



LIFE CHIROPRACTIC COLLEGE WEST

Fall 2019 Alumni Engagement Survey

Office of Alumni Engagement
Office of Institutional Research

I. Response Rate 2019:

Emails sent: 2815

Email bounced: 132

Total complete (100%) responses: 511

Total Responses at least partially completed: 631

Overall Response Rate: $\text{Total Responses} / (\text{Emails sent} - \text{Emails bounced}) = 23.5\%$

Summary of Completion Progress:

- Completion Progress from 0% to 8% of the survey means that the person finished or viewed up to 9 questions (over 26 total questions): 12.4%
- Completion Progress from 31% to 58% of the survey means that the person finished or viewed up to 15 questions (over 26 total questions): 6.7%
- Completion Progress from 100% of the survey means that the person finished or viewed all 26 questions: 81%

Overall, Fall 2019 alumni engagement survey has a very high completion rate (81%), which means that among the people started the survey, 81% of them completed the survey 100%.

II. Primary Characteristics of 2019 Respondents:

- Most respondents **(34.4%) graduated between 2011 and 2019**, the **largest graduating class represented is 2017 (6.5%)**. The majority of respondents graduated in the last 10 years.
- Most respondents were between **26-30 years old when graduating (43.2%)** and were 41 to 45 years old at the time of this survey **(14.0%)**.
- **56.0%** of respondents were **male**, **41.8% female**, **2.2% others**
- **84.8%** of respondents **practice in the US**, 7.0% in Canada and 8.2% International. **50.2%** practice in **California**, 8.1% in Washington. 51.7% are the single licensed chiropractor in the practice, while 7.7% are partners in an exclusively chiropractic practice.
- Most respondents **(71%) indicate a net salary of \$100K or less per year**.
- On average, only **20% of female respondents earn a net salary of above \$100K per year**.
- This year, **Twitter** is the most popular social media platform among respondents (77%), and most of responding alumni are interested in connecting to LCCW via **Facebook** (33%).

III. Satisfaction, Connectedness and Likelihood of Recommendation:

Considering that the 2019 scale for these questions have changed from 10 to 5 and the size of participants is also doubled:

- Overall satisfaction is **similar** in 2018 and 2019 (3.8 vs. 3.9 over 5-point scale)
- Level of connectedness to LCCW has **doubled** from 2018 to 2019 (2.2 vs 4.5)
- Likelihood to recommend Life West also **increased** from 3.9 (2018) to 4.9 (2019)

| Overview questions: Scale 1-5* | 2018 | 2019 |
|---|---------------------|--|
| Overall satisfaction with the education received at LCCW. | 3.8 (334 responses) | 3.9 (490 responses) |
| Current level of connectedness to LCCW | 2.2 (335 responses) | 4.5 (551 responses) |
| Likelihood of recommending Life West to Prospective students. | 3.9 (333 responses) | 4.9 (549 responses) (* the scale changed) |

(Open-ended Responses) Alumni recommend Life West based on the following of attributes:

- Chiropractic techniques
- Chiropractic philosophy
- Sense of community
- Quality faculty
- Dedicated staff
- Location (Hayward)

IV. Value of Education:

- Among alumni, the most agreed upon areas of **very high and high value** are quality of education in the **Philosophy curriculum (57%)** and the quality of education in the **technique curriculum (71.8%)**.
- Almost **half (50%)** of participants ranked the quality of education in the **business curriculum** is of **low and very low value**.

| How much do you value the following elements of your educational experience? % responses – (# responses) | Very High | High | Moderate | Low | Very Low |
|---|-------------|-------------|-------------|-------------|-------------|
| Quality of education in the Technique curriculum. | 41.8% (264) | 30% (189) | 11% (69) | 2.7% (17) | 1.3% (8) |
| Quality of education in the Philosophy curriculum. | 29% (183) | 27.9% (176) | 17.1% (108) | 8.1% (51) | 4.6% (29) |
| Quality of education in the Clinical (Health Center) curriculum. | 28.8% (182) | 30.1% (190) | 20.6% (130) | 4.3% (27) | 3.0% (19) |
| Quality of education in the Basic Science curriculum. | 21.7% (137) | 33.4% (211) | 24.1% (152) | 5.7% (36) | 1.7% (11) |
| Creating professional relationships. | 16.5% (104) | 25.5% (161) | 29.8% (188) | 11.3% (71) | 3.8% (24) |
| Quality of education in the Business curriculum. | 11.3% (71) | 10.9% (69) | 14.6% (92) | 24.7% (156) | 25.2% (159) |

