



**Peirce College**  
1420 Pine Street  
Philadelphia, PA 19102

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# PEIRCE

## PERSPECTIVES

The alumni newsletter  
from Peirce College®

ISSUE 23, WINTER 2016

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### MENTORING MATTERS

Peirce students benefit from an alumni mentor who can offer them career guidance and support on their journey to degree completion. The commitment is minimal... the impact is great! To get involved, contact [mentoring@peirce.edu](mailto:mentoring@peirce.edu) or call 215-670-9202.



## Looking Back... Moving Forward

Throughout the year 2015, we celebrated the happy occasion of Peirce's 150th anniversary. Thomas May Peirce had a dream in 1865 of creating a school which educated students for workplace success. Over the years, generations of men and women have made good on that promise.

celebration, as well as give you an insider's view of the future direction of the College from President Jim Mergiotti and other Peirce leaders. The new year at Peirce is commencing with a continuation of our signature commitment to our students and a promise to build on the tradition of

### Save the Date!

#### Spring Reception

benefiting the Peirce College Scholarship program

Monday, May 16, 2016

5:30 to 8:30 PM

A printed invitation will be sent in the Spring.

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



[www.peirce.edu](http://www.peirce.edu) • [blog.peirce.edu](http://blog.peirce.edu)



You, our alumni, have worked hard, made sacrifices, and applied yourself for professional success and personal fulfillment.

This issue of Peirce Perspectives will review highlights from our milestone

*Anita Vogel '59, who along with her late husband Dennis '59, was the winner of the President's Leadership Award.*

excellence we have sustained for 150 years. We welcome your interest and participation in the journey!



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### Alumni Association News

Elections will be held in Spring 2016 for three-year terms on the Alumni Association Board of Directors. The 20 members of the Board work with the Peirce community to better connect alumni with one another and the College.

To be considered, visit the Nominations website at [surveymonkey.com/r/16boardnoms](http://surveymonkey.com/r/16boardnoms).

In addition, the Alumni Association Award Program seeks to recognize inspirational individuals who bring credit to the College through their achievement and service. The Distinguished Alumni and Distinguished Service Awards will be

presented at the Spring Reception on May 16.

To submit a nomination on behalf of a fellow graduate, visit the Nominations website at [surveymonkey.com/r/16awards](http://surveymonkey.com/r/16awards).

To receive a nomination package for either the Board elections or the Awards program, contact the Office of Institutional Advancement at [alumni@peirce.edu](mailto:alumni@peirce.edu) or by calling 215-670-9003.

### Greek Reunion II is a GO!

Were you a member of a social Greek fraternity or sorority at Peirce from the '40s to the '80s? A committee of your fellow Greeks is bringing together Peirce social sororities and fraternities for a Greek Reunion on October 9, 2016. This special event will follow on the success of the 2014 reunion, during which 140 guests reconnected with old friends, caught up with classmates, and danced the night away. For more information and to be part of the planning process, contact the Office of Institutional Advancement at 215-670-9003 or [alumni@peirce.edu](mailto:alumni@peirce.edu).

# President's Letter



James J. Mergiotti

It really hit me during the week of events celebrating Peirce's 150th anniversary. Serving a venerable institution like Peirce at this time in its evolution is such a unique gift. I was personally moved to think that, during the Fun Walk, we traveled the same routes taken daily by Thomas May Peirce and our predecessors who helped hundreds of thousands of Peirce students find success over the years; during the Legacy of Leaders Breakfast, Peirce was recognized for its role in the Philadelphia region's ecosystem, working in concert with powerful

and purposeful entrepreneurs and visionaries to create opportunities for many citizens and businesses; and at the anniversary party we celebrated the wonderful community that represents Peirce today and so effectively personifies our student, alumni, and employer centric mission.

The resounding vibe of the 150th anniversary has helped propel the next era for Peirce. Make no mistake about it, our future plans are bold and distinctive. Beginning this year, Peirce will be significantly differentiated from its competition with the launching of two new innovative learning platforms. The recently launched Peirce Fit provides students with the class by class option to attend in person or online. Peirce will be the only higher education institution in the region which provides that option throughout its entire curriculum.

The College's new competency based platform, which will be available for our information technology program beginning in September, will streamline students' paths to degree completion by recognizing and awarding credit for competencies mastered through their personal and professional experiences. Both of these platforms represent a

continuation of the College's cutting edge approaches to delivering higher education to its non-traditional student base. Delivery innovations can be traced to Peirce's roots with our founder's use of customized class schedules in the 1860s and can be cited more recently, in the 1990s, with accelerated class schedules and corporate site delivery, and in the 2000s when Peirce was first in this market with online delivery across the entire curriculum.

