

# PARKER UNIVERSITY ANNUAL REPORT

2014 - 2016

“Success is predetermined by my faith,  
confidence, and belief in my products,  
service, and ideas.”

- **JAMES W. PARKER, DC**



**PARKER**<sup>™</sup>  
UNIVERSITY

Igniting Passion. Transforming Lives.

# PARKER'S VISION & MISSION

## PARKER UNIVERSITY VISION

Parker University, rich in its chiropractic tradition, strives to be the leading health and wellness education resource in the world.

## PARKER UNIVERSITY MISSION

Parker University, built upon the legacy of its flagship Doctor of Chiropractic program, has established itself as a leading comprehensive institution. Parker University provides students, patients, and wellness professionals with the knowledge and health care experiences to realize their full potential through a dedicated focus on education, research, and service.

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William E. Morgan  
President

To the Parker community,


Through your support, Parker University has enjoyed continued growth, dynamism, and strength in fiscal years 2014 through 2016. This report testifies to the role the alumni, faculty, friends, staff, and students of Parker University have played in keeping revenue and enrollment strong, inaugurating new programs, and building our community.

New challenges and opportunities await us. Please read through this report and reflect on how you can partner with the vision of Parker University in the years to come. Thank you for all that you have done to make this possible.

With appreciation,

Bill Morgan

\*as of 12/31/16



# TURNING POINT: OUR STRATEGIC GOALS

The Turning Point is our name for the strategic vision for Parker University. Each of these six goals works in service to Parker's unified academic vision to ensure we keep the university robust and adhere to our mission in the upcoming years.

Every aspect of The Turning Point is united by a shared vision that Parker University, rich in its chiropractic tradition, is the leading health and wellness education resource in the world. The Parker Principles ensure we can journey quickly together in our mission of service as imagined by Dr. Jim Parker.

**1** The College of Chiropractic is a highly renowned and selective program. The future requires passion, and by keeping the college of chiropractic strong we ignite passion in our students, their patients, and their teachers.

**2** The institution is a comprehensive university with an emphasis on health sciences. Bringing other programs into the university as paths to the Parker Principles strengthens the services we can offer to chiropractors, to our community, and to all of our alumni.

**3** Parker is a leader in health and wellness education and research. A whole healthy patient is our goal beyond our goals, by vigorously pursuing our mandate to teach and heal others we push every part of the university to a compassion to serve greater than the compulsion to survive.

**4** Parker University has an innovative organizational culture of high performance and transformation. Compassion does not stand still. Compassion is responsive and astute. By keeping ourselves nimble and responsive we strengthen our compassion and improve our service.

**5** Parker University has a strong financial position. Strength and passion feed each other. A strong financial position both reflects the passion our community has for Parker and enables Parker to pursue its goals.

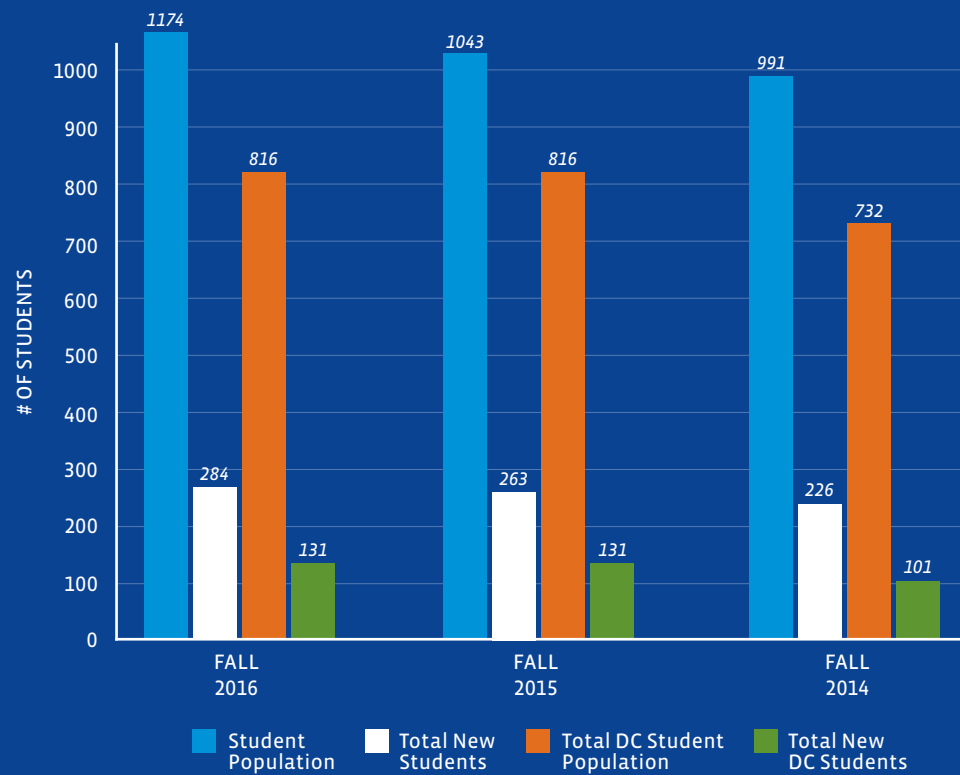
**6** The Parker University community is engaged and supportive. The passion and strength that we build through our work cannot be turned inward; it needs to find fuel and expression in the work and needs of our neighbors and our partners. In lending our strength to others we build it for ourselves.



