



Peirce College
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Philadelphia, PA 19102

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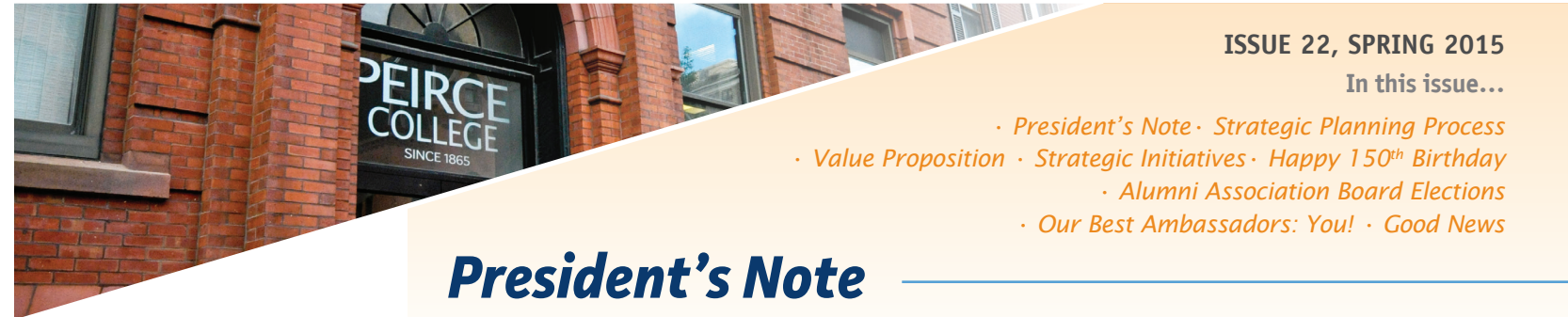
PEIRCE

PERSPECTIVES

The alumni newsletter
from Peirce College®

Our Best Ambassadors: You!

Many of our students find their way here through family, friends, or colleagues who have come before them and suggest they check us out. To start a potential student on the road to degree completion at Peirce, contact the Office of Admissions at 888-467-3472, ext. 9000 or email info@peirce.edu.



ISSUE 22, SPRING 2015

In this issue...

- *President's Note* · *Strategic Planning Process*
- *Value Proposition* · *Strategic Initiatives* · *Happy 150th Birthday*
- *Alumni Association Board Elections*
- *Our Best Ambassadors: You!* · *Good News*

President's Note



James J. Mergiotti

I am very enthusiastic about the College's new Strategic Plan, which is the focal point of this issue of **Peirce Perspectives**. The new plan has allowed us to:

- Re-affirm and sharpen Peirce's Vision and Mission statements and the target market we serve;
- Create a clear strategy to further differentiate Peirce from its competition and become the school of choice for its target market, now and in the future;
- Ensure that the strategy elevates the Peirce brand, enhances student retention and completion rates, and places Peirce on a path of sustainable growth to fuel future expansion and innovation.

Our new vision statement is bold and sets a formidable, unqualified target for Peirce to be the recognized higher education leader in providing adult learners a direct and customized path to employer valued skills and credentials. The new mission statement - **we equip adult learners, in a personalized, student-centered environment, to achieve their goals and successfully fulfill workforce needs** - speaks to work that has been consistently

performed at Peirce for 150 years and translates across all generations of alumni and students.

The underlying research which preceded development of the plan identified a large prospective market, albeit competitive, but certainly sufficient enough to meet or exceed the College's enrollment goals over the next several years. The results identified geographic market expansion opportunities through a core group of non-traditional students in the 11-county Philadelphia region quite attracted to Peirce and its value proposition. The demands of these prospects for more streamlined and customized paths to attaining college degrees have led to the delivery innovations resident in the plan regarding: intra course interchangeability of on campus and online formats; more intensive, accelerated course scheduling; and the development of a competency based education platform.

As you read the following pages, you will discover a plan that challenges the status quo and includes initiatives related to redesigning the College's guidance and support services; taking more integrated, strategic approaches to employer relationships and fundraising; and leveraging alumni relationships to advance the plan, fulfill the mission and achieve the vision. This exciting 2015-18 Strategic Plan is a tribute to Peirce's solid positioning and responsiveness to a dynamic higher education marketplace. It exemplifies the student and employer centric focus of the College begun by Thomas May Peirce, our great founder in 1865, which continues today. Most importantly, it provides a clearly, optimistic outlook for Peirce for the foreseeable future.

