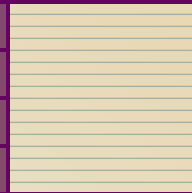
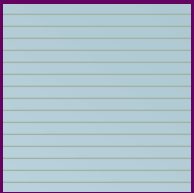


# SCCO

## President's Report 2005-06

SOUTHERN CALIFORNIA  
COLLEGE OF OPTOMETRY



# President's Message

## OUR FOCUS

Next to life itself,  
God's most precious gift is sight,  
And to the ministry of this great gift,  
The profession of optometry dedicates itself.

## OUR VISION

Enhancing the quality of life  
through vision care

## OUR INSPIRATION

Good vision is more than seeing 20/20...  
it is seeing without effort.

## OPTOMETRY'S PREFERRED FUTURE AND ITS IMPACT ON SCCO

I was privileged to attend the series of Summit Meetings, "Optometry 2020," which were organized by the American Optometric Association, and participated in outlining a preferred future for our noble optometric profession. The Summit Meetings were held in August 2005, February 2006 and August 2006 in Dallas, Texas, with approximately 300 optometrists representing virtually every aspect of optometry attending for input in developing the preferred future for the profession.

The outcome of the meetings was delineated by consensus in six (6) preferred listings. The President of the California Optometric Association Kenneth S. Lawenda, O.D., '70, outlined the following to members of the SCCO Family at the College's Fall Assembly in August 2006.

1. **Consumers** — All consumers seek Optometry as the absolute first and best point of access to quality eye and vision care. All consumers recognize Optometrists as the best providers of eye care. All consumers seek Optometrists to provide all eye care, eyewear and eye information.
2. **Science and Technology** — The impact of advanced technology has increased quality of care, access to care and optometric productivity. Technological changes in eye care delivery systems allow optometry to focus more on diagnosing and treating ocular and systemic conditions/diseases. Optometry fully incorporates genomics.
3. **Economics** — That Doctors of Optometry are participating in any third party plan of their choice without discrimination regarding reimbursement or access. The economic result is the introduction of new patients to optometric services and retention of existing patients while assuring appropriate compensations.
4. **Organized Optometry** — That 90 percent of optometrists representing all modes of practice are members of the American Optometric Association (AOA) or its current equivalent. A stronger, more organized optometric association is prompting and protecting the patient's best interest and the ability of optometrists to provide comprehensive health care services to the public.



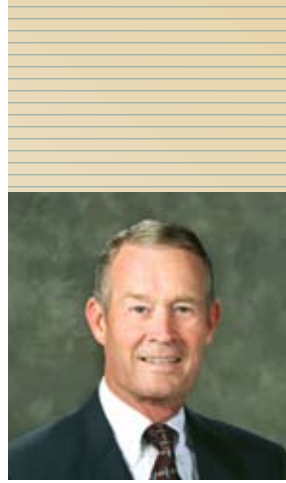
WITH EXPERIENCE, COMES VISION

5. **Licensure, Regulation and Competency** — That Optometry has a system of uniform licensure and regulation across all jurisdictions through: well accepted measures of entry level competency; an accessible system of continuing competence; and a level of uniformity of the definition and scope of optometry that is not procedure-based, e.g., the AOA definition.
6. **Laser Surgery / Surgery / Advanced Treatments** — The authority to perform limited surgical procedures will be limited to specially trained and appropriately credentialed Optometrists.

Now, whether or not any of us individually agree with any or all six of these outcomes, they WILL be the focus for developing strategies in order to accomplish them over the next 14 years!

Three of the listings, numbers 1, 3 and 4, are basically political/professional and will really have a minimal impact directly on the College educating future optometric practitioners. However, numbers 2, 5 and 6 will have a direct and dramatic impact on the College as it prepares graduates to enter practice.

Science and technology will have a major impact as new diagnostic equipment is very costly and the College must acquire such technology in order to educate students as part of their clinical program. The challenge to the College therefore is to acquire the technology without having to



also require the addition of faculty with the education and credentials required to teach these procedures. Is SCCO up to this challenge? The answer is “yes” but with the condition that it would take additional resources and time to build the team to conduct the program.

With regard to laser-surgery/surgery/advanced treatments, the challenge is very parallel to the paragraph above on requiring additional resources and a faculty team to conduct the educational program. One idea that COULD possibly be implemented is a program parallel to what dentistry offers a very limited number of its graduates. The program dentistry has in place is a D.D.S. plus two additional years of medical education. The person then possesses both a D.D.S. and a M.D. degree and has a guaranteed post-graduate residency in oral surgery or maxillary-facial surgery. It MAY be possible to affiliate with a number of medical or osteopathic colleges of medicine for implementation of an O.D., plus M.D. or D.O. program.

