



ROAR

Reach Out And Recruit

Membership Instruction Guide

Table of Contents

ROAR Talk	3-4
Commitment & Goals	5
ROAR Member Benefits	6
Hosting a YCC Event <i>Your Chiropractic Career</i>	7
ROAR Checklist	8
Fair Events	9
Fair Checklist	10
FAQ	11
Enrollment Dates	12
D.C. Tuition	13-14
Articulation Agreements & D.C. Prerequisites	15
Sample Press Releases: ROAR Membership & YCC Sessions	16-19
Sample YCC Session Flyer for Display	20

ROAR Talk

1) Agreements

Agreements allow students to finish their bachelor's degree at Sherman when transferring from participating four-year institutions. (see page 15)

2) Career Day

Career Day is held during Sherman College's Lyceum and gives prospective students the opportunity to find out more about the many rewards of a career in chiropractic. At Career Day, students tour the campus and learn about the Sherman difference. Sherman gladly pays for hotel accommodations for out-of-town guests.

Other Events:

Pride of Sherman Tour (POST)

This two-day event (typically held in November) brings admission counselors, financial aid representatives, students, faculty and staff together to answer all your questions about Sherman College and our doctor of chiropractic degree program.

Southern Fried Fridays

Southern Fried Fridays is a new event to Sherman; the inaugural date is set for August 26, 2011. SFFs give prospective students the opportunity to experience a "taste of southern hospitality Sherman style". The event includes a tour of campus, a Sherman Expo (to include: financial aid, student affairs, academics, student government, apartment information, and more), as well as a fried chicken lunch with all the fixins'. Out-of-town guests visiting Sherman College for the first time are eligible for one night's accommodations provided by Sherman College.

Shadow an Intern Day

Discover chiropractic from the chiropractors of the future. Observe patient visits by observing veteran interns, learn about the academic and technique classes required, and ask about the clinic challenge (which all students complete before moving into the internship). A great opportunity for prospects to find out if chiropractic is the right career choice for them. (currently held around February and July of each year)

3) Fairs (health, career or otherwise)

Health fairs can be any number of events where an individual is asked to present information about chiropractic and Sherman College.

4) Mentoring

Mentors build relationships with students by sharing time, experience and resources. They also assist in students' personal and professional development.

5) Prospective Student

Anyone interested in becoming a chiropractor is considered a prospective student.

6) ROAR Doctor

ROAR members are a select group of chiropractors dedicated to reaching out, recruiting, and mentoring the next generation of successful chiropractic leaders from Sherman College.

7) Recruiting/Referring

Recruiting and referring students to Sherman includes educating the public about chiropractic, as well as identifying and encouraging interested individuals to seek careers as healthcare leaders in their communities.

8) Reaching Out

ROAR D.C.s will take advantage of many opportunities to promote chiropractic and Sherman College in the community, whether through social media or other external marketing opportunities.

9) ROAR E-Newsletter

We'll send ROAR doctors a quarterly e-newsletter that updates Sherman's latest events and ROAR doctor news.

10) Your Chiropractic Career (YCC) – Information Session for Prospective Students

YCC informational sessions are hosted by a ROAR doctor. These sessions allow prospective students to gather information and learn about chiropractic and Sherman College. YCC sessions are typically held in the doctor's chiropractic office.

ROAR Commitment

The Reach Out And Recruit (ROAR) program seeks to identify Sherman College alumni and supporters who are passionate about growing our enrollment, which includes reaching out, recruiting and mentoring the next generation of successful chiropractic leaders from Sherman College.

This is accomplished by:

- Referring at least one prospect (preferably an applicant) each year
- Hosting at least one career session each year in the doctor's office or representing Sherman College at a career, graduate, or health fair or event
- Networking and referring new supporters into the ROAR program

ROAR members will be responsible for referring applicants to Sherman College, increasing awareness in their local communities about careers in chiropractic through Sherman College, actively seeking out students by representing Sherman at fairs (i.e. graduate school or health), speaking at colleges and high schools, hosting YCC sessions in their offices, offering shadow opportunities in their offices, and mentoring prospective students and applicants as coordinated by Enrollment Services.

