

## Financial Aid Announces Budget Adjustments

The Financial Aid office at Texas Chiropractic College has announced changes to the student financial budgets for the 2009-2010 academic year. "Essentially, student aid per trimester has been increased from \$17,385 to \$18,400 for the coming academic year," said Arthur Goudeau, Director of Financial Aid. Mr. Goudeau revised the budget, which was officially approved by the Texas Higher Education Coordinating Board last week.

"The changes we are implementing are designed to assist students in meeting the new tuition and fees rates that were announced by the TCC Board of Regents at their meeting last month," Mr. Goudeau added. Like all chiropractic colleges, TCC Regents review tuition and fee rates annually and make adjustments that

reflect actual operating and other costs (see Backpage, July 31, 2009).

The chart below details the changes. Students are advised to meet

with Mr. Goudeau or other Financial Aid office staff for further details and information.

GRADUATE BUDGETS					
Award Year 2009-2010					
DC "Not at Home"	2 Tri's		DC "At Home"	2 Tri's	
Tuition	\$16,800		Tuition	\$16,800	
Fees	\$540		Fees	\$540	
Books & Supplies	\$2,748		Books & Supplies	\$2,748	
Loan Fees	\$500		Loan Fees	\$204	
Room & Board	\$10,158		Room & Board	\$2,538	
Personal	\$2,038		Personal	\$2,038	
Transportation	<u>\$4,016</u>	1 Tri	Transportation	<u>\$4,016</u>	1 Tri
<b>Totals</b>	<b>\$36,800</b>	<b>\$18,400</b>	<b>Totals</b>	<b>\$28,884</b>	<b>\$14,442</b>
<b>Aggregates for Graduates</b>					
Subsidized	\$65,500				
Unsubsidized	<u>\$158,500</u>				
<b>Totals</b>	<b>\$224,000</b>				

## TCC Welcomes New Enrollment Management Team

Texas Chiropractic College named Dr. Fred Zuker to the newly created position of Dean of Enrollment Management, while Dr. David B. Anderson was named the new Director of Enrollment Management, TCC President Richard G. Brassard, D.C. announced Monday.

"I am very excited to welcome Dr. Zuker and Dr. Anderson to the TCC family," said Dr. Brassard. "Both gentlemen bring a wealth of knowledge and experience in higher education to the TCC family. With

Dr. Zuker's background in higher education administration and Dr. Anderson's experiences as a chiropractor and admissions director at another chiropractic college, I firmly believe we have a winning team in place to further our growth in the 21st century."

Dr. Zuker was selected following an exhaustive search begun in early spring by TCC. He has a lengthy and distinguished career in the areas of enrollment management, admissions and student life at six different insti-



*Texas Chiropractic College President Richard G. Brassard (center) with TCC's new Dean of Enrollment Management Dr. Fred Zuker (left) and new Director of Enrollment Management Dr. David Anderson.*

tutes of higher education dating back to 1971, and most recently served as *cont. on page 2*

# THE B A C K P A G E

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Texas Chiropractic College...  
...the future in health care.

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## Dr. Benavides Named Interim Director of Clinics

Dr. Victor Benavides has been named the interim director of clinics, effective immediately. The Backpage will be visiting with Dr. Benavides during the break for a story to be available in the first issue of the Fall 2009 trimester. Congratulations Dr. Benavides!!

## Meet Drs. Zuker & Anderson, cont.

the President (2004-08), then Chancellor (2008), of Lambuth University in Jackson, Tenn.

Prior to his stay at Lambuth, Dr. Zuker spent nine years at the University of Dallas working as the Dean of Enrollment & Student Life (1995-2001) and the Vice President and Dean of Alumni & Student Life (2001-2004). He made his first move to Texas after serving as the Vice Chancellor for Enrollment at the University of California, Riverside from 1986 to 1994 and working as a private consultant in education from 1994 to 1995. Dr. Zuker also spent time on the West Coast from 1981 to 1986 as the Dean of Admission and Financial Aid at Pomona College in Claremont, Calif.

Dr. Zuker began his career in college admissions at his alma mater, Duke University in Durham, N.C., in 1971 as an associate director of admission. He then moved to Tulane University in New Orleans, La., in 1977 to be an assistant director of admissions and was promoted to the position of Director of Admission in 1979.

