Strategic Plan

ELEVATE AND INSPIRE: THE CHIROPRACTIC PATH TO GLOBAL WELL-BEING

2025-2029



SHERMAN COLLEGE *of* CHIROPRACTIC

Table of Contents

01 Mission and Vision

02 Executive Summary

03 President's Message

04 Significant Growth

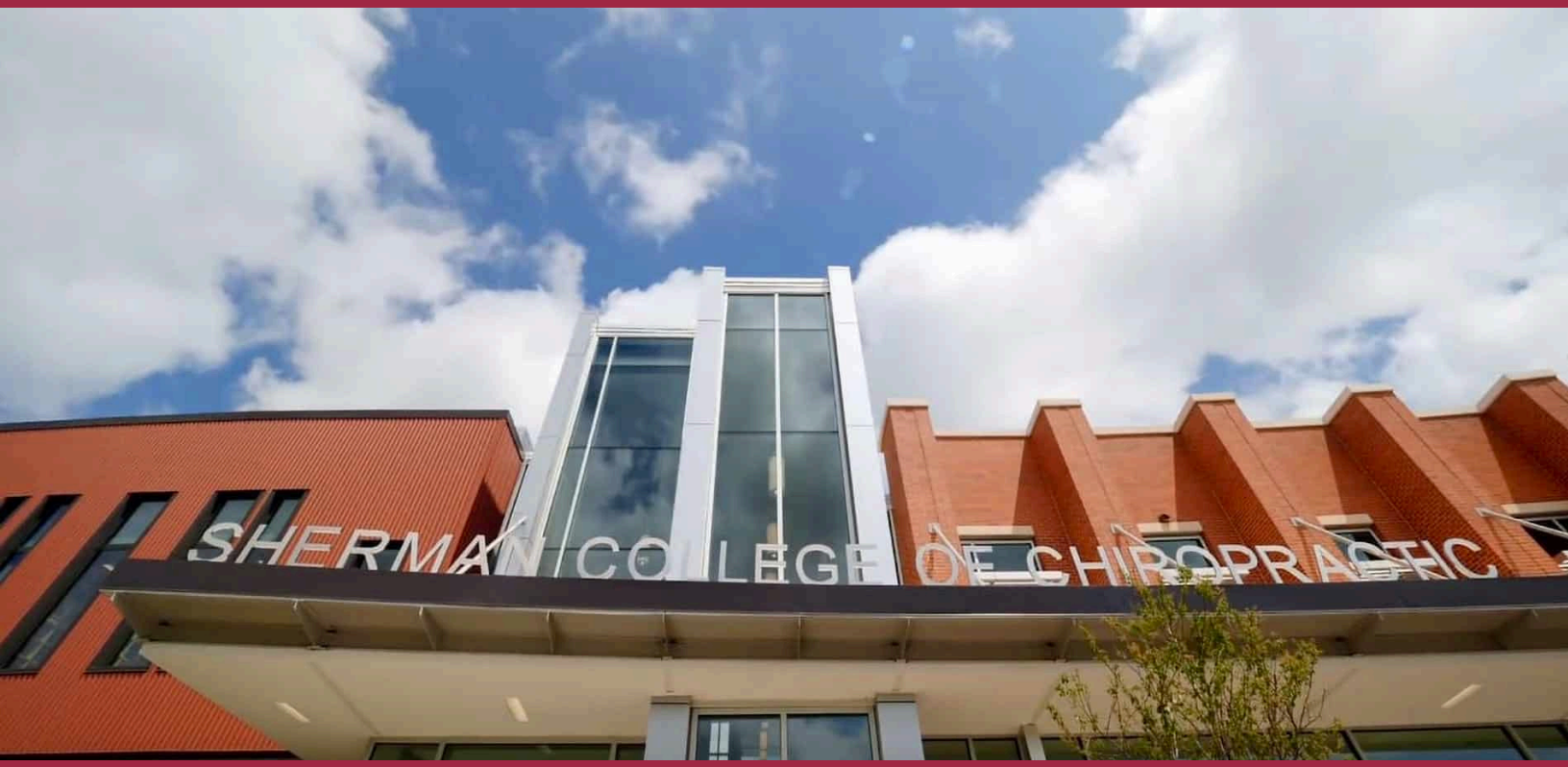
07 Academic Excellence Through Student Success

09 Intentional Engagement

12 Strengthen the Profession

14 Thank You

Mission and Vision



Mission:
Our mission at Sherman College of Chiropractic is to provide exceptional preparation for the location, analysis and specific adjustment of vertebral subluxation.