V. Influence on Learning Experience

- Relatively similar to 2018, most agreement among respondents in clinical skills (66% - great) and philosophy (47% - great) as great influence on the learning experience.
- 37% of students rank business education having little influence on their learning experience, followed by the career services (34% - little).

| How much influence does each item below have on your learning experience? | Great influence | Medium influence | Little influence |
|--|------------------------|-------------------------|-------------------------|
| Clinical Skills | 65.6% (414) | 18.4% (116) | 2.4% (15) |
| Philosophy | 46.6% (294) | 25.8% (163) | 13.5% (85) |
| Personal development | 44.7% (282) | 30.0% (189) | 11.4% (72) |
| Personal wellness | 40.6% (256) | 36.9% (233) | 8.4% (53) |
| Interaction with faculty | 40.3% (254) | 36.8% (232) | 9.0% (57) |
| Social experience | 31.1% (196) | 39.5% (249) | 15.7% (99) |
| Ethical development | 29.8% (188) | 38.8% (245) | 17.4% (110) |
| Business education | 25.5% (161) | 23.9% (151) | 36.6% (231) |
| Career services | 17.8% (112) | 34.4% (217) | 33.9% (214) |
| Campus building and facilities | 14.1% (89) | 40.7% (257) | 31.2% (197) |

VI. Measuring Success

- Similar to 2018, there is most agreement among respondents that **meaningful work** is a measure of success (89.7% - very high and high).

| How do you measure your success: | Very high | | High | | Moderate | | Low | | Very low | | Total |
|----------------------------------|-----------|-----|--------|-----|----------|-----|-------|----|----------|----|-------|
| Meaningful Work | 61.6% | 323 | 28.1% | 147 | 7.42% | 38 | 1.17% | 6 | 0.98% | 5 | 506 |
| Peace of Mind | 42.1% | 221 | 30.27% | 155 | 18.95% | 97 | 5.08% | 26 | 2.34% | 12 | 506 |
| Contributions to Community | 36.2% | 190 | 31.84% | 163 | 24.41% | 125 | 4.88% | 25 | 1.95% | 10 | 506 |
| Work-Life Balance | 33.98% | 174 | 36.13% | 185 | 19.73% | 101 | 5.47% | 28 | 3.52% | 18 | 506 |
| Managing Debt | 24.41% | 125 | 35.55% | 182 | 23.24% | 119 | 8.59% | 44 | 7.03% | 36 | 506 |
| Leisure Time | 22.85% | 117 | 31.05% | 159 | 32.62% | 167 | 8.98% | 46 | 3.32% | 17 | 506 |
| Financial Success | 20.12% | 103 | 39.45% | 202 | 29.69% | 152 | 5.27% | 27 | 4.30% | 22 | 506 |

VII. Engagement with LCCW since Graduation

- Top 3 ways alumni engage with LCCW after graduation include: obtained continuing education credits from Life West offerings (17.1%), supported Life West with referrals of one or more prospective students (16.8%), and connecting via social media (14.6%).