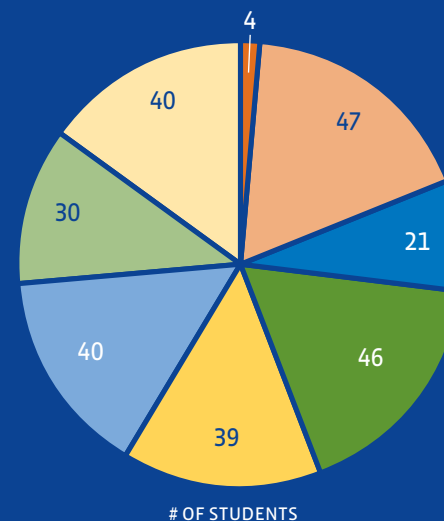
# ACADEMIC ENROLLMENT

Student enrollment is key to our service to the community. A Parker education gives valuable opportunities to our students and the communities they serve. With new programs, strong recruiting, new community partnerships, and new initiatives for student success, enrollment continues to grow.

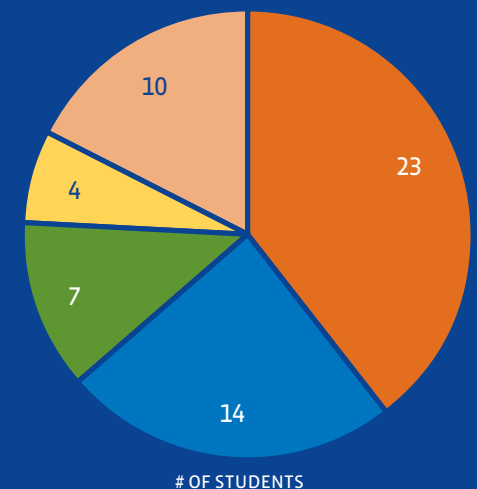
## Parker University & College of Chiropractic Enrollment



## College of Health Sciences Enrollment - Fall 2016



## College of Business and Technology Enrollment - Fall 2016





## COMMUNITY PARTNERSHIPS

In fiscal year 2016, Parker University saw the burgeoning results of Parker Serves add to our longstanding and growing reputation for loving service within the community. Listed below are just a portion of the many partnerships Parker University has developed to benefit our students and the community.

### PARKER SERVES

- City Square
- Community Enrichment Center
- Dallas Arboretum
- DFW Humane Society
- Equest in South Dallas
- Equest in Wylie
- Fort Worth Botanic Garden
- Goodwill Industries of Dallas, INC
- Mission Arlington/Mission Metroplex
- Mission Granbury
- North Texas Food Bank
- Operation Kindness
- Promise House
- REACT
- Resource Center
- Samaritan Inn
- Tarrant Area Food Bank
- VNA Meals on Wheels

### SERVICE PARTNERSHIPS

- Arthritis Foundation – Walk to Cure Arthritis
- BMW Dallas Marathon
- Dallas Life
- Girl Scouts of NE Texas
- National Academy