ROAR Doctors will:

- Pledge their support of Sherman College publicly by displaying career materials in their offices, speaking highly about Sherman College to colleagues and consistently commenting about Sherman on social networks (*Facebook, Linked In, Twitter, etc.*)
- Positively represent the chiropractic profession and Sherman College at undergraduate institutions with department chairs and Health Profession Advisors, by speaking with students in pre-med or health clubs, attending graduate school or career fairs or speaking with administration about a pre-chiropractic major
- Speak with current patients and provide information about Sherman College to potential applicants
- Report back to Enrollment Services about communication with students
- Act as a mentor to students from their local areas by offering shadow opportunities, conducting personal meetings, communicating via phone, e-mail or social networks
- Help Enrollment Services increase conversion rates by working with admission representatives to build relationships with prospective students and applicants
- Participate in other Enrollment Services events like Career Day, online chats and other community events.

Benefits of Being a ROAR Member

Benefits for the Profession:

- **Raise Awareness:** Recruiting opens up a world of opportunity to share information about your own career as well as about Sherman College.
- **Unify Chiropractic:** Imagine the satisfaction you'll feel when you help us find future colleagues who share your passion for creating a stronger profession.
- **Shape the Profession:** Sherman grads have a distinct advantage and are known for being great adjusters. When you recruit students, you'll gain a sense of accomplishment, knowing you are helping build the profession with competent, compassionate, ethical and successful doctors.

ROAR Doctor Benefits:

- **Become a Mentor:** One of the greatest satisfactions in life is helping other people fulfill their dreams.
- **Promote Your Practice or Organization:** Effective recruiting can take place in your own community. Host a career session in your office or town and become known as a career advisor. *Non-practicing members can promote their organization using Sherman organized speaking engagements.*
- **Stay Connected:** We'll keep you connected with students throughout their time at Sherman.
- **Re-experience Graduation:** We'd love to have you back on campus to experience graduation all over again when the students you mentor graduate. What better way to celebrate their entrance to the profession?

Prospective Student Benefits:

- Priceless, personal mentor experience
- Valuable professional networking experience
- A firsthand look at dynamics that make up the practice life
- The opportunity to witness lives changed through chiropractic

Hosting a YCC Session

YCC Session: Events hosted by a ROAR doctor where prospective students gather to learn about Chiropractic and Sherman College.

How Does Sherman help?

We want this to go as smoothly as possible for you and the students you invite to your office. Sherman will:

- Help by providing information and materials for your event
- Meet with you (or a designated member of your staff) regularly via phone or email to collaborate an event planning and action items
- Invite local prospects from your area to your event
- Send e-mail reminders to prospects prior to your event
- Send out social media blasts through our social media network
- Search our alumni database to help you network with other doctors in your area

What do I do?

To get the most out of your time and resources, here are the steps you will take to create an awesome event:

- Connect with area colleges and schools to invite potential students to an event
- Look for and invite potential students from your own patient base
- Network with local doctors and organizations to increase event traffic
- Send out a press release (we'll provide you a template) to local papers and organizations
- Prepare (with Sherman's help) and present information on chiropractic at your session

When do I host a YCC Session?

You can schedule a YCC Session at your convenience. Promotion and marketing for your event is best done two months prior to the session. The ROAR office will be glad to assist you through this process.

YCC Session Checklist and Timeline

ROAR Date/Time: _____

Doctor: _____

6 Weeks Prior to YCC

- Assign staff member as contact person/project manager
- Create contact list (in provided spreadsheet) of like minded local D.C.s to network with
- Call like-minded local D.C.s and affirm their willingness to assist
- Create contact list (spreadsheet) of local schools (colleges, community college, universities)
- Create target list of people within your practice to invite

5 Weeks prior to YCC

- Send invite package (letter and fliers) to school contacts
- Send ROAR checklist to other participating D.C.s
- Hand out fliers/invites to potential guests from practice
- Hand out fliers to patients who may know a potential guest
- Begin to sign up guests (capture e-mails and phone numbers)

4 Weeks prior to YCC

- Call participating D.C.s to confirm that they received materials
- Call school contacts to confirm that they received materials
- Continue to hand out fliers/invites to practice members
- Continue to sign up guests on RSVP sheet
- Follow up with participating doctors to make sure they are on task
- Send press release to local newspapers, weekly shopper, community calendar, radio & tv