| Your Engagement with Life West since your graduation: | % |
|---|-------------|
| Obtained Continuing Education credits from Life West offerings | 17.1% (282) |
| Supported Life West with referrals of one or more prospective students | 16.8% (276) |
| Am connected via social media to sites hosted by Life West or by alumni and friends of Life West | 14.6% (241) |
| Attended The WAVE | 11.2% (185) |
| Supported Life West with donation of time or money | 9.7% (160) |
| Attended President's Receptions | 7.5% (123) |
| Delivered presentations at the Life West campus, whether at seminars or other events | 4.9% (81) |
| Served as a mentor doctor to recent graduates | 4.6% (76) |
| Served as a preceptor doctor | 3.0% (50) |
| Taught as a faculty member at Life West | 3.0% (49) |
| Volunteered as a Champion for Life Doctor at Life West | 2.9% (47) |
| Volunteered for service trips sponsored by Life West outside North America, such as India, Africa, SE Asia, Pacific Islands, Central or South America | 1.8% (29) |
| Taught Continuing Education courses for Life West | 0.9%(15) |
| Served as a host site for a President's Reception | 0.9%(15) |
| Volunteered for service with Mission Trip America | 0.6% (9) |
| Presented at The WAVE | 0.5% (8) |

VIII. Career Development and Continuing Education

- Top 3 ways alumni develop their career in the first 5 years after their graduation: Built relationships with my community and business leaders (16.5%), Utilized Continuing Education offerings (16.2%), and Participated in programs of personal growth (14.4%).
- Highest interest in extremities adjusting, functional neurology, and pediatrics as continuing education topics. 42.1% of respondents would like to earn CE credits online.

| Actions Taken in Career Development | % | Count |
|--|---|--------------|
| Built relationships with my community and business leaders | 16.5% | 365 |
| Utilized Continuing Education offerings | 16.2% | 356 |
| Participated in programs of personal growth | 14.4% | 317 |
| Attended technique specific conferences, such as Activator, NUCCA, EPIC, Gonstead, Blair, Network, BGI, CBP, etc. | 14.1% | 310 |
| Engaged a practice coach/ consultant | 11.8% | 260 |
| Attended chiropractic events, such as The Wave, Parker Seminars, CalJam, etc | 11.8% | 259 |
| Worked as a preceptor for an established doctor | 8.4% | 186 |
| Pursued my Diplomate in a chiropractic related field (e.g., orthopedics, neurology, philosophy, public health, radiology, sports, pediatrics, etc) | 4.9% | 108 |
| Pursued a Masters or Doctorate degree beyond my D.C. degree | 1.2% | 27 |
| Purchased a chiropractic franchise | 0.8% | 17 |
| Interest in Continuing Education Topics | Very Interested & Interested | Total |
| Extremities adjusting | 51.4% | 267 |
| Functional Neurology | 47.2% | 244 |
| Pediatrics | 46.2% | 240 |
| Functional Medicine | 42.1% | 218 |
| Nutrition | 42.1% | 217 |
| Sports Chiropractic | 37.5% | 195 |
| Fragile/Aging Populations | 36.4% | 188 |
| Rehabilitation | 35.0% | 181 |
| Soft Tissue Work | 33.5% | 173 |
| Philosophy | 32.0% | 167 |
| Imaging/X-ray, MR, sonography | 32.0% | 166 |
| Laser therapies | 24.9% | 128 |
| Active Release Technique | 24.7% | 128 |
| Animal adjusting | 22.3% | 115 |