Vision:
Adjusting The World for a Better Future.

Executive Summary



Elevate and Inspire:
The Chiropractic Path to Global Well-being

Sherman College of Chiropractic is poised to become the premier chiropractic college worldwide. Our unique approach sets us apart from other institutions, and this distinction is reflected in our innovative Strategic Plan for 2025-2029. Developed through a dynamic, inclusive, and collaborative process, this plan sets forth ambitious goals for growth, reputation enhancement, and fostering a thriving culture for students, faculty, and staff. Our vision is clear: Sherman College will be the first choice for chiropractic education and success.



President's Message

Sherman College of Chiropractic stands as a beacon in the field of chiropractic education. For over 51 years, we have steadfastly upheld our raison d'etre: the location, objective analysis, and specific adjustment of vertebral subluxation. As we embark on our Strategic Plan for 2025-2029, we reaffirm our commitment to this mission, which empowers individuals to fully express their innate potential in the absence of vertebral subluxation(s). This plan, developed through a highly collaborative and inclusive process, sets forth a bold vision for the future of the college. We recognize that to make a greater impact on humanity, we must increase enrollment. This Strategic Plan calls for a significant increase in enrollment over the next five years. We are excited about the opportunities that lie ahead and are committed to realizing the goals set forth in this plan.

Jack Bourla, D.C., A.C.P.
President
Sherman College of Chiropractic



Significant Growth (SG)

Sherman College currently has a student enrollment of 368 dedicated students (2024) and is set to grow this number by 63 percent to 600 in five years (2029) on the Spartanburg campus. We are encouraged to note that undergraduate enrollment grew 2.5% (+359,000) in spring 2024. Specifically, enrollment in undergraduate health professions programs grew across all institutions, marking the first increase for four-year health enrollments in three years (a 3.4% increase).* While we rely on tuition as our primary revenue source, our financial stewardship has been exemplary, and we will continue to uphold these practices that have kept us in a strong financial position. We will leverage our current assets to develop return opportunities that will attract philanthropic support. This projected growth goal will help to better manage students' expenses and costs. To accomplish this growth, we will allocate the necessary resources to implement the strategic plan.

**National Student Clearinghouse Research Center, May 22, 2024.*

SG: Initiatives and Goals

A

Enrollment Growth and Support

1. Enhance departmental staffing and funding to achieve an enrollment target of 600 students.
2. Optimize the Office of Enrollment Services to expand the enrollment funnel, ensuring sustained growth by 2027.
3. Appoint a specialized Enrollment Marketing professional (2025) to facilitate the omnichannel marketing strategy.
4. Recruit additional faculty to maintain 24:1 didactic, 15:1 technique, and 12:1 chiropractic center student-to-faculty ratios.

B

Relationship Building and Marketing

1. Cultivate enduring partnerships to establish a robust enrollment pipeline.
2. In addition to strengthening connections with Puerto Rican educational institutions and dedicating marketing efforts to boost Puerto Rican student enrollment to 85 by 2029, we strive to establish relationships with institutions in the U.S. Virgin Islands and the Dominican Republic to recruit students from these regions.
3. Foster strategic alliances with undergraduate schools and chiropractic associations to expand the enrollment funnel to 1,270 individuals by 2029.
4. Standardize and broaden marketing initiatives to attract candidates to ROAR events, aiming for a 20% increase in enrollments through referrals in the first year, and double by 2029.
5. Extend collaborative efforts with athletic programs across Upstate colleges, increasing partnerships from one to five by 2027 and to 10 by 2029.
6. Initiate outreach to middle and high schools to enhance chiropractic awareness in the Upstate region by 2029.
7. Develop strategies to attract second, third, fourth, etc., career students.
8. Leverage our existing former military students and alumni to encourage retired military applicants.