Spring Reception

On Monday, May 18, the annual **Spring Reception** will offer an evening of social camaraderie, professional networking, and reconnecting with the school. The College's Distinguished Alumni and Service Awards will also be presented. An invitation will be sent to all alumni in the mail in April, or visit the alumni website for details.

PEIRCE
is the college
that really works
for working
adults.
Even after
graduation.



www.peirce.edu • blog.peirce.edu



PEIRCE

PERSPECTIVES

The alumni newsletter
from Peirce College®

GOOD NEWS

"Good News!" focuses on our graduates' personal and professional accomplishments. To submit your "Good News", email alumni@peirce.edu or send it to Office of Institutional Advancement, Peirce College, 1420 Pine Street, Philadelphia, Pa. 19102. You can also post news anytime on the Peirce College Alumni Association Facebook page.

Atiya Goldsmith '12 has begun study in the Masters in Public Administration program at Wilmington University. She also recently received her U.S. Customs Broker license.

Holly Frey '10 has been named Valedictorian of her Widener Law

School class in honor of her having achieved the highest average in her class. She will receive her Juris Doctorate degree at the May 16 Commencement ceremony.

Professor Cyndi Gentile has been elected President of the Mid-Atlantic Academy of Legal Studies in Business (MAALS) for the 2015-16 term. In her role as President, Cyndi will be bringing the annual regional conference of Legal Studies in Business faculty members to Peirce College in the Spring of 2016.

A member of the Peirce Class of 1951, **Helen Stevens Mountney** recently had her first book published... at

age 81! Called "Haddonfield on the Move", this richly-detailed work features stories of houses which have been moved within the town over the years. A publication of the Historical Society of Haddonfield, Helen spent years researching, interviewing, and compiling the stories which make up this 210- page book. Well done, Helen - such an accomplishment!

Correction - **Cathy Arnold '14** is enrolled at Widener University in the graduate program for a Masters in Taxation and Financial Planning, not Public Administration as reported in the previous **Peirce Perspectives**. We apologize for the error.

Strategic Planning Process

In spring of 2014, the College conducted a comprehensive strategic research project comprising market and competitor analyses, employer interviews, and a combination of qualitative and quantitative research with current and prospective students and alumni. The findings served as the foundation for a multi year strategic plan. The College retained the services of Chadwick Martin Bailey to lead the research and their strategy organization, South Street Strategy Group, to facilitate and support the planning process.

Although Peirce faces headwinds in the market i.e. a declining market for undergraduates in Pennsylvania, the study confirmed a highly competitive but large market adequate to meet or

exceed Peirce's enrollment goals. The following guiding principles emerged from the research findings to inform and support Peirce's next strategic agenda:

- The strategic research validated the opportunity for Peirce to target non-traditional students in the 11-county Philadelphia area and online nationally in targeted program areas/demographics.