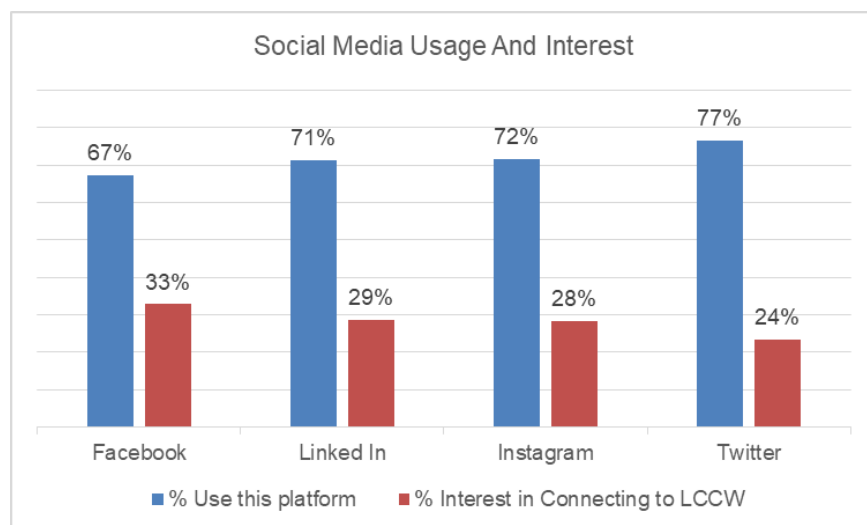
| Likely format of earning continuing education credits | Very likely | Likely | Moderately likely | Unlikely | Very unlikely | Total |
|---|-------------|--------|-------------------|----------|---------------|-------|
| On line courses | 42.1% | 20.6% | 19.2% | 9.2% | 8.9% | 520 |
| At small seminars | 30.8% | 37.7% | 22.2% | 4.5% | 4.8% | 517 |
| At a large conference | 22.9% | 31.1% | 25.4% | 11.9% | 8.8% | 512 |
| On line courses with Life West | 21.8% | 21.2% | 28.5% | 13.0% | 15.5% | 509 |
| At small seminars on the Life West campus | 10.2% | 19.5% | 21.6% | 24.0% | 24.8% | 509 |
| At The Wave with Life West | 8.3% | 14.4% | 28.5% | 24.8% | 24.0% | 509 |

(Open Ended Responses) “Following graduation, what knowledge, skills, and relationships did you need to develop to establish yourself in practice?”

- Business knowledge/skills/training
 - Starting a new practice and getting new patients/referrals
 - Sales, marketing, branding and advertising
 - Hiring staff
 - Legal, insurance, coding, and billing
 - Debt, income, taxes, and expenses
- Interpersonal skills
 - Building relationships with clients and the community
 - Understanding the community
 - Networking, mentorship, and relationships with other chiropractors
- Skills and technique
 - Communication and public speaking
 - Understanding diverse clients – age and size/weight
 - Self-confidence
 - Technique, diagnosis, and clinical skills
 - Patient management/case management

IX. Alumni Relations

- This year, Twitter is the most popular social media platform among respondents (77%), and most of responding alumni are interested in connecting to LCCW via Facebook (33%).



- LifeStyles magazine and Vital Times Monthly e-Newsletter are the most appealing publications to respondents.

| Level of interest in receiving the following publications from Life West | Very appealing | Appealing | Neutral | Low appealing | Not at all appealing | Total |
|--|----------------|-----------|---------|---------------|----------------------|-------|
| LifeStyles magazine (printed publication) | 14.6% | 27.3% | 27.9% | 11.3% | 19.0% | 506 |
| Vital Times monthly e-Newsletter | 14.5% | 29.2% | 27.6% | 11.9% | 16.9% | 504 |
| LCCW website | 12.0% | 27.0% | 33.7% | 12.6% | 15.0% | 502 |
| President's Circle Newsletter | 10.1% | 28.7% | 29.3% | 11.7% | 20.2% | 505 |

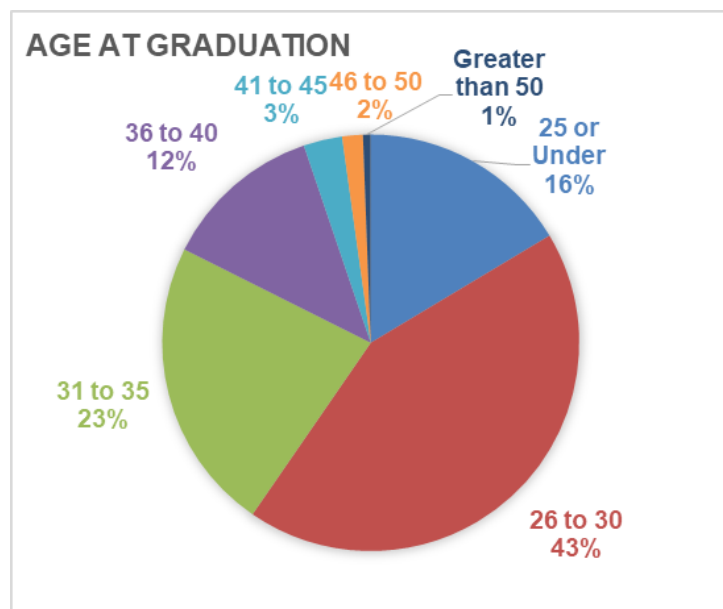
- Research, Health Center, and Student Scholarships are the most rated priorities through respondents' personal philanthropy