Regardless of what the future holds, SCCO is committed to lead the way! We at the College will not be reactive; rather, we will be proactive and set the standard for the rest of the Schools and Colleges of Optometry to follow. In 2006, the College also received another seven-year accreditation approval by the Accreditation Council on Optometric Education. This re-accreditation provides a solid foundation from which SCCO will continue to move the profession forward.

The College has assembled an outstanding team of trustees, administrators, faculty and staff to maintain and enhance its place at the forefront of optometric education. On the pages that follow, the members of my President’s Executive Council (PEC) outline some of their strategies for the future.

A further promise is that SCCO will NEVER abandon that which has made Optometry the strong and noble profession that it is, that is to educate the majority of our graduates to practice in vision training, pediatrics, contact lenses, low vision and general practice primary care optometry. Keep an eye on SCCO as we lead the way into the future!

**Lesley L. Walls, O.D., M.D., D.O.S.**  
President

## The College has assembled an outstanding team to maintain and enhance its place at the forefront of optometric education.

dramatically increase student tuition, as this would have an impact on student indebtedness and limit a graduate’s future flexibility to enter private practice. This College has been able to successfully accomplish this in the past without adjustments to tuition. In fact, we have a tuition increase less than the cost of living adjustments for our area and this has been true for longer than I have been president. I am confident that we at the College will meet this challenge that continues to increase in magnitude.

Uniform licensure and regulation throughout the nation will have a dramatic impact on the College. Should this come to fruition, it is apparent that the regulations would be at the maximum level currently enjoyed in a select few states. For instance, in Oklahoma optometrists can perform minor surgical procedures and anterior segment laser procedures including PRK by state statute. If this College were to need to train 96 students per year for entering practice at that level, it would require major clinic expansion along with a large increase in patient numbers. Such changes would

# Student Affairs

During 2005–06, the Class of 2010, affectionately known as “the class with the best vision,” was selected. They are a wonderful group of young, future optometrists. There were 549 applicants for the Class of 2010, the largest applicant pool in almost 10 years. A total of 99 men and women matriculated in the College’s Doctor of Optometry program on August 21, 2006.

Our admissions process starts with the academic evaluation of each candidate. The purpose of the academic evaluation, which includes consideration of a student’s grade point average and scores on the Optometry Admissions Test (OAT), is the selection of a pool of candidates for the personal interview. Our goal is to interview a sufficient number of people to fill the class and to make sure that they are academically able to successfully navigate the optometric curriculum. We consider for interviews approximately the top 40 percent of the candidates. This year, everyone interviewed had achieved at least a 3.0 (B) average during his or her undergraduate years and was at the fiftieth percentile or higher on the OAT.

Once an applicant successfully passes the academic evaluation, the academic factors are no longer considered in the decision process. Therefore, an applicant with a 3.0 (B) average and an applicant with a 4.0 (A) average have an equal chance for being admitted. The second part of our evaluation considers factors we like to call “Professional Potential.” We are looking for students with the skills to provide excellent patient care, and who will be leaders in their communities as well as the profession. We want students who are more concerned about others than about themselves, who have the initiative to get involved in community service instead of just following the lead of others. And most of all, we want students with a passion for the profession of Optometry. These are young people who have visited many practices, in many settings, and have tried to learn if the profession is really the right choice for them. We are extremely grateful for all of the optometrists who have given of their time, and have encouraged and supported these young people. The strength of our profession is built on the relationships developed between the different generations. Each new class looks to those who preceded them for mentorship.

Decisions about acceptance and denial are made at the interview. If an applicant is able to demonstrate the compelling characteristics we feel are important to be a good, caring optometrist they receive an acceptance after the interview regardless of whether they have a 3.0 GPA or a 4.0 GPA. If they cannot demonstrate those characteristics, they

receive a denial even if they have a 4.0 GPA. This is a hard fact of life to understand and accept for some applicants who have spent their entire life seeking perfect grades; however, we are committed to always doing what is right for the profession first.

We would be remiss if we did not address the increasing number of women entering the profession and the declining number of men. Undergraduate education programs today are almost 60 percent women. And, the number of students willing to look at programs beyond the Bachelor’s degree is even more skewed in the direction of the women. A study published by the National Bureau of Economic Research has suggested that the enrollment patterns colleges are seeing today result from much longer-term shifts. The analysis suggests that but for certain societal conditions that either favored men or motivated men, the gap might have been present or larger earlier. Between 1900 and 1930, male and female enrollments in colleges were roughly at parity. Women of that generation, like women today, made calcu-

## Most of all, we want students with a passion for the profession of Optometry.

lated decisions about the gains that would come from higher education. In the following periods, several factors led to the relative growth in male enrollments. These changes did not reflect better academic preparation by men or any falling off in college preparation by women, but were influenced by the increase in bans on married women working, the importance of the GI Bill as a source of funds for veterans (mainly men), and the desire of a subsequent generation of men to avoid the draft during the Vietnam War. None of these factors are relevant at the present time.