### CHAMBERS OF COMMERCE

- Coppell Chamber of Commerce
- Dallas Regional Chamber
- Greater Irving/Las Colinas Chamber of Commerce
- Iranian American Chamber of Commerce
- North Dallas Chamber of Commerce

### SCHOOL DISTRICTS

- Carrollton/Farmers Branch ISD
- Dallas ISD
- Garland ISD
- Irving ISD
- Mesquite ISD

### COMMUNITY INTERNSHIP PROGRAMS

- 90 Local Community-Based Internships
- Mexico City Program
- Veterans Hospital Dallas – Jackson, MS

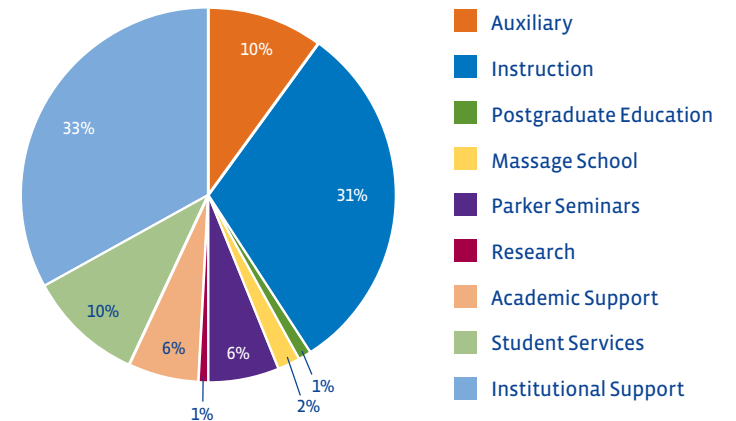
### OTHER PARTNERS

- Byron Nelson
- Dallas Stars
- FC Dallas

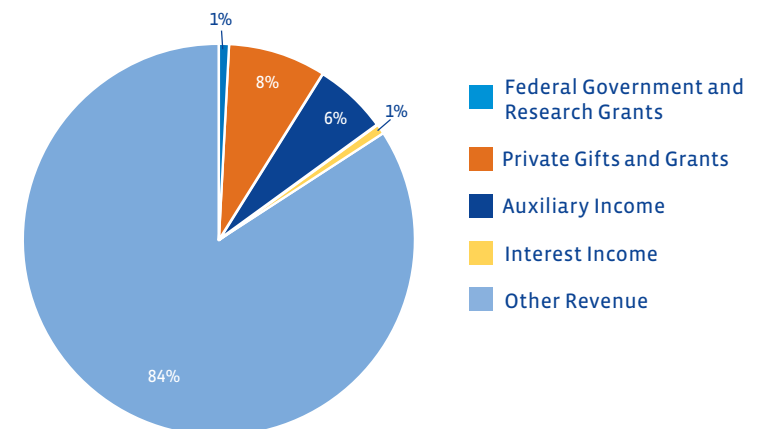
# FINANCIAL OUTLOOK

Although Fiscal Years 2015 and 2016 were transition years in both leadership and in the development of new programs, Parker's improved fiscal performance reflects its ability to make financial strides in cost reduction and increased efficiency. In the future, Parker will make further financial strides through diversifying programs and building on the entrepreneurial spirit and support of the Parker community.

## Operating Expenses - 2016



## Revenue - 2016



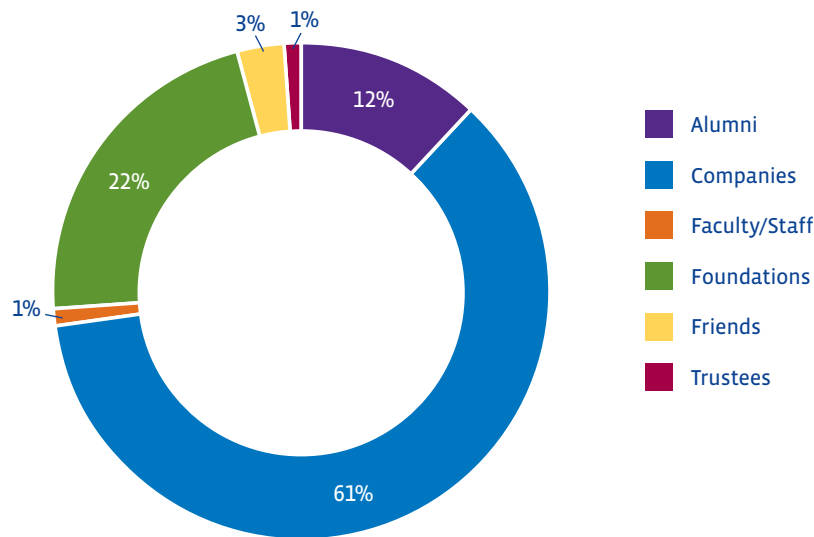
# In appreciation of our alumni and friends, we wish to thank you for your support from 2014 through 2016.