3 Weeks prior to YCC

- Call Director of ROAR program to update on local D.C. and school contacts
- Continue to hand out fliers/invites to practice members
- Continue to sign up guests

2 Weeks prior to YCC

- Continue to hand out fliers/invites to practice members
- Continue to sign up guests
- Call participating doctors to confirm guest counts/RSVPs

1 Week prior to YCC

- Send confirmation e-mail (or make phone calls) to registered guests

At YCC Session

- Gather materials: business cards, spine, office brochures
- Prepare PowerPoint or materials for presentation
- Be prepared to share your chiropractic story and answer questions

Follow Up after YCC

- E-mail final copy of your spreadsheets (guest list, D.C. contacts, school contacts) to ROAR Director
- Let us know how we can help in the future
- Schedule next YCC Session

Representing Sherman at a Fair

Fairs- Any number of events where an individual is asked to present information about chiropractic or Sherman College

How Sherman helps?

We will provide you with presentation suggestions, college literature and giveaways for interested audience members. Sherman will do the following:

- Send a Special Event Fair Kit to your office
- Provide assistance with presentation information and content
- Provide you with a Frequently Asked Questions (FAQ) Sheet
- Follow up with students interested in Sherman's chiropractic program.

What do I do?

If you know of a fair you would like to participate in or attend, contact the director of ROAR, and we will help you develop a meaningful presentation for your audience. We need you to:

- Connect with the Director of ROAR six weeks prior to the fair's date.
- Ask event organizers about audience demographics and what is expected of you as a fair participant.
- Relay fair demographics and needs to a ROAR representative
- Review Special Event Kit information.
- Follow up with the ROAR director to share fair outcomes.

How do I get help with my fair?

Call the director of ROAR, and we will send you a Special Event Fair Kit and immediately begin assisting you and your staff in planning and execution. Easy, right?

Fair Checklist and Timeline

Use this template to organize a smooth and successful event. Assign your staff to manage the checklist, and to identify potential opportunities for promotion. This will maximize your time and secure a successful event.

6 Weeks Prior to Fair

- Assign staff member as contact person/project manager
- Ask the fair coordinator to detail the audience's demographics: age, interests, estimated attendance
- Ask about the fair's format (timed presentations, display areas, internet access, electrical outlets)
- Call your ROAR Representative and relay fair information to them
- Materials will arrive within two weeks

3 Weeks prior to Fair

- Review enclosed fair materials, including presentation suggestions

2 Weeks prior to Fair

- Have assigned staff member contact the fair coordinator for any last minute updates
- Check in with ROAR representative
- Continue reviewing Sherman College fair materials

1 Week prior to Fair

- Continue reviewing Sherman College fair materials
- Have staff member confirm details with fair coordinator

At ROAR Fair

- Gather materials: business cards, spine and office brochures
- Share your presentation with fair audience
- Collect information from interested students via **Information Request Cards**
- Leave information (advisor packet) about Sherman College with fair coordinator

Follow Up after Fair

- Call ROAR director to discuss fair outcomes
- Place collected **Information Request Cards** in the mail to us
- Let us know how we can help in the future
- Schedule next fair

Sherman FAQs

History

Sherman College was founded in 1973 and is named in honor of Lyle Sherman, D.C., a pioneer in the development of chiropractic.

Location & Cost of Living

Sherman College is located in Spartanburg, rated South Carolina's best city to live in. *Money* magazine calls it one of "Four Booming Locales Where You Can Get a Job and Live Easy." *SmartMoney* calls it one of the five best real estate buys in the country. We call it home.

Small Classes

Ours is a highly personalized learning environment where faculty members take time to get to know each student. Laboratory and technique classes are kept especially small to ensure close, personal attention from instructors.

Chiropractic Health Center

Our on-campus teaching clinic is equipped with modern chiropractic and adjusting equipment, including digital x-ray, and serves approximately 20,000 patient visits each year.

Graduate Success

Sherman graduates practice throughout the U.S. and in approximately 25 other countries.

Accreditation

Sherman is accredited by the Commission on Accreditation of the Council on Chiropractic Education, the Commission on Colleges of the Southern Association of Colleges and Schools, and licensed by the South Carolina Commission on Higher Education.