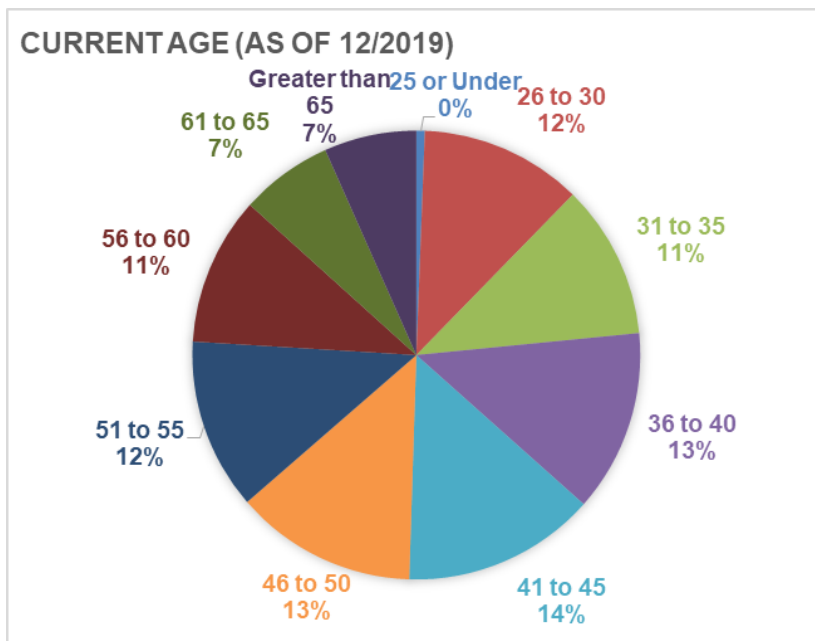
| | Very willing | Willing | Neutral | Low willing | Not at all willing | Total |
|------------------------------------|--------------|---------|---------|-------------|--------------------|-------|
| Research | 8.3% | 25.8% | 26.2% | 15.1% | 22.7% | 485 |
| Health Center | 4.4% | 18.7% | 29.3% | 17.9% | 29.7% | 481 |
| Student Scholarships | 3.3% | 17.3% | 31.5% | 18.7% | 29.2% | 486 |
| Athletics | 1.7% | 6.1% | 26.0% | 22.6% | 43.7% | 478 |
| Student Services | 1.7% | 11.4% | 33.6% | 22.0% | 31.3% | 482 |
| Technology | 1.3% | 12.5% | 30.2% | 21.8% | 34.3% | 481 |
| Endowment | 1.3% | 6.9% | 33.6% | 21.3% | 37.0% | 479 |
| Facilities, buildings, and grounds | 1.2% | 7.0% | 30.0% | 22.8% | 39.1% | 483 |

X. Appendix

Appendix A: Detailed Demographics of Respondents

| Year of Graduation | # Respondents | % Respondents |
|---|---------------|---------------|
| 1990 and earlier | 85 | 13.5% |
| 1991-2000 | 162 | 25.7% |
| 2001-2010 | 158 | 25.0% |
| 2011-2019 | 217 | 34.4% |
| Not Given | 9 | 1.4% |
| Grand Total | 631 | 100% |
| Mode (Most Graduate Respondents) | 2017 | 6.5% |
| 6.50% of respondents were from the 2017 graduating class. | | |
| The majority of respondents (34.4%) graduated in the last 10 years. | | |





| Respondents – Gender | % | Count |
|-------------------------|-------|-------|
| Female | 41.8% | 206 |
| Male | 56.0% | 276 |
| Non-binary | 0.6% | 3 |
| Genderqueer | 0.4% | 2 |
| Prefer to self-describe | 0.2% | 1 |
| Prefer not to answer | 1.0% | 5 |