Giving Circle determination is based on 2016 gifts. Please note that this report is based upon our most recent data. Should you find a discrepancy, contact the Office of Institutional Advancement immediately.

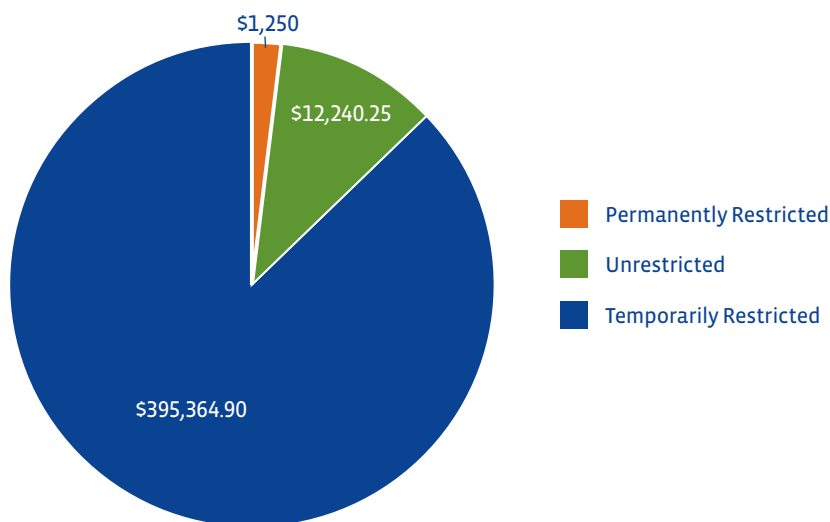
# FUNDRAISING

Parker University, by developing programs and engaging its alumni and area communities, continues to improve its fundraising results. We are so grateful to our alumni and sustaining donors. We look forward to reaching more Parker professionals and other friends in 2017 and beyond.

## Gifts by Donor Category



## Total Contributions by Gift Type



## PRESIDENT'S CIRCLE (\$5,000+)

- |                                        |                                                |
|----------------------------------------|------------------------------------------------|
| Access 2 Integration                   | Douglas Laboratories*                          |
| Activator Methods*                     | Drucker Labs LP*                               |
| Acuball                                | D T Nguyen, DHum*                              |
| Akers Biosciences, Inc                 | Elite Manufacturing                            |
| American Chiropractor Magazine*        | Erchonia Corporation*                          |
| Apex Energetics, Inc*                  | Foot Levelers, Inc*                            |
| Australian Spinal Research Foundation* | Freedom Practice Coaching                      |
| Biotics Research Corporation           | Fujimi, Inc*                                   |
| Brian McAulay, DC, PhD*                | Future Health, Inc*                            |
| Canadian Chiropractor Magazine*        | Greens First*                                  |
| Cancer Treatment Centers of America*   | Hydro Massage                                  |
| Chiro ProHealth                        | Hygenic Performance Health                     |
| ChiroMatrix*                           | Impac, Inc*                                    |
| Chiroplanet.com                        | John Dealey, DHum                              |
| Chiropractic Economics*                | John "Jack" Donovan, DHum*                     |
| Chiropractic Leadership Alliance*      | Kacelia/JM Glass                               |
| ChiroTouch*                            | Katharine Chew Simonds Foundation              |
| Compass Health Brands                  | Laser Spine Institute*                         |
| CryoUSA                                | LightForce Therapy Lasers by LiteCure Medical* |
| Cyrex Laboratories                     | Livon Laboratories                             |
| Daiya Industry Co, LTD                 | Lloyd Table Company*                           |
| Demandforce                            | Logan College of Chiropractic*                 |
| Designs for Health                     | MedPro Group                                   |
|                                        | Metagenics, Inc*                               |