SG: Initiatives and Goals

C Expansion of Educational Reach

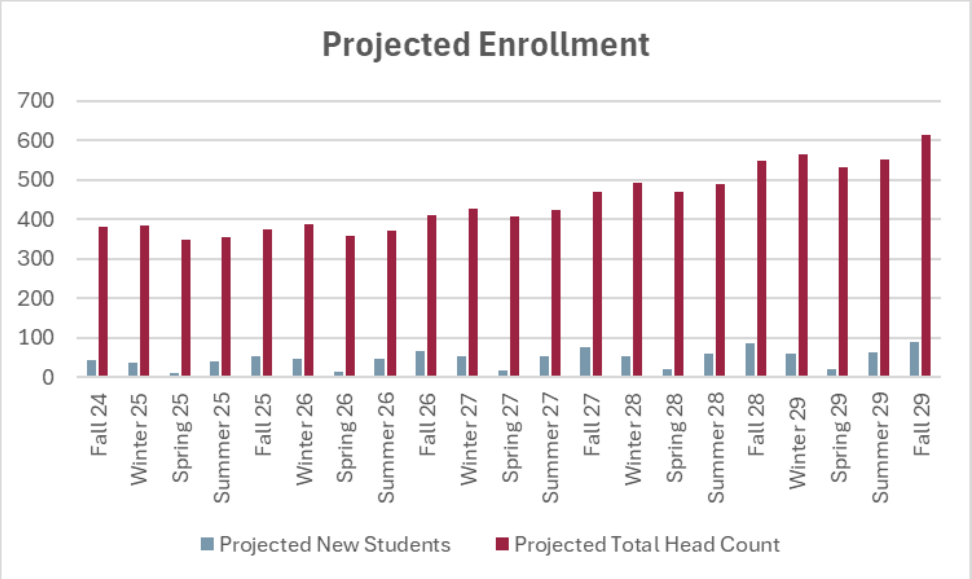
1. Commence a master planning process and feasibility study by 2025 to:

- Evaluate the need for enhancements that benefit academic operations and student life at the Spartanburg campus, including the Chiropractic Center expansion, study and care facilities, recreational areas, and additional teaching spaces.

- Determine the scale and timing for domestic and international growth, considering accreditation changes, strategic impact, and partnership opportunities.

D Financial Strategy

1. Bolster financial resources to support expansion and mitigate tuition hikes.
2. Grow the college's endowment from $1.5 million to $2.5 million by 2029.
3. Initiate a targeted outreach program to engage a select group of five major donors by 2029.
4. Forge political alliances by 2025 to advocate for legislative reforms that enable profitable operations of the Chiropractic Center by 2029.





Academic Excellence through Student Success (AS)

Sherman College is committed to the students' optimal health, well-being, academic achievement, professional aspirations, and overall educational experience. Sherman continues to set itself apart from other schools with its focus on the identification, analysis, and adjustment of vertebral subluxation. We provide an accessible and affordable educational experience for students while striving to innovate and implement programs to increase the quality of such experience. We will evaluate and recommend applicable revisions in the curriculum to ensure alignment with current and cutting-edge practice of chiropractic. Through our academic programs, research, and innovations, we will foster a reputation as an elite chiropractic program.

AS: Initiatives and Goals

A Enhancing Student Experience, Success, and Well-being

1. Data-Driven Initiatives: Launch at least one data-informed project in each key area—experience, success, and well-being—from 2026 to 2029.
2. Service Improvement Plan: Conduct a comprehensive review by Spring 2025 to enhance campus services and extend wellness support for students.

B Global and Domestic Outreach Expansion

1. Humanitarian Research: Identify potential locations and define the scope for humanitarian efforts by 2025.
2. Outreach Programs: Initiate a pilot outreach project in 2025, followed by two major service events each year from 2026 to 2029.

C Specialty Program Development

1. Clinic Growth Targets: Aim to increase pediatric and family clinic visits by 50% and pediatric patient numbers by 100% by 2029.
2. Educational Tracks and Certifications: Establish a pediatric chiropractic track by 2028 and a post-graduate certification by the same year. Similarly, develop an upper cervical focus with a specialty clinic, a post-graduate program, and a student track by 2028.
3. Funding Goals: Secure grants to cover 50% of pediatric and upper cervical program costs by 2029.

D Curriculum Optimization for Flexibility and Affordability

1. Flexible Curriculum Proposal: Present a plan for a flexible curriculum by 2026.
2. Curriculum Implementation and Review: Roll out the new curriculum in 2028 and evaluate its effectiveness in 2029.
3. Preceptorship Program: By 2026, introduce a preceptorship opportunity for interns in their final quarter, enabling hands-on experience in a field office.