Appendix B: Current Employment Status

| Describes current employment status: | % | Count |
|---|----------|--------------|
| I am an individual licensed chiropractor in my own practice | 41.5% | 262 |
| I am an associate in a chiropractic practice | 7.5% | 47 |
| I am a partner in an exclusively chiropractic practice | 6.2% | 39 |
| I am a chiropractic practitioner in an integrated, interdisciplinary practice | 5.2% | 33 |
| Other | 4.8% | 30 |
| I am an independent contractor in a chiropractic practice | 4.3% | 27 |
| I am not currently employed within the chiropractic profession | 2.7% | 17 |
| I am retired and no longer maintain an active practice | 2.4% | 15 |
| I work part-time as a chiropractor but also have a second source of income | 2.2% | 14 |
| I work at a chiropractic college | 1.9% | 12 |
| I work in the chiropractic profession but do not work in or own a practice | 1.3% | 8 |
| I am a preceptor in a chiropractic practice | 0.5% | 3 |

Appendix C: Location of Practice

| Where do you practice? (US) | | | | | |
|------------------------------------|-------------------|-------------------|-----------------------|-------------------|-------------------|
| State | 2018 Count | 2019 Count | State | 2018 Count | 2019 Count |
| California | 129 | 224 | New Hampshire | 2 | 2 |
| Washington | 23 | 36 | Pennsylvania | 2 | 2 |
| Colorado | 15 | 23 | North Carolina | 1 | 2 |
| Nevada | 3 | 12 | Iowa | 0 | 2 |
| Oregon | 7 | 12 | Arkansas | 0 | 1 |
| Arizona | 4 | 10 | Michigan | 2 | 1 |
| Idaho | 4 | 10 | Connecticut | 0 | 1 |
| Utah | 4 | 10 | South Carolina | 1 | 1 |
| Massachusetts | 4 | 6 | Kentucky | 0 | 1 |
| Texas | 2 | 6 | Maine | 0 | 1 |
| Illinois | 6 | 6 | Virginia | 1 | 1 |
| Florida | 3 | 5 | Louisiana | 0 | 1 |
| Hawaii | 4 | 5 | Maryland | 0 | 1 |
| New York | 4 | 4 | Mississippi | 0 | 1 |
| New Jersey | 3 | 4 | Missouri | 0 | 1 |
| New Mexico | 3 | 4 | Georgia | 1 | 0 |
| Vermont | 3 | 4 | Oklahoma | 1 | 0 |

| | | | | | |
|-------------------------|---|----|----------------------------|-----|---|
| Montana | 0 | 3 | Tennessee | 1 | 0 |
| Ohio | 1 | 3 | Kansas | 1 | 0 |
| Minnesota | 2 | 2 | Blank (no response) | 125 | |
| Canada | | | | | |
| British Columbia | 5 | 13 | | | |
| Alberta | 7 | 8 | | | |
| Manitoba | 4 | 4 | | | |
| Ontario | 3 | 0 | | | |

Appendix D: Earnings

| Amount | % and Count | |
|------------------------|-------------|-------------|
| | Gross | Net |
| \$50,000 or less | 18.3% (81) | 30.7% (133) |
| \$50,001 to \$75,000 | 15.8% (70) | 21.1% (92) |
| \$75,001 to \$100,000 | 11.5% (51) | 19.1% (83) |
| \$100,001 to \$150,000 | 18.8% (83) | 12.2% (53) |
| \$150,001 to \$200,000 | 8.4% (37) | 6.7% (29) |
| \$200,001 to \$250,000 | 7.0% (31) | 4.6% (20) |
| \$250,001 to \$300,000 | 4.8% (21) | 2.8% (12) |
| \$300,001 to \$350,000 | 3.9% (17) | 1.2% (5) |
| \$350,001 to \$400,000 | 3.2% (14) | 0% |
| \$400,001 to \$450,000 | 1.4% (6) | 0% |
| \$450,001 to \$500,000 | 1.4% (6) | 0% |
| Greater than \$500,000 | 5.7% (25) | 1.6% (7) |
| Not specified | 189 | 197 |