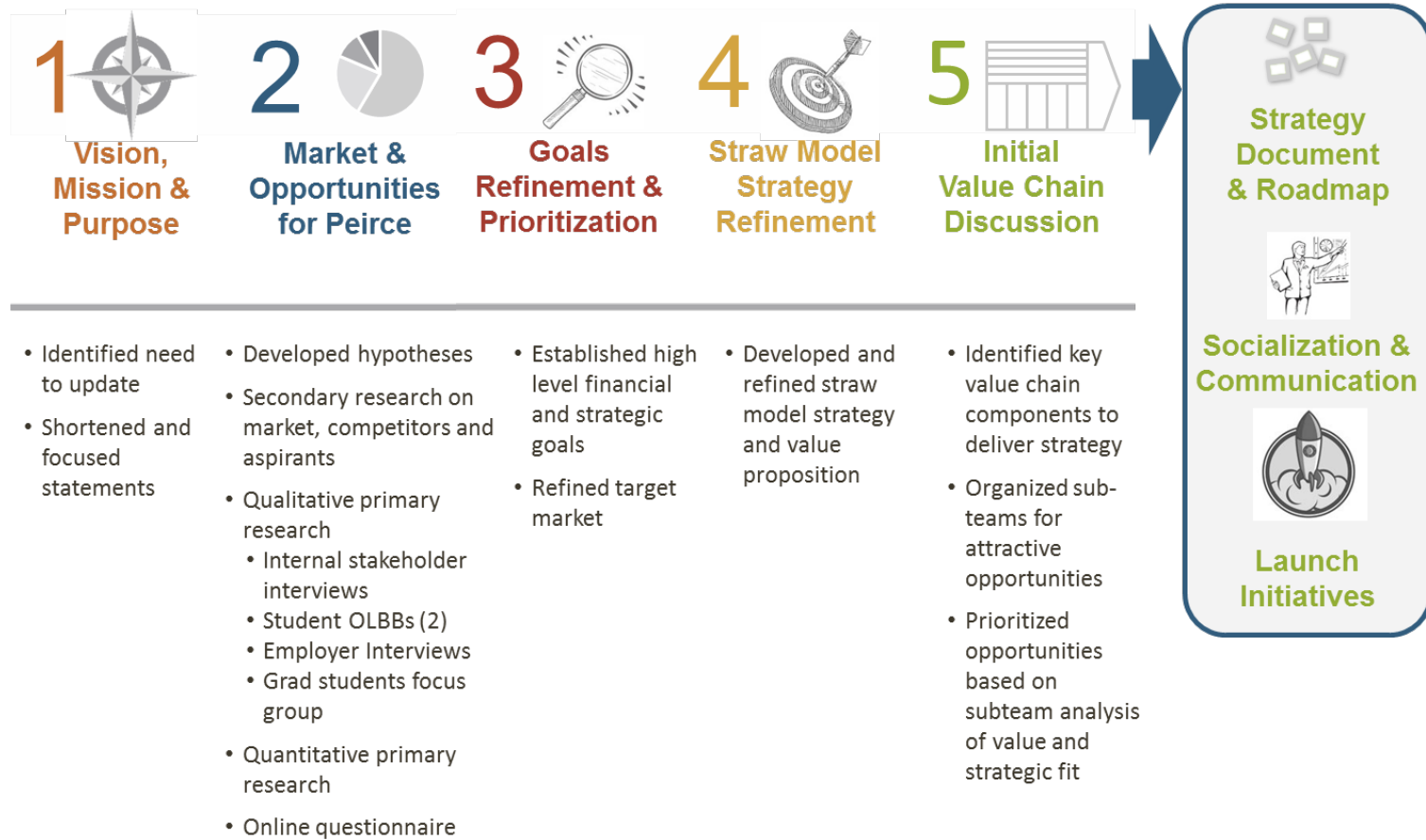
- Despite continuing to battle low awareness, Peirce is perceived as an institution that teaches career skills at an affordable price and is accommodating to working adults.

- Core prospects for Peirce see a great deal of value in competency-based programs and unique course

scheduling. Speed and flexibility primarily drive their college choices therefore alternative course formats are considerably appealing.

- Peirce alumni have overwhelmingly positive views of their experience and can promote positive perceptions of Peirce in the future. Alumni would like to see increased outreach and opportunities for engagement as well as extended support with employment related career services.

The Board of Trustees voted to accept the final plan at their February 26, 2015 meeting. To read the entire summary, visit the Peirce website at www.peirce.edu/alumni or contact the Office of Institutional Advancement at 215-670-9323 for a print copy.



ALUMNI ASSOCIATION BOARD ELECTION BALLOT

Select up to nine nominees for a three-year term on the Peirce College Alumni Association Board. You can vote by completing this ballot and mailing it to the Office of Institutional Advancement, Peirce College, 1420 Pine Street Philadelphia, PA 19102 by 5:00 PM on May 15, 2015. You may also fax this ballot to 215-670-9084 or vote online at <https://www.peirce.edu/alumni>.