Intentional Engagement (IE)

Sherman College will engage in ongoing internal and external activities to foster its culture, strengthen its brand as the foremost chiropractic college, and drive enrollment. In addition, it will initiate worldwide campaigns that promote thought leadership, service, public health education, and community presence.

"A bold vision...to make a greater impact on humanity."
- Dr. Jack M. Bourla, President

IE: Initiatives and Goals

A

Strategic Engagement Initiatives

1. Marketing Campaign: Launch a comprehensive marketing strategy to enhance the Sherman College brand, increase prospect engagement, promote chiropractic education, and fortify the profession's standing.
2. Brand Growth: Target a 50% global increase in brand visibility and recognition over the next five years.
3. Lead Generation: Aim to attract 1,500 qualified prospective student leads within a five-year period.
4. Content Development: Commit to producing 100 pieces of educational and thought leadership content over five years, aiming for 5,000 interactions and 500 social shares.
5. Digital Engagement: Ensure a minimum 1% annual click-through rate, with a goal of 500 million impressions over five years, alongside consistent tracking of campaign engagement metrics.
6. Website Optimization: Redesign the website to focus on recruitment, philanthropy, outreach, conversion, and enhancing the prospect/student experience.

IE: Initiatives and Goals

B

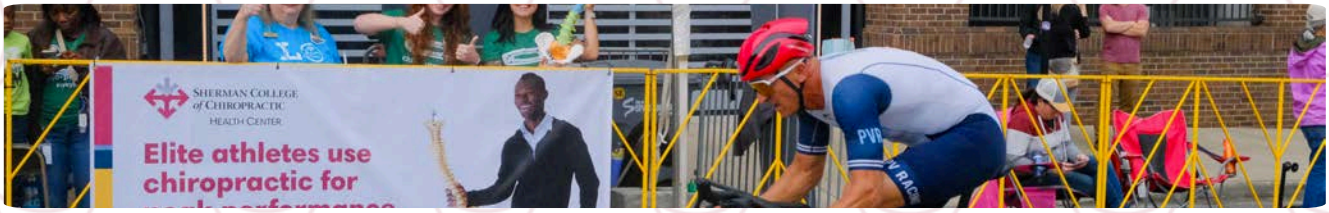
Community Engagement and Outreach

1. Local Collaboration: Forge partnerships with local, regional, and state entities to bolster community presence.
2. Embrace Spartanburg: Initiate monthly community event participation to solidify local presence.
3. Upstate Involvement: Increase attendance at Upstate events from four to eight times per year by 2029.
4. Networking Expansion: Leverage College Town for networking, including biannual Presidents' Lunches.
5. Corporate Partnership: Collaborate with existing college relationships and their affiliates to educate companies about chiropractic benefits, starting with four in 2025 and expanding to ten by 2029.

C

Innovative Engagement

1. Diverse Events: Venture beyond traditional chiropractic events to host activities that garner local and national interest, such as concerts, lectures, and family-friendly events.





Strengthen the Profession (SP)

Sherman College will advance the profession by leveraging its intellectual capital through research, publishing, public presentations, and an integrated marketing and communications campaign. In addition, the college will provide students, alumni and other practicing professionals with continuing education, business support, and training resources to help them thrive in their career.



SP: Initiatives and Goals

A

Professional Development and Research Advancement

1. Enhance the chiropractic profession by training, incentivizing, and promoting research and public speaking engagements.
2. By 2026, establish a comprehensive program to encourage faculty and staff to develop and publish case studies in peer-reviewed journals, aiming for a 30% increase in annual publications to 35 by 2029.

B

Tracking and Symposium Growth

1. Implement tracking systems by 2026 to monitor speaking engagements and their impact, optimizing strategic use through 2029.
2. Elevate the International Research and Philosophy Symposium, ensuring it consistently highlights research from our employees and those affiliated with Sherman.

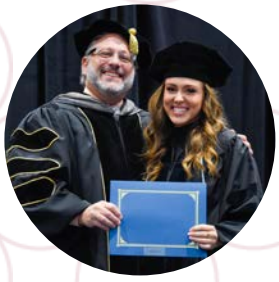
C

Chiropractic Business and Practice Management

1. Expand support for chiropractic business and practice management among field doctors.
2. In 2025, create the Office of Chiropractic Practice Excellence and Support to offer mentoring, educational materials, research, and continuing education resources to students, alumni, and practitioners.











Thank You!

We hope you are as excited as we are!