Prerequisites

Currently, 90 credit hours of general education and specific basic sciences courses are required for admission to Sherman.

Financial Aid

Nearly 98 percent of Sherman students receive federally funded loans to cover their tuition and cost of living expenses.

Cost of Living

Cost of living in Spartanburg is 9.6% below the national average.

Enrollment Dates & Breaks

Fall Quarter 2011

Oct 4 First Day of Class

Nov 11 Veterans Day Holiday

Nov 24 – 27 Thanksgiving Holiday

Dec 18 – Jan 4 Christmas Holiday

Winter Quarter 2012

Jan 4 First Day of Class

Jan 16 Martin Luther King Holiday

March 24 – Apr 2 Spring Break

Spring Quarter 2012

Apr 3 First Day of Class

May 24 -27 Lyceum

June 18 – July 09 Summer Break

Summer Quarter 2012

July 10 First Day of Class

Sept 3 Labor Day Holiday

Sept 23 – Oct 1 Fall Break

Fall Quarter 2012

Oct 2 First Day of Class

Nov 12 Veterans Day Holiday

Nov 22-25 Thanksgiving Holiday

Dec 16- Jan 2 Christmas Break

D.C. Tuition

Tuition and Fees

Full-time tuition for the doctor of chiropractic program at Sherman College for the 2011-2012 academic year is \$6,445 per quarter. In cases where a student carries a partial academic load, tuition is pro-rated for each course up to a maximum of the full-term tuition rate.

Chiropractic Made Affordable

Our financial aid packages – which combine federal and institutional aid – make Sherman one of the most affordable chiropractic colleges in the country. Once you've been accepted to Sherman and have qualified for financial aid, we'll help you secure the resources to fund your education and cost-of-living expenses.

Help Made Available

Nearly 98 percent of Sherman students receive some form of financial aid – including loans, scholarships, family discounts, and work-study programs. Sherman College participates in the Post-9/11 Veterans Educational Assistance Act of 2008 Yellow Ribbon Program.

Applications for Financial Aid

Applications for any form of financial aid must be filed with the college a minimum of six weeks prior to registration. Go to www.sherman.edu/financialaid to complete the following:

- Entrance Interview
- Federal Stafford Master Promissory Note
- Sherman College Financial Aid Application
- Free Application for Federal Student Aid (FAFSA) at www.fafsa.ed.gov.

Scholarships

The following scholarships are available to incoming students and are subject to availability:

- **ROAR Scholarship**
- **My Scholarship**
- Legacy Scholarship
- International Tuition Scholarship

Many additional quarterly scholarships are available to currently enrolled Sherman students. For a complete listing, go to www.sherman.edu/scholarships.

Loans

The college offers the following loan programs: Perkins Loan, Subsidized Federal Stafford Loan, Unsubsidized Stafford Loan, Grad Plus Loan and Emergency Loans. Private loan sources are also available if needed.

Institutional Discounts

When husband and wife are both enrolled full-time in the program, each may apply for a 25 percent tuition discount. Members of the immediate family (children, parents, brothers and sisters) enrolled in the D.C. program each receive a 10 percent discount.

Canadian / International Students

Sherman College offers a Canadian Student Discount to Canadian citizens. The college also offers a limited number of International Tuition Scholarships up to full tuition, based on financial need. Details are available at www.sherman.edu/financialaid.

Agreements

Three Plus One Programs

These agreements are designed to facilitate student transfer from certain approved four-year institutions to Sherman College of Chiropractic for students desiring Bachelor of Arts (BA) Degree/Bachelor of Science (BS) Degree in Interdisciplinary Studies (IDS) and Doctor of Chiropractic (DC) degrees. Our **Three Plus One Programs** are for students who complete three years of prerequisites at an undergraduate college, then transfer to Sherman. Upon successful completion of the first year at Sherman, students will be awarded a bachelor's degree from the transferring school.

