

## Partnership Between North Carolina Chiropractic Association And Life University

Life University (LIFE) and North Carolina Chiropractic Association (NCCA) will partner to accomplish several potentially mutual goals. First, to ensure that state associations are growing and new chiropractors are interested in participating with association programs and their challenges and opportunities. Second, to grow the profession by ensuring the number of new chiropractors outpace (or minimally keep pace with) the number of retiring chiropractors. Third, to provide resources to NCCA in the form of sponsorship, research, continuing education and more. Fourth, to create a mentorship program between chiropractors and students to ensure future success.

Pertaining to the goals stated above, NCCA could reach out to students who already have a desire to practice in North Carolina and begin mentoring them and providing North Carolina- specific information and resources. Success translates to providing new chiropractors an environment of support and fellowship and not one of competition and negativity. This will require a paradigm shift within the profession and the marketplace.

### The North Carolina Club

NCCA will work with LIFE to create a student club on campus called the North Carolina Club (Club). The Club will be created by interested students from North Carolina working through LIFE's Office of Student Services. LIFE Administration will aid in this process if needed. The Club will include students from North Carolina or students who have interest in practicing in North Carolina.

NCCA will endeavor to provide the following:

- A) Updated information about North Carolina, including
  - population trends
  - geographic make-up of desirable locations to open new practices,
  - explanations on state insurance, worker's comp and the multiple payers environment
  - guidelines for North Carolina licensing and renewal
  - a list of available mentors in North Carolina by geographic location
- B) Calls and/or webinars covering various topics as requested by Club students or their mentors
- C) Quarterly on-campus visits by North Carolina staff, board members or mentors to meet with Club students
- D) Free Student NCCA Membership to the North Carolina Club members
- E) Designate NCCA Member DCs or Staff to serve as Association liaison to the Club
- F) List benefits of this partnership on NCCA web site

### Recruitment of North Carolina Residents as Prospective Students

To expand the number of chiropractors in North Carolina, NCCA will work with LIFE to help enroll more students in LIFE's chiropractic program. LIFE will support this effort in the following ways:

- A) Provide training and support for all NCCA members participating in this program. For those NCCA members who currently serve as LIFEforce 1000 doctors through LIFE, they will automatically be members of this new partnership program.
- B) Provide enrollment specialists and materials to help with recruitment efforts of all NCCA members;
- C) Give NCCA members participating in this program travel vouchers that they can distribute to any prospective student interested in attending one of five LIFE Leadership weekends on campus;
- F) Provide campus tours and enrollment instruction on most Mondays and Fridays to any prospective student recommended by NCCA chiropractors;
- G) Recognize NCCA members in publications for their participation;
- H) Over each three-year cycle, give NCCA twelve (12) one quarter tuition scholarships annually (36 total) to award to North Carolina resident students accepted in to LIFE; each student that is awarded a one-quarter scholarship will be able to keep that scholarship for three consecutive years. To keep their scholarships, students will be expected to meet the following criteria or risk losing their scholarship at LIFE's discretion: maintain a 3.0 GPA, provide a minimum of quarterly reports to their NCCA member mentor, attend one speaker function per quarter, and be a participant in the student LIFEforce program.

As part of its commitment to the successful implementation of this program, NCCA will create an ongoing communication initiative that recruits and engages its membership to participate in recruiting prospective students. NCCA and LIFE will attempt to meet the following prospective student goals in these fiscal years (ending June 30):

FY15 = 20 students

FY16 = 30 students

FY17 = 50 students

FY18 = 75 students

FY19 = 100 students.

NCCA will recruit its members to be mentors for every student in the North Carolina Club. A NCCA member may be a mentor to more than one North Carolina Club student.

### Additional Support for North Carolina Students

NCCA and LIFE agree to a goal of providing some type of scholarship to every student from North Carolina and/or in the North Carolina Club. In addition to the quarter scholarships that LIFE will provide, the NCCA will solicit its members to create a “North Carolina (Tarheel) Scholarship” for every North Carolina student. Half of the contributions will come to LIFE and be placed in a temporary restricted fund while the other half will remain with NCCA. The “North Carolina Scholarship” will be \$1000 and will be awarded in halves. First, the initial \$500 will be awarded by LIFE once a North Carolina Club student chooses a North Carolina chiropractor for his/her preceptorship. Second, the remaining \$500 will be granted by NCCA as an award once the graduated student has received his/her North Carolina license to practice.

Upon graduation, North Carolina Club students will receive from LIFE a discounted price list of clinic equipment and supplies to help them get started in their practice.

Once Club graduates have received their North Carolina license to practice, they will be eligible to participate in a LIFE sponsored “nuts and bolts” seminar series in their initial three years of practice. NCCA can co-sponsor the seminar with LIFE, if desired.

### Institution-to-Institution Initiatives

As part of this agreement, LIFE will commit to being a \$6000 sponsor of NCCA’s spring and/or fall conventions. LIFE will receive Platinum (or like) Level benefits, including having the opportunity to address the attendees about the progress of the partnership. In addition, LIFE will be listed as a sponsor of a breakfast, lunch or dinner where it can provide information about programs that help chiropractors be successful. Also, LIFE is open to working with NCCA to provide speakers for conventions. For related costs LIFE can’t underwrite, LIFE and NCCA will work out any extra fees.

Other benefits NCCA will provide LIFE include:

- a) Heightened recognition and visibility as a Sponsor
- b) Two tabletop display booths in a preferred location for each conference
- c) 10 minutes during the business meeting or seated lunch to address the success of the partnership and what LIFE is doing to advance Chiropractic and support NCCA members
- d) Participation in other events, such as golf tournaments
- d) Will provide LIFE with meeting space for a student recruitment and/or alumni event as part of the NCCA’s meeting space block (so that LIFE does not have to incur the cost of meeting space rental). Student recruitment and/or alumni event will not compete or conflict with NCCA convention program

In addition, LIFE will help NCCA if it is interested in organizing a program to help members relate to the changing marketplace of health care consumers. There is likely benefit in engaging in conversation regarding the current and future changes in marketplace consumer attitudes about health and directing vitalistic-based communication.

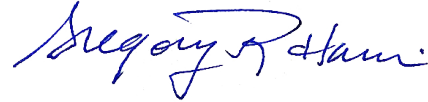
### Duration of Program

This contract will be in effect for a period of five more years. The two institutions will evaluate the progress of the program's development and implement one of the following: a) re-commit for a period of years agreeable to both partners, b) alter the existing agreement and re-commit or c) agree to end the partnership. In the event that one institutions desires to stop the program, six-month written notice will be submitted to the partner institution. The final six-month period under notice will begin once the other partner messages that it has received the notice to cease the partnership.

For North Carolina Chiropractic Association

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