.27)	
24	71	Number of authorships and co-authorships in scholarly journals during 1989-1990
(0.10)	(1.11)	
12	10	Number of authorships and co-authorships in trade journals during 1989-1990
(0.05)	(0.16)	
120	32	Total number of faculty members
18%	59%	Number of faculty who authored or co-authored at least one paper during 1989-1990
(22/120)	(19/32)	
12%	47%	Number of faculty who authored or co-authored at least one paper in a scholarly journal during 1989-1990
(14/120)	(15/32)	
7%	19%	Number of faculty who authored or co-authored at least one paper in a trade journal during 1989-1990
(8/120)	(6/32)	

1992 (Jan 31): Donald M. Cassata PhD completes term as Acting Chief Executive Administrator; Michael E. Crawford, Palmer Chancellor, becomes Interim President, effective February 3 (Crawford, 1992)

References:

Cassata DM. Memo to Palmer West Campus Community, October 9, 1991

Commission on Accreditation, Resolution re Palmer College of Chiropractic-West, June 22, 1991

Crawford ME. Memo to Faculty and Staff, August 22, 1991

Crawford ME. Memo to PCCW Faculty, Staff and Students, January 27, 1992

Keating JC. Academic freedom or dogma? *Argus* (Palmer/West student newspaper) 1985; February: 3

Keating JC. *The Palmer schools: a contrast in scholarly productivity*; unpublished report to the Chancellor of Palmer Chiropractic University, November, 1991

Mellott S, Coyle BA. Interview with J. Keating, April 29, 1992

Mission 2000: a look at the future. Sunnyvale CA: Palmer College of Chiropractic/West, December, 1987

Musick JE. Chiropractic education: two colleges in conflict. A report to the Board and Attorneys of the Northern California College of Chiropractic, November, 1979; unpublished (LACC Rare Books Collection)

Morway H. An administrative history of the Palmer College of Chiropractic/West, 1980-1990; unpublished

Status study of Palmer College of Chiropractic-West. Sunnyvale CA: the College, December, 1980

Northern California College of Chiropractic, Status Study Book 1. Sunnyvale CA: the College, April, 1980

Interview with **Sharon Mellott** DC and **Bernard A. Coyle** PhD, 4/29/92 at PCCW Sunnyvale campus, by J. Keating

-after 2 days of classes at Kennedy Park in Oakland, classes conducted at Terman Junior High School in Palo Alto

-school moved to Sunnyvale campus in Fall, 1979; campus was acquired by Ron Danis MS, then chairman of the board of trustees

-first people on campus were: 1) Merlyn Green (first security guard), 2) Keith Mellott (Sharon's husband), who was hired as a consultant to "redesign the facility," and 3) Burl Pettibon DC from Washington state, who arrived with a U-Haul trailer filled with chiro-equipment which became the "nucleus of the clinic" and classrooms

-Thomas Vonder Haar was first president of NCCC, but was fired by board of trustees in February 1979, when James Musick DC was appointed president; Musick had been Director of Clinical Sciences

-Vonder Haar had "charisma," inspired students

-Musick had just been appointed Asst. to the executive VP of ICA when appointed president of NCCC

-tuition was about \$1,000/quarter in 1979; when up 10% per year thereafter

-initially 63 students, but 250 by the time Palmer took over

-"students had been accustomed to running things...there was always a student...on the board"; "most of the clerical staff were students"

-"was not unusual for a group of students to accost a professor...and demand answers, loudly...we had some real shouting matches around here..."

-"money was a problem" for the institution

-initial tuition was \$1K/quarter in 1979

-63 students to start; 250 students and 25 faculty members when Palmer took over

-1979 administration included: Jim Musick DC, James Plato, John Ito PhD (Basic Sci & grounds), Bob Covell, Bob Sees, Sanders DC

-Burl Pettibon DC was first clinic director, soon replaced by George Casey DC (later clinic director at Live-West)

-mostly older students at first

-required coursework in SOT, Gonstead, Grostic and Harrison (CBP) techniques; later Diversified added as elective

-clinic opened in summer 1980; 2 rooms functioning, extremely minimal DC supervision

-Ron Henninger DC hired in 1980; did excellent job, had been in private practice in Lake Tahoe

-research division began in discussion at bar in Las Vegas during the "Haldeman Conference" (circa 1982); present were Barney Coyle, Sharon Mellott, and students Bill Meeker and Sandy Dutro

-Miller set up budget for research division

-when did Shull become Academic Dean?

-Joe Pinto ran the clinic lab

-theme of NCCC: high energy (positive and negative), "pioneer spirit," "people enrolled and spent money" in unaccredited school

-NCCC people resented Palmer takeover; "students felt that they had been raped"; Barney was seen as a "turncoat"

-in 1980 only LACC had full CCE accreditation; Cleveland/LA may have had provisional accreditation

-Barney recalls: "Palmer had been looking at a west coast school and they were looking at Cleveland/LA...came down to the wire, they did not sign on the dotted line... Jim Musick got in touch with Jerry McAndrews...we presented ourselves to them, actually through the president's office... I would have thought that the Board would have been doing that..."

-Coyle, Ken Allen, Jim Musick, Shawn Moroney and Armand Vatuone visited Palmer/Davenport and several other chiro schools in the mid-west; Barney's first exposure to other chiropractic colleges

-when Musick was terminated, Palmer was puzzled, thought Musick was "great"; Palmer similarly had assumed that Quigley's termination at LACC was "strictly political"

-Palmer takeover put damper on student spirit, which was ironic in view of Palmer/Davenport's tradition as a student-oriented institution

-Palmer assumed all of NCCC's debts (half million dollars)

-John Miller DC introduced a formality and structure to the institution which NCCC needed; changes in function with Palmer was necessary and "inevitable"

-Miller was the best person to take a college on the rocks, in debt, and bring it up to CCE standards, "but he could not have started a college with 250 students from scratch and he knows that"