Schools Currently Offering the 3+1 Program

Bloomfield College, Bloomfield NJ
Claflin University, Orangeburg, SC
Ferrum College, Ferrum, VA
Indiana University of Pennsylvania, Indiana, PA
Lipscomb University, Nashville, TN
Mid Michigan Community College (MMCC), Harrison & Mt. Pleasant, Michigan
Middle Tennessee State University, Mufreesboro, TN
Mount Aloysius College, Cresson, PA
University of South Carolina-Upstate, Spartanburg, SC

DC Prerequisites

Before enrolling at Sherman College, students must have earned a minimum of 90 semester hours at an institution or institutions accredited by a nationally recognized agency. Included in the 90 semester hour credits must be a minimum of 48 semester hour credits, with a "C" (2.0) or better, in the following course areas:

- English Language Skills (6 semester hrs)
- Psychology (3 semester hrs)
- Social Science or Humanities (15 semester hrs)
- Biological Sciences (6 semester hrs)-Anatomy is strongly recommended.
- Chemistry (12 semester hrs)
- Physics and Related Studies (6 semester hrs)
- Computer Literacy (1 semester hr or demonstrated equivalency)

Enrolling students must have an earned entering cumulative grade point average (GPA) of **2.7** on a 4.0 scale.

Changing Careers

If students hold a degree leading to licensure/registration in a health science discipline at the baccalaureate level or above, or if they hold a baccalaureate degree with an earned grade point average of at least 3.25, they may be admitted to the Doctor of Chiropractic program without completing all of the traditional prerequisite courses.

Contact the Admissions Office for any further details about enrollment: 800-849-8771 or admissions@sherman.edu.



News Release

FOR IMMEDIATE RELEASE

June 11, 2010

[City] Chiropractor Dr. [First Name] [Last Name] Joins Recruiting Team at Sherman

Dr. [name] of [office name] in [city, state] recently joined ROAR, an elite student recruitment team at Sherman College of Chiropractic. Chiropractors invited to join the Reach Out and Recruit (ROAR) program help identify and mentor the next generation of successful chiropractic and community leaders with Sherman College of Chiropractic, located in Spartanburg, SC.

The ROAR team includes motivated and passionate chiropractors who help students fulfill their dreams of running their own businesses and bringing affordable wellness care to their communities while making a difference in the lives of others. In 2009, Forbes named chiropractic one of America's "most surprising six-figure jobs," and the field is growing not only nationally but worldwide. Chiropractors also enjoy the freedom, flexibility and financial rewards of a professional health care career.

Dr. [last name] says [he/she] is honored to join the ROAR team. "As a graduate of Sherman College, I'm proud to support my alma mater and my profession by mentoring future colleagues."

Program director Dr. Jaime Browning agrees. "We are excited that Dr. [name] has joined our team. Our members are dedicated individuals who want to mentor prospective students, shape future leaders of this profession, raise awareness and understanding of the chiropractic profession, and help unify and strengthen chiropractic as a whole. We look forward to Dr. [name's] contributions to these efforts."

ROAR members host chiropractic career sessions in their communities, represent Sherman College at graduate school and career fairs, speak in biology and health classes at colleges and high schools, and offer shadowing opportunities in their offices.

Dr. [name] explains that chiropractic takes a natural, proactive approach to health care, helping people achieve good health and function at their optimum capacity without the use of drugs or surgery. By removing interference to the nervous system, chiropractic allows the body to self-regulate, self-heal, and express itself in a healthier, more vital way.

More information about the ROAR program can be found at www.sherman.edu/roar.

About Sherman College of Chiropractic:

Sherman College of Chiropractic educates graduates and supports doctors of chiropractic who are highly skilled, compassionate, ethical and successful. Sherman College offers an integrated chiropractic educational program focused on preparing students to become fully qualified doctors of chiropractic. Our

graduates are prepared to offer effective, safe, affordable, family-oriented chiropractic care to their communities. On its 80-acre campus in Upstate South Carolina, at the foothills of the Blue Ridge Mountains, Sherman offers a graduate program that is unique in its focus on chiropractic philosophy and that is known globally for the skill and art of chiropractic delivered by graduates. For more information, visit www.sherman.edu or call 800-849-8771.

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For more information about Dr. [last name], contact:

Dr. Name

Office Name

Office Phone

Office E-mail

Office web site

For additional information from Sherman College about the ROAR program or a career in chiropractic, contact:

Dr. Jaime Browning

Director, Reach Out And Recruit (ROAR)

800-849-8771, ext. 220

jbrowning@sherman.edu

www.sherman.edu/roar



News Release

FOR IMMEDIATE RELEASE

June 11, 2010

[City] Chiropractor Dr. [First Name] [Last Name] Hosts “Your Chiropractic Career,” an information session for prospective students.