As I reflect today on the 150th anniversary celebration and the College's rich history, it is clear that a major goal remains for Peirce College to achieve broader recognition for its significant impact on the region's workforce and economic development and its innovative DNA. It is time for everyone affiliated with the College over the years to be more Peirce Proud than ever. We all must sing the praises of the past achievements of this remarkable institution and voice our enthusiasm for the exciting future that abounds.

Sincerely,

James J. Mergiotti  
 President & CEO  
 president@peirce.edu  
 215-670-9202

## 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](http://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):

- Unrestricted Annual Fund
- Angelo E. DiAntonio Accounting Award
- Alumni Scholarship Fund
- 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.

## INSTITUTIONAL ADVANCEMENT SPOTLIGHT

(continue from page 6)

development needs, and to give our students the skills they need to succeed in their careers.

If you join us in this effort, Peirce College will continue to be the success story it has been for the last

150 years... for the next 150 years. I look forward to working with you in supporting our learning community and keeping your Peirce connection vital and relevant for years to come.

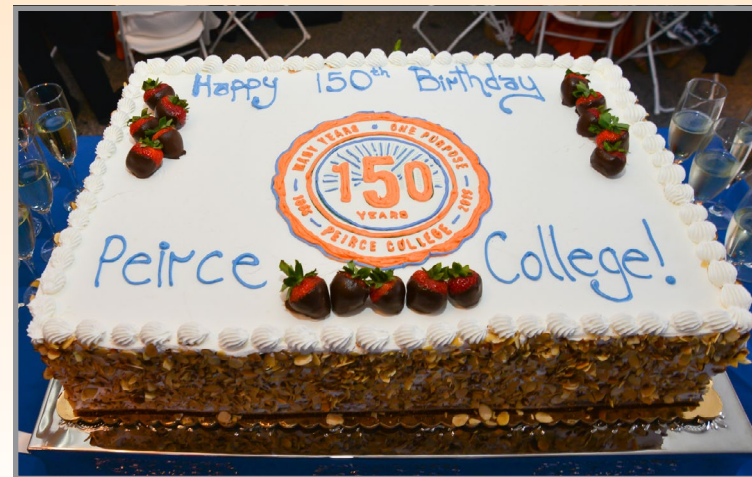
With continued gratitude,

Uva C. Coles  
 Vice President, Institutional Advancement & Strategic Partnerships  
 uccoles@peirce.edu  
 215-670-9323

## From the 150th Fun Walk



## From the 150th Founder's Day Celebration



## INSTITUTIONAL ADVANCEMENT SPOTLIGHT



Uva Coles

Hello!  
My name is Uva Coles, and I am Vice President, Institutional Advancement and Strategic Partnerships here at Peirce College. Admittedly, it's a long title, but in essence, I raise funds, friends, and develop partnerships in support of our students, alumni and our evolving workforce needs. While I am relatively new to this position, I have worked at Peirce for almost seven years – first as Dean of Career Services and more recently as Vice

President, Student Support – so I know the students, alumni, faculty, staff, and friends of the College who comprise the Peirce community.

One of the things I love best about working at Peirce is our mission: to equip adult learners, in a personalized, student-centered environment, to achieve their goals and successfully fulfill workforce needs. Our current students are typically working class men and women with work experience and an interest in upskilling and attaining credentials for job mobility, increased wages, a career pathway, and a more holistic academic experience that addresses their personal and professional needs and identities. In essence, our students are this region's workforce engine, and we are Peirce proud of our rich diversity and focus on educating them, supporting them and connecting them with workforce opportunities.

This focus has enabled us to build a college that delivers academic programs in an affordable, flexible, relevant, and expedient way. But to continue to do this work, we need to

partner with you, our alumni. After all, you are the best representation of the benefits a Peirce education affords an individual. Your support of time, talent and treasure will enable us to stay true to the mission we have embraced for more than for 150 years. We want to do this so we can continue to give what Thomas May Peirce committed to when he started this school in 1865: opportunity for people who will work hard to fulfill their dreams.

How you can help? Volunteer your time with the Alumni Association, connect us with your employer, or guide someone to the front door of 1420 Pine – literally if you want to – so they can begin their college career.

And please join our group of incredibly generous alumni donors who appreciate the value of their Peirce education and want to give the gift of opportunity to our current students. Over the course of the next year, Peirce wants to raise \$150,000 to fund student scholarships, to build resources in support of academic programs that align with workforce

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## Introducing Peirce Fit™!

In April, we announced a new, innovative class delivery format which allows students to choose on a week to week basis if they want to attend class on campus or online. Since Peirce College is the only college or university that plans to offer this kind of flexibility across its entire curriculum, we wanted to give it a unique Peirce name: Peirce Fit™!

Peirce Fit offers students the flexibility to never miss a class and stay on track even when demands on their time change at a moment's notice. Peirce Fit also allows students to choose their preferred learning style with the option to switch back and forth as needed; attend both campus and online classes

each week if they need extra support; and allows classes to continue even when unexpected circumstances make commuting difficult.