In fact, among our students today, women are just as likely as men to seek scholarships offered by the military in exchange for several years of service after graduation. Military scholarships are just one way for a student to fund their education, though few students take advantage of this opportunity. Most students finance their education through a combination of student loans, scholarship support and work. This year, students borrowed in excess of \$11.5 million. The total of all scholarships and grants was almost \$1.5 million.

The Members of the Class of 2006 paid \$99,435 for the direct costs of their education (tuition, books and equipment). Living costs such as rent, food, insurance, National



Board fees, etc., would be in addition to the direct costs. The average indebtedness at graduation for this group of new practitioners was \$114,056. Three-fourths of the class graduated with a debt of more than \$100,000. Optometrists continue to be responsible members of society and repay their student loans. Our graduates have allowed us to maintain an excellent record, with default rates on student loans at, or near zero.

Community Service continues to be an important part of our students' lives. Project Concern, which was founded by students in 1970, is still going strong. In fact today, it requires the work of four students to manage the program. Besides providing vision screenings for underserved portions of the community, students collect clothing and food for the needy, conduct two annual blood drives on campus, collect toys for underprivileged children during the holidays and this year have initiated a new program to serve some of the children who are patients at the College's Eye Care Center. The program, called SKY Vision (Students Karing for Youths' Vision), was started by members of the Class of 2007 after their first summer in clinical patient care as third-year students. They realized that some of the children could not obtain the lenses recommended during their Ophthalmic Optics course because of cost. These students set about raising money and developing a program to address this need. The Student Association has committed to continued support for SKY Vision.

The 2005–06 academic year was filled with accomplishments and changes for the Office of Student Affairs. Tami Sato, our director of Financial Aid, was elected president of the Western Association of Student Financial Aid Administrators, an organization representing 1500 members. This is quite an accomplishment for a college the size and specialization of SCCO.

Barbara Breffle, who works hard to provide the absolute best service possible to all of our students in the area of

## CLASS PROFILES

Class of	Entering	Males	Females	Applicants	Mean GPA
2006	Fall 2002	41	57	335	3.33
2007	Fall 2003	38	60	372	3.34
2008	Fall 2004	28	70	457	3.32
2009	Fall 2005	31	67	514	3.30
2010	Fall 2006	24	74	549	3.37

The Class of 2010, entering in August 2006, had the highest number of applicants at 549, females at 74, and Mean GPA at 3.37 for the past five years.

financial aid, and especially the work-study program, was promoted to the position of director of Student Advising. Barbara is perennially recognized by the students for the work she does on their behalf.

Jane Ann Munroe, O.D., '77, was hired as the director of Admissions in March of 2006. Dr. Munroe brings with her many years of optometric experience in both private and hospital-based practice. She will be coordinating all of the recruitment programs, and counseling potential applicants, as well as applicants who did not achieve an acceptance but want to improve their applications for reapplication. Recruitment involves not only face-to-face meetings with applicants but also a variety of electronic formats. Dr. Munroe will be coordinating the upgrade of the admissions section of the SCCO website, producing electronic presentations for various audiences, coordinating open house events on campus and preparing FAQs that can be sent via Email to potential applicants.

All in all, this has been a year of achievements by our students and by the members of our Student Affairs Office.

**Lorraine I. Voorhees, O.D., M.S., '71**  
Vice President of Student Affairs

# Academic Affairs

The President's message outlined the broad vision developed by more than 300 participants in the recent "Optometry 2020" Summit Meetings that were organized by the American Optometric Association. These initiatives impact optometric education and set in motion a process for the schools and colleges of optometry to deliver education and patient care that reflects the dynamic changes occurring within the profession.

How then does the academic program undergo the changes necessary to meet these challenges? The answer for SCCO relates to the "operating culture" of the institution, a term that describes how the organizational structure provides for participatory governance built on the foundation of high quality students, faculty, administrators and staff. The process for change evolves in various ways, but is typically a combination of strategic planning and goal setting, together with the contributions of individual faculty members or committees that identify concerns or opportunities. The "operating culture" becomes very important in this process as the events leading up to change involve input of several individuals aimed at consensus building.

As an independent institution, we are able to enact change more rapidly and efficiently when compared with optometry programs that are housed on large university campuses. However, decisions affecting programmatic change are reached through collaborative efforts within the governance structure. Curriculum changes are a prime example where the education to prepare graduates for the emerging needs of the profession must be incorporated



and systemic conditions. The discussions always include the goal of offering a broad, balanced curriculum designed to meet the future clinical practice needs of current students. Due to the time limitations imposed by a four-year professional degree program, the curriculum committee is always challenged with finding ways to integrate and schedule the new course additions. Faculty members have stepped forward by using classroom and laboratory time more efficiently; courses have been moved around to provide optimum sequencing of the new material; and we recently added coursework in the summer quarter at the start of the third professional year, a major departure from past practices.