\*Multi-year supporter

MicroLight Corporation	Shiva Shirvani, DC '95	Kenneth Thomas, DC '86*	<b>FRIENDS OF PARKER (\$1,000 - \$2,499)</b>	Mike Smith, DC	DC '98
Monte H Greenawalt Foundation*	SIGMA Instrument Methods*	Life Benefits LLC*	All Star X-Ray	Monya and Christopher "Chae" Tracy, DC '04, DC'04	Communities Foundation of Texas*
MPA Media*	Solutions4	Longeva Labs	Amanda Rainey*	Oliver "Bud" Smith, Jr, DC*	Courtney Nicole Gowin, DC '13
Multi Radiance Medical, Inc	Standard Process Inc*	Maximized Living	Ashley Cleveland, DC	Phillip Cook, DC*	Craig Fisher, DC '06
MyoVision*	Systemic Formulas*	Medicfusion	Barry Burak, DC	Premier Research Labs	Curtiss McClymond
National Chiropractic Mutual Insurance*	The Body Renaissance	MeyerDC	Bart Patzer, DC '93*	Protocol for Life Balance	Darby Campbell, DC '14
NET Inc	The Wellness Practice	Nake Sekander	Beau Hightower, DC '11	Robert Frieman, DC	Darcy Turner
Nutri-West*	Theralase*	Northwestern Health Sciences University	Best of Organic	Steven Brooks, DC '99*	Darwin Griffeth, DC '05
OrthoTexas Physicians and Surgeons, PLLC	Theramedix BioSET	NuMedica, LLC	BJ Hardick, DC*	Timothy Gross, DC	David Fletcher, DC
PayDC Chiropractic Software*	Tony DeRamus, DC '99	Palmer College of Chiropractic	Claudia Malaya	Todd Cevene, DC	David Garafola
Performance Health and Wellness*	Topical BioMedics, Inc	Pharmax LLC	Corey Malnikof, DC	Travis Parker, DC '04*	David Hardison, DC '88
Physicians Business Solutions*	ZYTO Corporation*	Raymund King, MD, JD*	Daniel Drubin, DC*	Vincent Scheffler, DC '07*	David Loper, DC '89
Pivotal Health Solutions*	<b>PIONEER PARTNERS (\$2,500 - \$4,999)</b>	Renua Medical	Dennis Harris, DC '88*	Vita-Mix Corp	David Parkhill, DC '95
Powervibe	Canadian Chiropractic Association	Health First	Dennis Short, DC	<b>GENERAL SUPPORTERS (\$1 - \$999)</b>	Dazzle Shrestha, DC '90
Progressive Laboratories, Inc*	ChiroHealthUSA	Ricky Hanks, DC '86	Doyle Group, Inc	Aaron MacArthur, DC '07	Debbie Moore, DC '07
Proper Pillow	Brenda and Clark Byroad, DC '88 & '87*	Smart Practice	Gery Hochanadel, PhD*	Amy Wood, DC '04*	Debbie Schick, DC '89
Reach Local	EuroMedica	Social4Chiros	ICPA	Andrew Hatch, DC '93*	Debora Logan, DC '93
Rose Lepien, DC '91*	Healthcare Discount Warehouse	Stacey Olson, DC '94*	James C Neathery & Associates Inc*	Andrew Oteo, DC '10*	Denisa Weber, DC '09
Schwabe North America Inc	HSP World*	The Markson Connection, Inc	James Long, DC '97	Anita Carrere Chaisson, DC '11	Donna Wald*
Scrip Companies*	Integrity Management Consulting, Inc*	Vibration Technologies LLC	James William Parker, Jr, DC '97*	Brian Saul, DC '02	Downey Chiropractic
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	Kareo	Wright Lassiter, EdD*	Life Chiropractic College - West	Carl Small, DC	Edward DesPlas*
			Mark Charrette, DC*	Cheryl and Robert Vandesteeg	Elias Arnitsis, DC '07
			Melissa Dunlap, DC '12	Christopher Renne,	Elizabeth Hannemann
			Michael Traxler '06		Ellen Guto Masman
					Eric Markson, DC

\*Multi-year supporter

\*Multi-year supporter

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Michelle Krenek, DC '08  
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