- | | | |
|---|---|---|
| <input type="checkbox"/> Niashia Armstrong '11 | <input type="checkbox"/> Raye Goldsborough '14 | <input type="checkbox"/> Babette Pace '06 |
| <input type="checkbox"/> John (Jack) Barry '07 | <input type="checkbox"/> Anthony Gracey '03 | <input type="checkbox"/> Jeffray Ann Richmond-Moore '03 |
| <input type="checkbox"/> Kahreem Cunningham '05 | <input type="checkbox"/> James Wesley Hansen '85 | <input type="checkbox"/> Marvin Rosenbaum '50 |
| <input type="checkbox"/> Glenda Custalow '10 | <input type="checkbox"/> Barry James '07 | <input type="checkbox"/> Kurt Schaefer '60 |
| <input type="checkbox"/> Shirley Dash '07 | <input type="checkbox"/> Ebony Jones '11 | <input type="checkbox"/> Nepheta Serrano '13 |
| <input type="checkbox"/> Shalewa K. Digan '13 | <input type="checkbox"/> Jacqueline Jones '14 | <input type="checkbox"/> Annette Stokes '89 |
| <input type="checkbox"/> Holly Frey '10 | <input type="checkbox"/> John MacLean '08 | <input type="checkbox"/> Enasha Tettehio '13 |
| <input type="checkbox"/> Karl Fritz '06 | <input type="checkbox"/> Kathleen McCormack '13 | <input type="checkbox"/> Diane V. Wilkerson '76 |
| <input type="checkbox"/> Lynetta Gary '14 | <input type="checkbox"/> Serverna Minnis-Gibson '10 | <input type="checkbox"/> Anthony Williams, Jr. '14 |

Your Name: _____ Class Year: _____

Phone Number: _____ Email Address: _____

PEIRCE ANNUAL FUND FORM

Our commitment to the success of our students is ensured with your generous gift to the Annual Fund. Any size donation is welcome and will help our students achieve. For more information, call the Office of Institutional Advancement at 215-670-9323 or visit www.peirce.edu/alumni.

Please complete this form and mail it to: Office of Institutional Advancement, Peirce College, 1420 Pine Street, Philadelphia, Pa. 19102

Enclosed is my tax-deductible contribution of: \$ _____

\$25 \$50 \$100 \$250 \$500 \$1000 other \$ _____
(Please make check payable to "Peirce College")

My gift is for (check one):

- | | |
|---|---|
| <input type="checkbox"/> Unrestricted Annual Fund | <input type="checkbox"/> Angelo E. DiAntonio Accounting Award |
| <input type="checkbox"/> Alumni Scholarship Fund | <input type="checkbox"/> Raymond L. Palzer Scholarship '52 Fund |

If your gift is being made my credit card, please complete this section

I authorize the use of my credit card account:

MasterCard Visa Discover Amex

Cardholder Name (print) _____

Cardholder Signature _____

Card # _____ Expiration Date _____

Address _____

Phone _____ Email _____

Name _____ Class of _____

Street Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

Employer Name _____

Your Title _____

Street Address _____

City _____ State _____ Zip _____

You can double or triple your gift if your company is a "Matching Gift" company. Please include your company's form if they match - ask your HR department if you do not know.

My company's matching gift form is enclosed.

was also President of the Accounting Student Association. She is currently serving as a mentor to a Peirce student.

Raye Goldsborough '14 graduated with a Bachelor's degree in Business Administration. A member of Delta Mu Delta, Raye graduated at the same 2014 ceremony as her daughter. She is an AVP for Wilmington Savings Fund Society, FSB (WSFS Bank).

Anthony E. Gracey '03 is a former member of the Alumni Board, as well as the founder of the Paralegal Student Association. Anthony received both the Palzer Leadership and Walker Center Awards at Commencement. He is a Paralegal Specialist with the US Department of Defense.



Reggie Waller - President of the Alumni Association, networks at CDS' "Mocktails"

James Wesley Hansen '85 received his A.S. in computer data processing; while at Peirce, he was a member of the Dean's List. He is a member of Sigma Gamma Omega, and is an account manager with U.S. Security Associates.

Barry James '07 is the current Vice President of the Alumni Board. He has two degrees from Peirce - an A.S. in 1983, and a B.S. in 2007 - and a master's degree from Penn State. He is a current member of three Advisory Boards and committees at Peirce. He is the Global Internship Program Manager for OSISOft.

Ebony L. Jones '11 earned a B.S. in Business at Peirce. She is a Special Education Professional.

Jacqueline Jones '14 graduated with a certificate in Paralegal Studies. Inducted into the LEX Honor Society and a former member of the Paralegal Student Association, she also is a graduate of Penn State. Jacqueline works for Family Design Resources.

John MacLean '08 is a National Coordinator for the Department of Homeland Security. He was winner of the 2008 Palzer Award and graduated magna cum laude with a B.S. in Information Technology.

Kathleen McCormack '13 graduated with an A.S. in Legal Studies. She earned her degree while working two jobs and attending school. Kathleen is employed by The Galman Group.