The availability of teaching space has been another challenge to overcome in order to support the expanding curricular needs. In 1990 we utilized one pre-clinic laboratory room; today three pre-clinic labs are in constant use to meet the learning needs of students. In 1990 two classrooms with 35 mm projectors met the needs of the didactic program. Today, we operate three new classrooms in the Richard L. Hopping Academic Center offering sophisticated electronic communications systems that include internet access, digital recording systems and linkage across the campus to present live Grand Rounds experiences, including surgical procedures.

The advances offered by technology affects our lives in many ways and this too is central to operating the pro-

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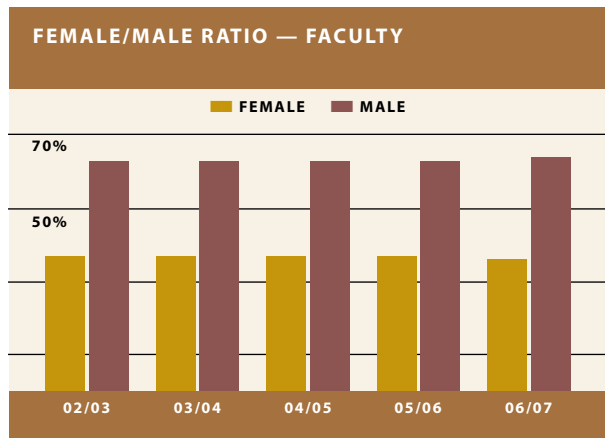
within the four-year curriculum. To successfully achieve this we must carefully weigh the merit of individual requests, the impact on an already crowded curriculum, scheduling issues, equipment and technology needs, faculty availability, and the added demands and stress on students.

For the past 20 years the curriculum had been modified numerous times, primarily for purposes of adding coursework and clinical experience in ocular disease management

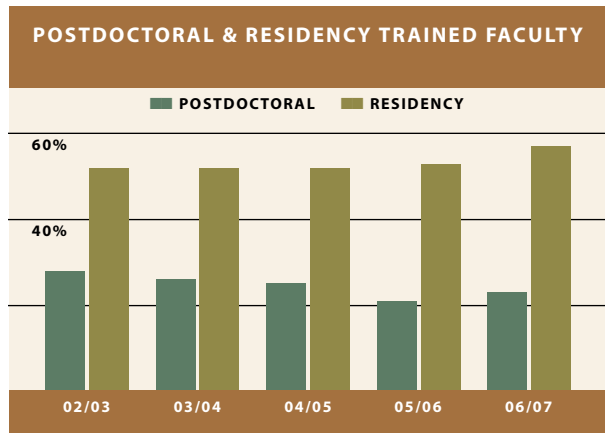
professional program at SCCO. Twenty years ago the College began introducing rudimentary desktop computers for a limited number of faculty members and administrators. Today, the five-person computing department supports 325 computers across the Fullerton campus as well as the Optometric Center of Los Angeles. The human resources to support these systems and the costs for maintaining and replacing hardware and software are staggering and these must be accounted for each year as part of the budgeting process. Again the progress we have made is due in large part to the “operating culture” where budgeting decisions are made that prioritize programmatic needs ahead of individual requests. The latest technological challenge underway is the implementation of Electronic Medical Records (EMR) in the Eye Care Center and the Optometric Center of Los Angeles. Customized EMR systems do not remotely meet the needs of our large teaching clinics and we have appointed a formidable team of faculty, staff, administrators and a student to develop and implement this program. New templates have been customized for our needs and the system is currently used and tested by second- and third-year students in clinical science laboratories. The response from students and faculty members has been overwhelmingly positive and the feedback they provide is critical to the success of the implementation planned for the summer of 2007.

Selecting the very best faculty is a critical component that has enhanced the reputation of SCCO as a center of excellence in optometric education. The “operating culture” that we utilize is to seek applicants with the right credentials for open faculty positions and to make decisions based on the values and attitudes that these applicants convey. Important to our success is recruiting faculty with the passion for teaching and the motivation to work as a team member by recognizing the success of the program will enable faculty members to benefit professionally as well as personally. The ability to retain these quality faculty members can be attributed to a supportive working environment, on-going faculty development programs and opportunities for faculty to achieve their goals in teaching and or scholarship. Collaborative programs with California State University, Fullerton; University of California, Irvine; and the University of California, Los Angeles, Jules Stein Department of Ophthalmology are representative of the collaborative efforts that have been initiated in recent years.