Before recruiting students to Duke, Dr. Zuker earned his bachelor's degree in 1967. He then had three years of active duty service in the United States Army before returning to Durham for his first admission job and to begin work on his M.Ed. in counseling, which he completed in 1975. He earned his Ph.D in counseling psychology, also from Duke, in 1982. In addition to his administrative positions, Dr. Zuker also worked as an adjunct professor of psychology at several of his stops.

Dr. Anderson spent more than 16 years at Palmer College of Chiropractic as the Director of Admissions and Enrollment Management after a successful stint as the Director of Clinic Finance and Marketing. During his time, he oversaw the enrollment of 2,758 students, exceeding the budget goals by 296. He additionally managed the redesign of a variety of college marketing pieces.

He left Palmer in early 2007 to join Activator Methods International, Ltd., in Phoenix, Ariz., as the organization's Vice President for Operations. There, Dr. Anderson increased seminar attendance while providing oversight of seven departments and more than 200 instructors world-wide. Despite these successes, academia called him back to the fold and he returned to admission work with the University of Arizona.

A 1987 graduate of Palmer College of Chiropractic, Dr. Anderson began his career in health care in 1978 when he trained as a field medic at the Fort Sam Houston Academy of Health Sciences in San Antonio, Texas. After his service in the Army, he attended Scott Community College in Bettendorf, Iowa and earned a practical nursing license. After beginning his career as a chiropractor and member of the staff at Palmer, Dr. Anderson added a master's degree in Health Services Administration from the University of St. Francis in Joliet, Ill.

*This week the Backpage shares Dr. Brassard's comments from TCC's Summer Commencement held on Saturday, Aug. 15, 2009 at the Elliott Auditorium.*

Good morning! First of all, I'd like to extend a warm welcome to everyone in attendance today and especially to those of you who are about to become my newest colleagues. This is a very special occasion. It's a public recognition of a private accomplishment. I would venture an educated guess that it's not the first such recognition for each of you, and I'm even surer that it won't be your last. I'd like to take just a few minutes this morning to reflect on the significance of this in your lives, and to issue you a final challenge.

Life is a never ending process of making choices. For the most part we maintain our sanity, because the majority of the choices we make are relatively easy – Cheerios or Wheaties? Nikes or flip flops? Study or sleep? Maybe that last one hasn't been so easy, but you've undoubtedly made it countless times. Think about where you were in school when you began to consciously decide that studying was a high priority. Was it in middle school or high school? Were you a freshman in college or did the light come on just a little later than that?

To have completed 10 trimesters at Texas Chiropractic College requires a lot of studying! That's a given. However, underlying that given is the fact that somewhere in the past you made a personal decision to achieve – to make the most of the intelligence with which you are gifted. And make no mistake about it – intelligence is a gift – a gift that should be nurtured and developed for the miracle that it is. There may be those among you who know someone who is very intelligent but is just getting by either in school or out in the workplace. What makes the difference between them and you? Is it commitment? Dedication? A belief in oneself



and one's capabilities? A loving parent or partner to offer encouragement? A room full of psychologists would offer up a textbook brimming with answers. The bottom line is that it's wasted potential both for that person and for humanity, and that is both sad and unfortunate.

You're about to embark on a career as a Doctor of Chiropractic. Because of the intelligence you have shown, others who are not as gifted will look to you for leadership. You are going to be members of local civic organizations, Cub Scout and Girl Scout leaders and presidents of the PTA! Many of you will become actively involved in your state chiropractic associations and with the American Chiropractic Association. Any one of you sitting in front of me today could one day be president of the ACA!

As many of you know, I am the son of a chiropractor. He was not just a practitioner, but also very involved in the ACA holding virtually every leadership position available. In his capacity as the Executive Vice President in 1981, he gave the commencement address to TCC's spring graduating class. I have recently rediscovered that speech and would like to issue the same challenge to you that he presented 28 years ago.

First, join your colleagues throughout the nation in generating greater public awareness and understanding of

# President's Message

**Richard G. Brassard,  
DC, FICC, FACC  
President - Texas  
Chiropractic College**

chiropractic. Second, help chiropractic end its isolation from the mainstream health care professionals. We have made tremendous strides forward in both these areas since Dad first issued these challenges, but there is still work to be done.

The final challenge is to become innovators in helping chiropractic strengthen its capacity for health service. Like all other health care professionals, we must never rest on our laurels. We must always look for ways to improve and expand our own knowledge so that we can continually provide the best quality care for our patients.

When I see you at Homecoming down the road, let me know how you are doing with these challenges. If you choose to embrace them, I truly believe that you will enjoy great success in practice and help the profession as well.