On [day, date, time], local chiropractor Dr. [name] will offer area students an opportunity to learn about the many rewarding opportunities a career in chiropractic has to offer. The career session will be held at Dr. [last name’s] office, [office name], located at [street name/address] and is also sponsored by Sherman College of Chiropractic.

Dr. [last name] is a member of the elite Reach Out and Recruit (ROAR) program, a team of chiropractors who help identify and mentor the next generation of successful chiropractic and community leaders who gain their chiropractic knowledge and skills at Sherman College of Chiropractic, located in Spartanburg, SC. As a Sherman [alumnus/alumna], Dr. [last name] knows the advantages of a chiropractic career and was invited to join the ROAR team because of [his/her] desire to help students fulfill their dreams of a successful career helping others as a doctor of chiropractic.

Chiropractic, says Dr. [last name], is an exceptional health care career that allows graduates to run their own businesses and bring affordable wellness care to their communities while making a difference in the lives of others. In 2009, Forbes named chiropractic one of America’s “most surprising six-figure jobs,” and the field is growing not only nationally but worldwide. Chiropractors enjoy the freedom, flexibility and financial rewards of a professional health care career.

“Chiropractic takes a natural, proactive approach to health care, helping people achieve good health and function at their optimum capacity without the use of drugs or surgery,” says Dr. [last name]. By removing interference to the nervous system, chiropractic allows the body to self-regulate, self-heal, and express itself in a healthier, more vital way.

Dr. [last name] says [his/her] Sherman College gives its graduates a distinct advantage. Students at Sherman learn from passionate, expert faculty in a hands-on, highly individualized learning environment that makes for extraordinary success among its graduates. The college offers a [three-and-a-half year program](#) that is focused and rigorous, including two years of [internship experience](#) in the college’s on-campus Chiropractic Health Center, where students can engage in all aspects of patient care to develop clinical competency and prepare for licensing exams and practice.

Dr. [last name] invites anyone interested in a career in chiropractic to attend his career session on [date, time].

About Sherman College of Chiropractic:

Sherman College of Chiropractic educates graduates and supports doctors of chiropractic who are highly skilled, compassionate, ethical and successful. Sherman College offers an integrated chiropractic educational program focused on preparing students to become fully qualified doctors of chiropractic. Our graduates are prepared to offer effective, safe, affordable, family-oriented chiropractic care to their communities. On its 80-acre campus in Upstate South Carolina, at the foothills of the Blue Ridge Mountains, Sherman offers a graduate program that is unique in its focus on chiropractic philosophy and that is known globally for the skill and art of chiropractic delivered by graduates. For more information, visit www.sherman.edu or call 800-849-8771.

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For more information about this Chiropractic Career Session, contact:

Dr. Name
Office Name
Office Phone
Office E-mail
Office web site

For additional information from Sherman College about a career in chiropractic or the ROAR program, contact:

Dr. Jaime Browning
Director, Reach Out And Recruit (ROAR)
800-849-8771, ext. 220
jrbrowning@sherman.edu
www.sherman.edu

****Press releases and YCC flyer in manual are just samples. Please contact the ROAR office for actual templates, to be emailed.**

[SHERMAN COLLEGE of CHIROPRACTIC]

And the ROAR (Reach Ot And Recruit) program
invite you to

Your Chiropractic Career Session

Wednesday, March 9 at 6:00 pm

With Dr. Kevin Day
Day Chiropractic
118 West Market Street
Warsaw, IN 46580
Phone: 574-268-2727

<http://www.daychiro.com/>

Your Chiropractic Career Session will include:

- A Meet and Greet with practice owner, Dr. Kevin Day
 - Information on Chiropractic education
- Chiropractic Presentation and tour of office with Dr. Day
 - Light refreshments will be provided

Please R.S.V.P. to Dr. Kevin Day at 574-268-2727
or indianachiro@hotmail.com.



Dr. Kevin Day is a member of the elite ROAR program, a team of chiropractors who help identify and mentor the next generation of successful chiropractic and community leaders.



ROAR
www.sherman.edu/roar