For area practicing optometrists the College continues to be the continuing education (CE) center of choice despite local competition that often offers programming at no cost to doctors. The CE program at the College has, for more than a decade, offered the largest array of programming amongst all 17 schools and colleges of optometry. This is not only a source of pride for the institution but the department’s revenues are a key contributor to the operating budget of the College. We recognized that electronic or dis-



*Over the years, there has been an increase in the percentage of female faculty members reflective of the changing student profile. Women currently account for 36% of SCCO’s faculty.*



*SCCO is committed to adding men and women to its faculty who have completed postdoctoral degree and/or residency programs. In FY06–07, 23% of SCCO’s faculty held postdoctoral degrees other than the Doctor of Optometry degree, and 57% had completed residency training.*

tance education would become a significant component of approved continuing optometric education, and we worked diligently the past two years to develop a high quality on-line CE program in collaboration with external partners to maximize the reach of this programming. We are proud of the diverse nature of our education programs and the efforts to be highly attentive to the “service” we provide to students and practicing optometrists alike.

The changes in health care from a patient-care perspective will continue to challenge optometric educators. We are confident that the institution is positioned to successfully meet the emerging needs of this great profession and continue to be a recognized leader in optometric education.

**Morris S. Berman, O.D., M.S.**  
Vice President and Dean of Academic Affairs

# Clinical Affairs

Excellence in Patient Care, Clinical Education and Research — that’s our mission for the Eye Care Center (ECC) at the Southern California College of Optometry. Our clinical program, long recognized as one of our leading strengths, combined with the reconstruction of ECC in 2004, provides the infrastructure to lead the profession as the vision care resource for the community and for our health care colleagues.

ECC currently counts 51 examination rooms each fully networked for the use of electronic medical records (EMR). We have a project team that is spearheading the efforts to implement EMR in the on-campus clinical facility. Currently, students in the pre-clinic laboratories are using EMR templates in preparation for their transition to the Eye Care Center as optometric interns. Full EMR implementation at the College’s Eye Care Center is scheduled for Summer 2007.

In addition to our outstanding clinical education program, providing the very best in vision care to our community has been a hallmark for the Eye Care Center. There are several measures in place to assure this including: an exten-

sive quality assurance program; a detailed clinical privileging process; optometric intern performance evaluations after each patient encounter; peer reviews of records and feedback for each faculty practitioner; and protocols for all ECC policies and clinical practice guidelines. Our efforts resulted in “no areas of concern” following the March 2006 accreditation site-visit from the American Optometric Association’s Accreditation Council on Optometric Education, Section on Clinic Management and Patient Care Policies.

**In addition to our outstanding clinical education program, providing the very best in vision care to our community has been a hallmark for the Eye Care Center.**

Occasionally, a practitioner may have a patient who presents with a unique issue. Because the Eye Care Center at SCCO is home to world-class teachers in the eye care profession, there is an opportunity for practitioners to request specialty care optometric services for their patients.

Whether a patient is an infant or a senior, we can provide faculty doctors to collaborate completely with all health care providers. Some specialty care services provided at ECC address: vision therapy, low vision rehabilitation, ocular prosthetics, ocular disease, pediatric contact lenses and dry eyes. Our faculty and optometric interns look forward to helping practitioners in the complete management of the most challenging vision care cases. Obviously, this is a win-win situation between practitioners and patients and one that helps enhance the clinical education of each SCCO intern.

Our clinical program has continuously expanded to meet the needs of the community. Within the past year, relationships have been created to provide patient care with St. Jude’s Heritage Health Care System, St. Joseph’s Hospital of Orange, Prospect Medical, and Children’s Hospital of Orange County at the Boys and Girls Club of Garden Grove. For most of these facilities, procedures for credentialing optometrists needed to be determined. We collaborated with our new health systems partners to establish the protocol for the credentialing process, which signals a significant achievement for our faculty and ultimately, for the provision of vision care to our community.

The College also provides the very best patient care within the inner city of Los Angeles at the Optometric

## EYE CARE CENTER

Southern California College of Optometry

### Patient Care Services

Blake Conference Center	714.992.7803
Center for Vision Research	714.449.7490
Carling Huntington Childs Family Laser Center	714.449.7415
Chronic Care, Special Testing and Ophthalmology Consultation Service	714.449.7415
<i>Electrodiagnostics</i>	
Jarnagin Primary Eye Care Center	714.449.7401
Optical Services	714.449.7410
Pediatric Vision Care	714.992.7870
Stein Family Cornea and Contact Lens Center	714.449.7420
<i>Pediatric Contact Lenses</i>	
<i>Ocular Prosthetics</i>	
Studt Center for Vision Therapy	714.449.7430
VSP Reception Center	714.449.7401
Mary Ann Keverline Walls Low Vision Rehabilitation Center	714.449.7415
Urgent Care / After Hours Care	714.870.0258



Center of Los Angeles (OCLA). OCLA, located near downtown Los Angeles, is an affiliated, wholly owned clinical facility of SCCO. It is a full-service facility that supports approximately 10,000 patients annually. Twelve to 14 fourth-year students are assigned to each of four, twelve-week rotations at OCLA.

