

## CREDIBILITY OF CHIROPRACTIC THREATENED

### Without Your Help: WSCC In Jeopardy

Unless Western States Chiropractic College raises \$100,000 by January 1, 1980 -- and another \$100,000 by June -- the college will have failed to complete the accreditation requirements imposed by the Council on Chiropractic Education. The very survival of one of our finest chiropractic colleges may be at stake.

This is of great concern to me, and to you, because such a failure will have considerable negative impact on our profession, and on Chiropractic as a whole. Without this strong, healthy and viable accredited institution, Chiropractic as we know it will be jeopardized as time passes.

Regardless of your chiropractic persuasion, regardless of where you place your educational allegiance, and regardless of whether you live in Washington or Oregon, it is in your interest to support WSCC's quest for accreditation. For by contributing to Western States Chiropractic College, you are investing in the perpetuation of your profession and the preservation of Chiropractic as a health science.

Dr. John W. Fabianek, President of the Washington State Chiropractic Association, says, "Western States Chiropractic College is of immeasurable importance to Doctors both north and south of the Columbia River. It is vital that we support the college with every dollar we can muster."

### Your Own Future At Stake

As Chiropractic physicians, we are judged and accepted by society largely on the basis of the standards under which we studied. We are also judged on the basis of the current quality of education at Chiropractic schools. Your diploma, no matter where or when you graduated, is a reflection of Chiropractic education in both its past and present states. Your diploma will raise in stature along with the ascending stature of our educational institutions.

And...the reverse is true. Any event which might taint the image of the quality of our education will reduce the stature of Chiropractic and the standing of individual Chiropractic physicians. A failure on the part of WSCC to gain accreditation would be such an event.

### A Step Forward: WSCC Accreditation

The Council on Chiropractic Education is recognized by HEW as the only agency conducting accreditation procedures with Chiropractic colleges. Western States Chiropractic College subscribes to the high educational standards of the CCE, and is currently a Recognized Candidate for Accreditation. This means:

- WSCC is in compliance with basic eligibility requirements and is actively seeking accreditation through self-study and consultive assistance by the CCE.
- WSCC is not now, nor guaranteed that it will be, accredited.

### WSCC On The Move

Western States has met all but one of the requirements established in the three CCE resolutions of the last eighteen months. The final hurdle: financial stability. WSCC must acquire 20% of its funding from sources other than student tuition or clinic revenues. By accomplishing this goal, the college can prove its financial stability and guarantee that no student fear closure of the college during his course of study.

There has been a change in the executive administration and in the executive body of the Board of Trustees. There has been added a public/professional relations department and ombudsperson for student relations. And, the College has continued to upgrade the faculty.

All of this has resulted in a fresh, positive attitude among the fine student body, faculty and staff of the College community. With the recent improvements and upgrading of curriculum and educational programs, the college has been moving forward in great strides.

While not advocating one chiropractic persuasion over another, the college's Adjustive Technique Program has been upgraded and expanded. WSCC is endeavoring to bolster its course offerings to provide a thorough preparation in the basic sciences, diagnosis and a wide range of therapeutics. The college is committed to presenting all of chiropractic to its students in an "open forum" atmosphere.

### Accreditation Benefits Chiropractic

Let's backtrack a little and ask, "Why, if everything looks so good at WSCC, is accreditation so important?" Let us preface this with an understanding that due to lack of professional support, the college has suffered financial difficulties.

- First, accreditation is a reflection of the quality of education at WSCC based on national standards.

- Second.*  
--~~Third~~, accreditation will raise community, regional and national esteem for the college.
- Third.*  
--~~Fourth~~, this will, in turn, raise the esteem held for the Chiropractic profession as a whole...and you individually.
- Fourth.*  
--~~Fifth~~, accreditation will enable the college to seek and gain more outside funding from private foundations and government.
- Fifth.*  
--~~Sixth~~, all this will enable WSCC to continually upgrade and expand its programs.

#### Invest In WSCC, Invest In Yourself

What can an accredited Western States Chiropractic College do for Chiropractors of the Northwest?

- Help doctors to keep in touch with the state of the art in Chiropractic.
- Serve as a center for seminars and Continuing Education programs in an atmosphere and facility that has been improved.
- Provide doctors with access to its library, computer diagnostic service and the recently expanded bookstore and chiropractic supply center.
- Provide ongoing research for the continual growth of Chiropractic health sciences.
- And, by raising the esteem for Chiropractic as a whole, benefit each Chiropractor practicing in the Northwest.
- Provide a community that is anxious to participate in state and federal legislation.

#### It's Time You Supported Chiropractic Education

WSCC receives an average of less than \$9.00 in cash gifts from each of the Chiropractors in Oregon and Washington. Less than nine dollars! This is a time when you should be giving generously to WSCC: It's a time when our educational institutions are greatly improving. For the first time in history, Chiropractic has been included in a piece of legislation proposed by an Administration.

All these positive trends could be significantly impaired, unless Chiropractors in the Northwest come to the aid of Western States Chiro-

practic College. So please, don't send just nine dollars. Send \$50, \$100, \$500 or more.

Your contribution is tax deductible. If you haven't already been contacted, please make your check payable to Western States Chiropractic College. Fill out the donor card, and return both in the enclosed, postage-paid envelope. Today! There's no time to lose. Help WSCC beat the January 1 deadline.

Thank You

I wish to express my gratitude for the consideration I know you will give this matter. And, I want to thank you, in advance, for the financial contribution I know you will make. By investing in Western States Chiropractic College, we are investing in ourselves; and more importantly, we are investing in the future of Chiropractic as we know it.

Sincerely,

Herbert J. Vear, D.C., F.C.C.S.  
President

HJV:kac

Enclosures

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Yes, I want to support Western States Chiropractic College in its quest for accreditation. I have included a check for (check one):

\$ 50.00 ☐

\$100.00 ☐

\$500.00 ☐

Other \$ \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_