



**Marshall B.
KETCHUM UNIVERSITY**
Southern California College of Optometry

Education Goal

Provide a comprehensive and broad curriculum that fully prepares students for entry level practice and licensure upon graduation.

Education Objectives

- Implement the changes recommended by the comprehensive curriculum review process to meet the needs of students and the profession.
- Provide expanded opportunities for active student learning through on-line education, interactive seminars and case based discussion groups.
- Expand electronic teaching modalities (e.g. ExamSoft, Moodle, and Lecture Capture) to supplement current teaching modalities.
- Provide support for those students who need tutoring, mentoring and counseling to help them successfully complete the professional program in four years.
- Develop Interprofessional education and collaborative practice opportunities

Teaching and Scholarship Goal:

Provide support and development opportunities to enable faculty to successfully teach, engage in scholarship and participate in leadership.

Teaching and Scholarship Objectives

- The recruitment of qualified faculty will continue as an ongoing priority to strengthen the academic and scholarship programs at the College.
- The College will strive to recruit only those applicants with residency training or significant professional practice experience to serve as clinic faculty.
- The College will strive to recruit the best qualified faculty while seeking diversity to best complement the profile of our students and patients.
- Provide faculty with high quality support including electronic, multi-media, word processing, scanning and printing services to enable them to teach effectively and engage in scholarship.
- Actively and continuously encourage faculty to submit for internal faculty research grants, as well as federal, foundation, and corporate funding.



**Marshall B.
KETCHUM UNIVERSITY**
Southern California College of Optometry

- Support selected faculty to participate in the Clinical Trials Workshop at ARVO, as well as the bi-annual AOA/AO Summer Research Institute, Summer Institute for Faculty Development.

Service Goal

Establish programs to provide eye and vision care services to the public through access and education.

Service Objectives

- Identify the community needs and funding sources.
- Support Eye Force One (mobile service capability) to increase access to care and to provide vision care services outside of College owned facilities.
- Develop effective marketing and community promotion programs.
- Develop collaborative relationships with local health care providers to gain program support.
- Educate interns and doctors on communication with patients.
- Provide outside CE to groups such as physician assistants, social workers, nurses, and other educators and non-profits to enhance their understanding of the importance of vision in learning.
- Become a resource to patients and public through legislative advocacy.
- Identify third party programs and funding sources for medical and vision care coverage
- Expand vision rehabilitation services to support and emphasize geriatric rehabilitation (e.g. occupational therapy, orientation and mobility specialist, grief and trauma counselor, and support groups).
- Children's vision initiative to enable every child in Orange County to be vision-ready to learn