OCLA is fully staffed and equipped with state-of-the-art instrumentation to provide the full-range of optometric services to patients of all ages. All of these services are provided under the direct supervision of an outstanding faculty of well-recognized and respected members of the optometric and medical professions. The faculty consists of 12 optometrists, one resident, and three ophthalmologists (sub-specialists in retina, glaucoma, and refractive surgery/cataracts). These staff doctors serve as regular members of the SCCO faculty with academic ranks granted by the College.

Interns at OCLA are fortunate to be learning from these part-time faculty members who bring a level of expertise garnered from years in private optometric practice. These faculty members, each a specialist in private practice, bring an invaluable component to the education of interns, as well as the level of patient care. They are motivated by the rewards of teaching and a genuine interest in the education of their future colleagues.

Having served the people of this community since 1904, OCLA has acquired a well-earned reputation for providing high-quality, cost-effective comprehensive eye and vision care services to those who work and live in this area. Student interns benefit from the Center's rich, multi-cultural environment. They are presented with a diverse cross-section of eye pathology and disease. About 65 percent of OCLA's patients are non-English speaking, creating interesting and real-life clinician-patient interactions and clinical care experiences.

Enhancing the College's clinical education, patient care and research programs is a continuous process that is aided by input from College administrators and faculty, as well as the recommendations from the American Optometric Association's "Optometry 20/20" Summit Meeting. We are excited about the direction of the profession and the role we will continue to play in educating our future colleagues while, at the same time, providing outstanding patient care.

**John H. Nishimoto, O.D., M.B.A., '87**  
Vice President and Dean of Clinical Affairs

# Financial Affairs

As Dr. Walls mentioned in his opening report, Optometry's preferred future will have a major fiscal impact on the College as we prepare for new advances in science and technology, licensure and laser surgery. With our current financial health, prudent investing, Board stewardship, sound management and generous private support, I feel confident that we will meet these financial challenges.

The current financial health of SCCO can be seen in our audited results for June 30, 2006. The College increased net assets by \$2.2 million during the fiscal year. Our total assets are approximately \$67.2 million, total liabilities are

and monitored by the Finance Committee of the Board of Trustees. The College's total cash and investments amounted to \$23,864,725 compared to the prior-year balance of \$20,730,155. The total return for all College cash and investments amounted to 7.3 percent, an increase from the prior year's 6.3 percent. Approximately 55 percent of the College's cash and investments are invested with the guidance of Canterbury Consulting. This year, the total return from the Canterbury investment pool was 12.2 percent compared to the prior year's 8.7 percent.

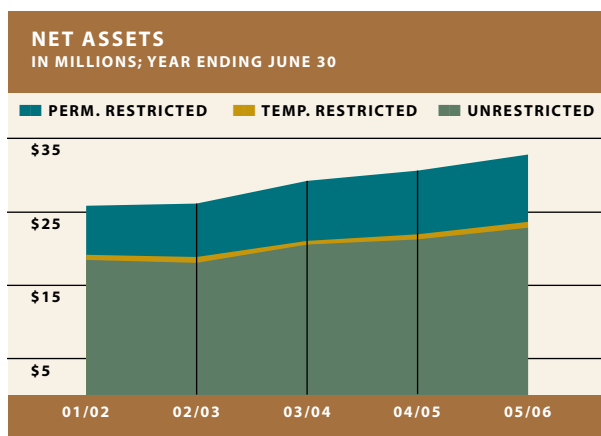
The Board of Trustees is a key component of the College's financial health and future direction. The Finance Committee of the Board of Trustees meets quarterly to review and discuss detailed, current financial results and future needs. The Committee reports to the Executive Committee and the full Board. The strong business and optometric backgrounds of the members of the Board of Trustees offers insight and guidance for the College's short- and long-term financial goals. This wealth of knowledge helps to guide our actions and policies with regard to investments, debt and operations. For example, SCCO recently obtained funds to support \$21 million in capital improvements on campus. We were able to borrow money at a low interest rate and then retain the money in our investment pool, earning a higher rate of return.

The College's sound financial management is demonstrated best through our annual budget process. The College prepares and presents a balanced operating budget each year

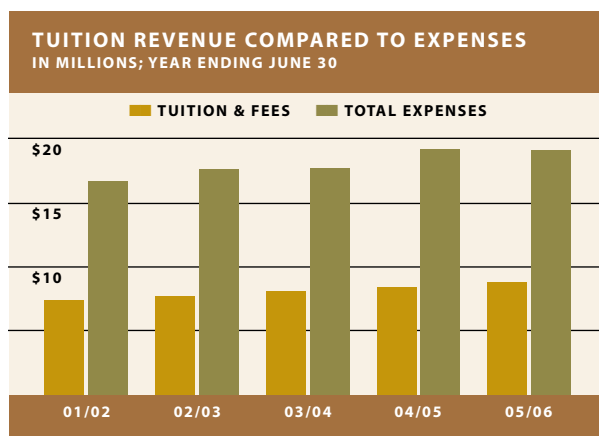
## The financial outlook of the College is positive and will help meet the preferred future of Optometry.