Serverna Minnis-Gibson '10 received her associate degree from Peirce in 2006 and her bachelor's degree in 2010. She is an enterprise collections account manager for Iron Mountain.

Babette Pace '06 is a current member of the Association Board. The 2012 recipient of the Distinguished Service Award, Babette is a mentor and is on the Paralegal Advisory Board. She received an A.S. as well as a certificate in Paralegal Studies from Peirce, and her bachelor's from Temple. Babette is a paralegal for the City of Philadelphia.

Jeffray Ann Richmond-Moore '03 is an Enrolled Agent with CARR & JAMs Tax Services. She earned an associate degree in Business Administration.

Marvin Rosenbaum '50 is an accounting graduate of Peirce. While in school, he served on the yearbook staff and was a member of the basketball team. He is a C.P.A. and owner of his own accounting firm. Marvin has been instrumental in the establishment of the Angelo E. DiAntonio Accounting Award and is a member of the Awards Committee.

Kurt Schaefer '60 is a current member of the Board, and chairs the Scholarship Committee, a volunteer position he has held for over a decade. An administrative accountancy major at Peirce, Kurt is the assistant manager of Peirce & Hughes, a law firm in Media, PA.

Nephetina L. Serrano '13 received her A.S. in Business Administration and is currently studying for her bachelor's degree. She is co-founder of Covenant Marriages, Inc. and also works in account management for the IRS. She has actively participated in the College's Student Leadership and Ambassador Programs.

Annette Stokes '89 is a current member of the Board and a longtime member of the Scholarship Committee. She received an associate degree from Peirce and a bachelor's from Temple. Annette is a consultant with the League of Women Voters of Philadelphia.

Enasha J. Tettehio '13 received a bachelor's degree in Business Administration from Peirce. She was on the Dean's List and participated in the Student Leadership Program. Enasha is Assistant Manager for Enterprise Holdings.

Diane V. Wilkerson '76 is Senior Lead Engineer with Booz Allen Hamilton. She received an A.S. in Computer and Info Science from Peirce.

Anthony Williams Jr. '14 earned his bachelor's degree in Business Administration. He was a member of Delta Mu Delta.

Peirce Value Proposition

Peirce College is a small, supportive, career-oriented institution serving working adult students in the Philadelphia area and beyond. Providing both online and classroom instruction, Peirce College teaches students practical skills that employers are looking for, at an affordable price and in the format that best suits their needs.

Peirce College delivers these skills to students through:

- An integrated educational approach that teaches more than academics
- A mix of online, on-campus, and hybrid formats
- Degrees that are highly practical and in demand

- Programs and learning models that make completing degrees easier, faster, and less expensive

- Extra support and flexibility to meet the needs of working adults

- A focus on teaching and improving outcomes for students

As our strategic capabilities evolve, our value chain will extend as follows to deliver our value proposition at an affordable cost:

- Serve a student mix that includes a sizeable percentage of prepared students interested in rapid degree completion

- Expand our geographic market reach to include 11-county Philadelphia MSA with targeted national reach

- Offer a guidance and support infrastructure designed to proactively assess student needs and drive student success