I thank you for your kind attention, and I wish each of you continued success in your lives and your careers as doctors.

Best Regards,

Richard G. Brassard, DC  
President  
Texas Chiropractic College

# Around Campus...

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## White Coat Ceremony

Texas Chiropractic College invites its faculty, staff, students and alumni, as well as their families and all members of the community, to attend the Recognition and White Coat Ceremony to be held Sept. 8, 2009 at 6:30 p.m. in the Elliott Auditorium. The ceremony will celebrate TCC students who have earned academic excellence in addition to other honors. The white coat ceremony will acknowledge those students entering trimesters 1 and 7 by presenting them with their coats, and badge pinning for interns who have earned Red / Blue Badge honors and students entering trimester eight. Additionally, the new students will read their professional creed which they created during orientation and agree to adhere to through the course of their academic endeavors. A reception will follow the event in Haslund Hall located in the Russell Education Center. This ceremony debuted in Fall 2008. Please help welcome the new class of TCC students and celebrate the achievements of the continuing students.

## Cookbooks Still Available

In addition to the Internal Campaign, the Office of Institutional Advancement has two new and simple opportunities for all members of the community to support TCC. First is the TCC Family Cookbook. This book offers 95 pages of favorite recipes shared by members of the TCC family and is available for \$10. For more information, please contact Debbie Salisbury at dsalisbury@txchiro.edu, 281-998-6085, or just stop by her office on the second floor of the Harris Building

## Organizing Chirogames

Chirogames will be held Nov. 7-8. If you are interested in being a team captain for Chirogames, please contact David Blocksom: dblocksom83@hotmail.com. David will also be hosting two organizational meetings once the fall trimester begins. Please contact him for details.

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# Scholarships Opportunities

Applications for all Scholarships listed below can be picked up in the Institutional Advancement Department in the Harris Building, Rm 201

## Nationwide Scholarship Opportunities:

### **Margie Elder Scholarship, MSCA Auxiliary Scholarship (deadline: ongoing)**

Amount: \$1,000, Number: Multiple

RQ: Must be a Missouri State resident, minimum GPA of 2.5, 200 word essay on merit, and question

### **Alabama State Chiropractic Association (deadline 8/21/09)**

Amount: \$varies, Number: Multiple

RQ: Resident of Alabama (proof needed), Min. 2.5 Cum GPA, demonstrate financial need.

## Scholarship opportunities offered through TCC Scholarship Funds (deadline 8/21/09):

### **Rhoden Calder Scholarship**

Amount: \$1000, Number: 1 per Fall, Spring & Summer Trimester

RQ: Trimester 4-10, 2.75GPA. 1 page essay demonstrating financial need/merit.

### **C. Mathews Scholarship**

Amount: \$1000, Number: 1 per Fall, Spring & Summer Trimester

RQ: Trimester 4-10, 3.25 GPA. 1 page essay demonstrating financial need/merit.

### **TCC General Scholarship**

Amount: \$1000, Number: 1 per Spring, Summer & Fall Trimester

RQ: Trimester 3-10, 3.25 GPA. 1 page essay demonstrating merit.

### **Barbara Brassard Scholarship**

Amount: \$1000, Number: 1 per Fall & Spring Trimester only

RQ: Trimester 2-10, 2.50 GPA. 1 page essay demonstrating financial need/merit.

### **B. Vohringer Scholarship**

Amount: \$1000, Number: 1 per Fall & Spring Trimester only

RQ: Trimester 4-10, 2.75 GPA. 1 page essay demonstrating financial need/merit.

### **E.F. Steele Scholarship**

Amount: \$1000, Number: 1 per Fall Trimester only

RQ: Trimester 4-10, 2.75 GPA. 1 page essay demonstrating financial need/merit.

### **Urban Terbieten Scholarship**

Amount: \$1000, Number: 1 per Fall Trimester only

RQ: Trimester 2-10, 2.75 GPA. 1 page essay demonstrating financial need/merit.

### **Loretta Mohle Scholarship**

Amount: \$1000, Number: 1 per Fall Trimester only

RQ: Trimester 1-10, 3.50 GPA. 1 page essay demonstrating financial need/merit.

### **Elliott/Lindner Research Scholarship**

Amount: \$1000, Number: 1 per Fall & Spring Trimester only

RQ: Trimester 1-10, 3.25 GPA. \*\*Must be working on faculty approved research project and submit accumulative data\*\*