\$34.1 million, and net assets are \$33.1. Financial ratios are an important tool for monitoring financial flexibility and support of strategic plans. This year, the College met or exceeded 12 of 15 financial-ratio targets. One very important ratio, net tuition and fees contribution, focuses on the institution's dependency on tuition. I am proud to report that tuition is 47 percent of expenditures, well below the industry target of 60 percent.

The College has a prudent investment policy that is set



Net assets represent the cumulative revenues in excess of expenditures since the inception of the College. A significant amount of the net assets are invested in the buildings, equipment, land, endowments, receivables, etcetera. This amount is similar to the "Retained Earnings" or "Net Worth" of a for profit corporation.



SCCO's tuition dollars supported 47% of expenditures that totaled \$19.3 million in FY05-06. This percentage is well below the industry target of 60%. The remaining balance is supported by contributions, continuing education, endowment income, and other sources.





## Advancement

My associates at the College are stellar performers: they govern the quality of the student population we admit; determine the depth and breadth of our faculty and the core competencies of our curriculum; elucidate the patient care proficiencies and experience necessary for graduation to the profession; and, present to the Board financial realities and guidelines for the continuation of this great College.

The role of advancement is simply supportive of the needs, the vision and necessity that each of these folks and the Board present.

Happily, the College has many alumni and friends that, in the aggregate, make the volunteer involvement and financial undergirdings of our aspirations possible.

I am thrilled with the \$5 contribution from a 10-year-old member of the Esprit de La Danse in support of the Kristin A. Jones Memorial Scholarship Endowment and a \$2 million commitment from Carling and Bessie Childs.

The following pages pay tribute to our donors. I am pleased with their dedication to our principles, the good that they do and the direct impact the College makes in the world of vision.

Thank you all for your support.

**William E. Heaton Jr.**  
Vice President of Advancement

to the Board of Trustees. Our administrators, faculty, and staff take an active-ownership approach to the budget process that helps us meet the challenge to provide adequate resources without increasing our dependence on tuition revenue. The resulting outcome is a financially sound, well-run program that is supported by all involved.

Generous private support continues to enhance our educational program. With the use of these funds, the College is able to provide competitive salaries, scholarships, equipment, patient care, research and building renovations. All are integral parts of our optometric educational program.

Future challenges include the cost of implementing an electronic medical records (EMR) system. By law, all health care providers must complete these conversions by 2010. To offset an estimated cost of \$1 million, SCCO has partnered with a fund-raising consultant to explore grant options. With this proactive approach and detailed planning, we will meet the deadline.

The financial outlook of the College is positive and will help meet the preferred future of Optometry. Our continued financial planning and decisions will address future science and technology, licensure and laser surgery needs as they unfold.

**Lisa K. Albers, C.P.A.**  
Vice President of Financial Affairs and Chief Financial Officer

## DONORS OF COMMEMORATIVE DISTINCTION

Commemorative recognition is awarded to those donors whose direct cumulative financial support of the institution exceeds \$25,000.



*Distinguished Benefactors, Stein Family Cornea and Contact Lens Center, Eye Care Center, SCCO. From left: David N. Stein, O.D. and Jill Stein, Linda Nicholes and Howard E. Stein, O.D.*

\$25,000	Patrons
\$50,000	Distinguished Patrons
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### MEET THE STEIN FAMILY

Howard E. Stein, O.D., Class of 1959, founded the Stein Optometric Centers with his brother Stanley M. Stein, O.D., Class of 1956. Early on, the brothers realized that it would be beneficial to specialize to set their practice apart. They choose to emphasize contact lenses, including specialty contact lenses.

Using cutting-edge technology, and a belief that people would understand and appreciate the value of a "total package" that would include an array of diagnostic services, they expanded to locations in Bellflower (1962), Huntington Beach (1967), Manhattan Beach (1980), Burbank (1990) and Downey (2006).

Howard's nephew, David N. Stein, O.D., joined the burgeoning practice after graduating from SCCO in 1984. Dr. Howard Stein's son, Jonathan, is currently a member of SCCO's Class of 2008.

Through the years, Doctors Howard and David Stein consistently supported the College by offering professional opportunities to graduates and students of SCCO. Drs. Howard and David Stein have noted, "The superb education these students and graduates obtained at the College prepared them to integrate seamlessly into the Stein Optometric Centers." Many of these graduates either joined Stein Optometric Centers or went on to begin their own full-scale optometric practices.