- Flexible intra-course delivery of all degree programs

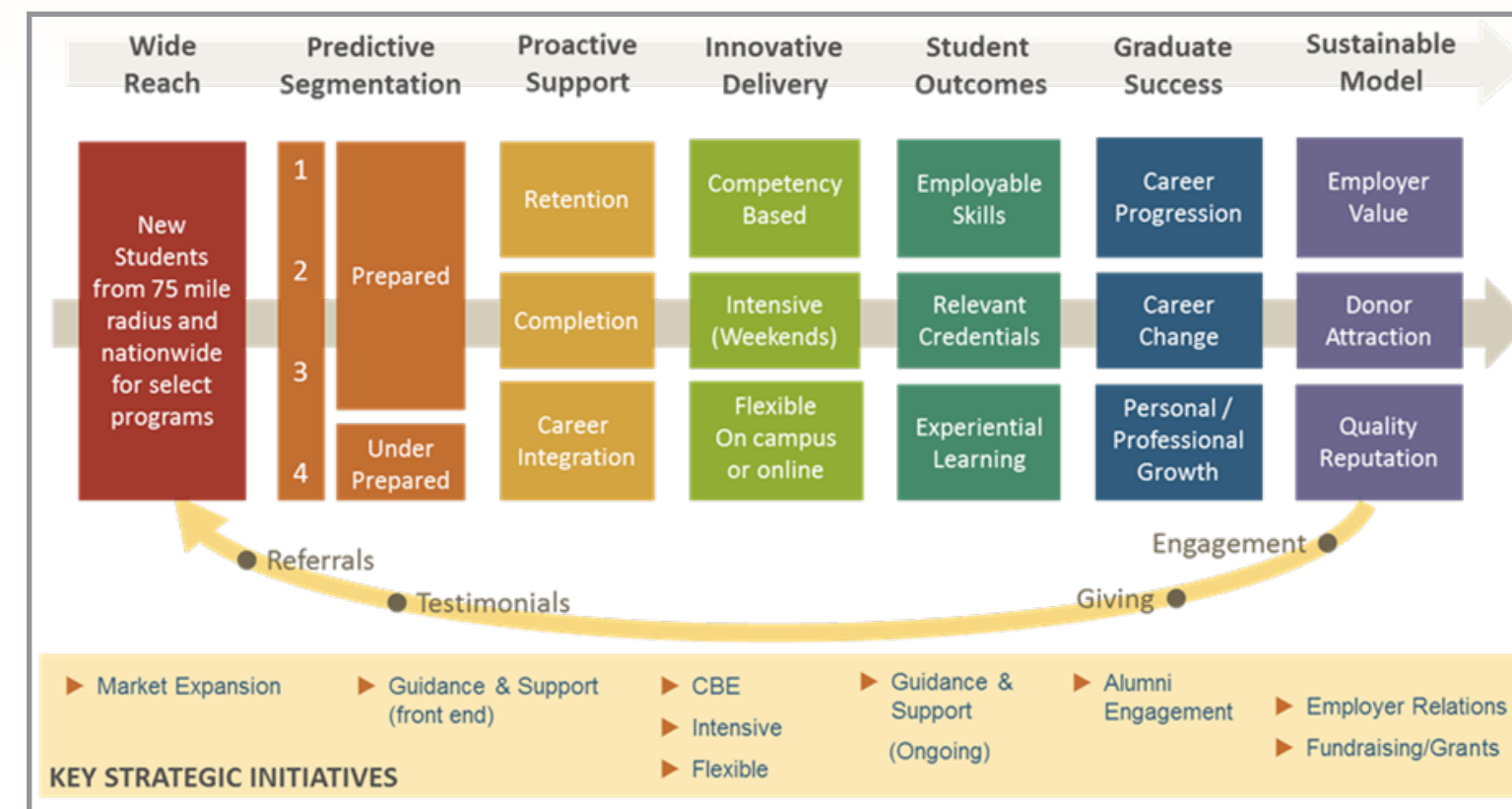
- Broader alumni engagement

- Targeted fundraising

- Expanded Employer Relations in support of our revised vision and mission

- Innovative competency based education option that lowers cost and speeds completion

The chart below depicts the new Peirce model that will emanate from this strategic plan.



Strategic Initiatives

Geographic Market Expansion	<ul style="list-style-type: none"> • A broader geographic footprint from which students are recruited • Awareness strategies to raise the College's profile within its target markets • Re-assertion of Peirce's strength in online education with emphasis on differentiated programs • Employer-centric and strategic referral programs • Leveraging our 150th through PR and social outreach
Flexible Delivery Models - Interchangeable Intra-Course Delivery	<ul style="list-style-type: none"> • Aggressive adoption of flexible class environment across our entire curriculum • Ultimate flexibility and convenience to students • Scheduling efficiencies • Increased persistence, retention and speed to completion • Improved student satisfaction and attraction of new students
Flexible Delivery Models - Intensive Course Format	<ul style="list-style-type: none"> • Alternative formats to expand Peirce's flexible course delivery options • Select courses offered across three consecutive weekends • Accelerated degree completion
Guidance and Support	<ul style="list-style-type: none"> • Predictive and customized support system • Early stage assessment and guidance • Effective use of technology and an integrated employer focus • Barriers eliminated • Improved student retention, academic and career success, and degree completion • Improved employer perceptions
Alumni Relations and Fundraising	<p>Fundraising</p> <ul style="list-style-type: none"> • Increased outreach and engagement of alumni, corporations, foundations, and individuals • Increased philanthropy • Grant-securing strategies • Trustee engagement in fundraising • 150th Anniversary fundraising plan <p>Alumni Relations</p> <ul style="list-style-type: none"> • Leverage high levels of Alumni satisfaction and loyalty • New opportunities for engagement - career management, professional development, online networking and social interaction, student recruitment and mentoring • Alumni networks at employer sites
Competency Based Education (CBE)	<ul style="list-style-type: none"> • Innovative way for students to earn a degree at their own pace and on their own schedule • Mix and match with traditional courses • Increased student persistence and retention • Increased enrollment of new students attracted to CBE • Opportunities for enhanced speed to completion • Achievement of competencies aligned with workforce needs
Employer Relations	<ul style="list-style-type: none"> • New, dedicated infrastructure to build strategic relationships with regional employers • Integration of Peirce's employer outreach and partnership strategies for recruitment & corporate partnership opportunities, sponsorships and fundraising, and development of new/anticipative curricula • Peirce considered a first-choice talent pipeline partner for undergraduates, graduates, and alumni • Responsiveness to immediate market/employer requests and needs

Happy 150th Birthday

Throughout 2015, we've built our 150th anniversary celebrations around the theme of "Many Years, One Purpose". That purpose continues to be helping our students get the degree they need to achieve the life they deserve. Events are scheduled throughout the year - including this year's Spring Reception on Monday, May 18 - and will culminate in a large birthday party on Thursday, September 17.



Alumni are also invited to be part of a 150th Peirce Memories Facebook contest. You are invited to share your pictorial memories of Peirce which will be compiled in a Founder's Day digital scrapbook. For a full calendar of events, please visit www.peirce.edu/150 or contact the Alumni Office at 215-670-9323. We hope you will join us as we celebrate this historic year!

Vote in the Alumni Association Board Elections

Elections are being held for three-year terms on the Alumni Association Board. Members work with the Peirce community to better connect alumni with one another and the College.

The names of candidates for the Board and their Peirce affiliations are listed below. **Please vote for up to nine of these candidates**, either online at the Peirce alumni website at www.peirce.edu/alumni or mail your ballot to the Office of Institutional Advancement, Peirce College, 1420 Pine Street, Philadelphia, Pa. 19102. Ballots must be received by 5:00 PM on Friday, May 15, 2015.

Niashia Armstrong '11 graduated with a certificate from Peirce's Paralegal Studies program. She is a Program Manager for The Center for Returning Citizens in Philadelphia.

John (Jack) Barry '07 is owner of The Jack Barry Group in Philadelphia and a realtor with Keller Williams Realty. A graduate of Peirce with a B.S. in Paralegal Studies, he is a member of the Employer Advisory Board and has been a panelist at the Paralegal Symposium.

Kahreem Cunningham '05 is Vice President of the Jump Start Learning Center in Philadelphia. He is a graduate of Peirce with a B.S. in Business Administration, and was active in the Black Student Union.

Glenda Custalow '10 is a current member of the Board. She received both her A.S. and B.S. in business administration from Peirce, and was in Delta Mu Delta and Chi Alpha Epsilon. Glenda is currently a mentor for two students. She is the office manager for DCA and is a candidate for a doctoral degree in public health from Drexel University.

Shirley Dash '07 is a graduate of the IT program and received her B.S. degree with a concentration in networking. Shirley has served on the IT Student

Association career panel and is an alumni mentor. Currently studying for her masters at Drexel, Shirley teaches at ITT-Tech.

Shalewa K. Dugan '13 received her B.S. in Business Administration. She was recipient of the Business Administration Scholarship. A Senior Vice President at Edgewood Management Corporation, Shalewa oversees a portfolio of real estate assets in seven states.



Peirce College Alumni Association

Holly Frey '10 is a current member of the Board. She received her B.S. in paralegal studies and was a winner of the Raymond L. Palzer Leadership Award. Holly is a paralegal with Hardwick Benfer, LLC in Doylestown, and in May, will be receiving her Juris Doctor degree from Widener School of Law in Wilmington, Del.

Karl Fritz '06 is a current member of the Alumni Board and serves as Secretary on the Executive Committee. He graduated cum laude with both an A.S. and B.S. in Business Administration, and will finish his Masters in Organizational Leadership and Management in August. Karl is Director, Business Operations for The Philadelphia Zoo.

Lynnetta Gary '14 received a B.S. in Accounting from Peirce. A member of the Delta Mu Delta honor society, she