In 2004, marking the College's One-hundredth Anniversary, Drs. Howard and David Stein and their families, became benefactors of the Stein Family Cornea and Contact Lens Center at the College's renovated Eye Care Center.

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## ENDOWMENT FUNDS

Endowment Funds at the College have been established by alumni and friends to support scholarships, student loans, research, and other special programs and activities.

An endowment fund, once established, continues in perpetuity with the income from the fund providing support for the area/activity specified by the donor. Fully endowed funds are established at the \$25,000 level or above. For specific opportunities, please contact Bill Heaton, Vice President of Advancement, 714.449.7464.

Endowment Funds offer unique ways for individuals and groups to recognize achievement and distinction in special areas.

### SCHOLARSHIP ENDOWMENT FUNDS

The Southern California College of Optometry has an investment of \$4,218,695 in scholarship funds:

#### Fully Endowed Funds

Dr. Charles A. Abel Memorial Scholarship (1982)\*  
 Alumni Association of SCCO Scholarship (1979)  
 Arizona Vision Service Plan Scholarship (2001)  
 Asian American Optometric Society Award (1974)  
 Black Student Endowed Scholarship (1997)  
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 Marjorie H. Bright/Bright Family Foundation Endowed Scholarship (1998)  
 California Optometric Council Achievement Scholarship (1995)  
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 Dr. Leon Darrow Endowed Memorial Scholarship (2003)  
 Dr. Al Dennis Memorial Award (1971)  
 Dr. Adam & Marguerite Diehl Memorial Scholarship (1997)  
 Dr. Herbert McCracken Dixon Memorial Scholarship (1983)  
 Dr. Joe W. Dobbs Endowed Scholarship (2003)  
 Dr. Lawrence E. Gallarini Memorial Scholarship (1988)  
 William E. Heaton Jr. Endowed Scholarship (2002)  
 Dr. Homer and Marie Hendrickson Memorial Award (1987)  
 Hispanic Student Award (1992)  
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#### Partially Endowed Funds

Alvin Applebaum Memorial Scholarship (1982)  
 Joseph L. Bruneni Memorial Endowed Scholarship (2004)  
 Dr. Akio Kanai Scholarship (1998)  
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*Honored for helping others was Second-Year Student Brian Parker, Class of 2009. He received the first-ever, "William E. Heaton Jr. Endowed Scholarship," established by SCCO's Vice President of Advancement. The two are pictured at the Fall 2006 Honors Reception.*

## CONSIDER AN ENDOWMENT FUND

A vast number of our graduates are leaders in the profession and key figures in their communities. They participate on panels, committees, and civic organizations like Lions Clubs International or Rotary International. As professionals, they are widely sought.

Many of our alums have "paid back" their Alma Mater through endowments and scholarship funds. Most of our graduates can afford to establish an endowment at the College. Over a period of years, the \$25,000 needed to establish an endowment is not much if you give annually to a restricted fund. I did.

Why give? Give because our students are terribly bright, they have integrity and sense. They will help manage the future direction of the profession.

My award, the "good guy" award, is not for the brightest or the most proficient. It is simply for those who help others. You can too! And I am here to help you with the process. Please contact me, Bill Heaton, Vice President of Advancement at 714.449.7464 or wheaton@scco.edu.

Dr. Howard E. Stein Scholarship (2004)

### STUDENT LOAN FUNDS

The Southern California College of Optometry has an investment of \$2,680,850 in student loan funds:

#### Fully Endowed Funds

Dr. Charles A. Abel Emergency Loan (1982)  
 Dr. John A. Harris Student Loan Program (1987)  
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### OTHER ENDOWMENT FUNDS

The Southern California College of Optometry has an investment of \$10,827,476 in other endowment funds.

#### Fully Endowed Funds

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So strongly does Dr. William Simons, '82, believe in the ability of the College to prepare optometrists to care well for patients and to compete in an increasingly competitive market, that his thriving, three-person practice in Helena, Montana, has as associates both 1997 and 2006 SCCO graduates. Professionally active, Bill served as the Montana Optometric Association President in 1991 and as the 1993-94 President of the Great Western Council of Optometry. He was twice selected as the Montana Optometric Association's Optometrist of the Year and recently, he served as the Montana AOA-PAC Representative. He has been very active in Montana promoting private practice optometry and is currently the managing partner of Summit Optical, a full-service optical co-op. His colleagues know Bill as a big-hearted, compassionate optometrist for whom the patient is always right — a philosophy adopted by all in his practice. The College is grateful for his tenure as Chair of the Annual Fund for 2005-06.

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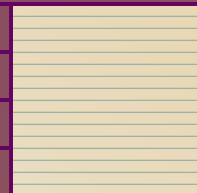
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