Currently, all healthcare and graduate courses as well as select general education courses are offered with Peirce Fit. By fall 2016, all Peirce courses will be available in this format.

As the College officially launches Peirce Fit, we need your help spreading the word! If you have a friend, family member or co-worker who is thinking about returning to school, but are

not sure if they can fit college into their life, then Peirce Fit could be the flexibility they need to turn their dream of earning a degree into a reality. Reaching out to the Peirce Admissions Office is the best first step for more information: visit the website at <https://www.peirce.edu/peirce-fit>, email us at [info@peirce.edu](mailto:info@peirce.edu), or call 215-670-9000.



## New Trustees Announced

The College is fortunate to have committed individuals serving on our Board of Trustees who give of their time, talent and treasure to enhance Peirce's mission. Peirce's new Board members possess professional expertise which is ideal for the continued development of the College. We thank the following new members of the Trustees for their willingness

to serve the Peirce community:

**Keith Daviston - Senior Executive Vice President & CFO, Philadelphia Housing Authority**

**David A. Silverman - Partner, Curley, Hessinger & Johnsrud LLC**

## From the 150th Founder's Day Celebration



## From the 150th Fun Walk



## EMPLOYER RELATIONS SPOTLIGHT



Malik Brown

Greetings Peirce Alumni!

My name is Malik Brown. I am the new Assistant Vice President of Employer Relations (Office of Institutional Advancement and Strategic Partnerships). I am thrilled to be a part of the Peirce family and to help bring resources, jobs, and growth opportunities to our students and alumni.

It is befitting that my first broad announcement is to our alumni

community, as my very first day of employment with Peirce was the same day as the annual Spring Reception. I got a chance to see firsthand the talent and diversity of the Peirce network. What an amazing and memorable way to start building authentic and life-long relationships!

Since the Spring Reception, I've had the pleasure of working with Rosemary Connors, Uva Coles, and the Alumni Association Board. For those who have not had the opportunity to meet Rosemary and Uva, you are missing a real treat. They are your chief advocates and the true embodiment of Peirce's core values!

Over the last six months, we have made great progress toward our strategic goals. I have shaken hands with key business leaders, exchanged ideas and thought leadership with elected officials, and delivered some key messages that are resonating with philanthropic and community connectors. In this space, "elevator speech" takes on greater meaning. So, while I have your attention for thirty more seconds, let me summarize the employer relations work and the

benefit it will produce for you and the alumni community.

Very simply stated, our goal in employer relations is to connect the strengths and assets of the college with the needs of business, nonprofit, and government organizations. Our approach is consultative in nature and is designed to create win-win experiences for our partners and our internal stakeholders (e.g., students, alumni, faculty, and staff). We are having strategic conversations with employers to help close the talent shortage in the region for specialized skills-cyber security, risk management, healthcare IT- and to better align classroom learning with real world expectations. Moreover, because of our partnerships with community-based organizations, we are working to become "top of mind" for many corporate foundations who have workforce development/education funding priorities.

As we solve problems and business challenges for our employer partners, they will in turn invest heavily in our mission and vision. This translates into jobs in growth sectors, family

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## "Chat and Chew" with Comcast

In October, as part of our employer relations strategy, Comcast Corporation shared time with Peirce alumni and students over light refreshments and friendly conversation in a program co-sponsored by the Information Technology Student Association (ITSA). Our first corporate "Chat and Chew" enabled 37 participants to gain exposure to a total of six Comcast leaders who spent two hours speaking to our students and alumni, taking their questions, and building relationships.

Similar to speed networking, Comcast human resource and technology leaders rotated to a different table every ten minutes. In this format, every student and alumni got a chance to engage Comcast in a casual, personalized way.

Comcast not only got a chance to observe the quality of our students but also the extraordinary leaders and staff



who make up the fabric and character of our organization! It is in this frame that we differentiate ourselves from other educational institutions and will inspire large employers like Comcast to partner with us.

## EMPLOYER RELATIONS SPOTLIGHT

*(continue from page 4)*

sustaining wages, philanthropic giving, and a true brand lift for our institution. There is no better spokesperson of the Peirce brand and experience than you. Call or e-mail us directly to be a part of this exciting transformation and benefit from the work that is being done on your behalf. Stay tuned for more details from Employer Relations, Career Development Services, and Alumni Engagement. We will keep you abreast of opportunities to connect with each

other, the college, and employers looking for great talent!

Sincerely,

Malik Brown  
Assistant Vice President, Employer Relations  
Office of Institutional Advancement & Strategic Partnerships  
[mrbrown4@peirce.edu](mailto:mrbrown4@peirce.edu)  
215-670-9056

## From the 150th Leadership Breakfast



## From the 150th Leadership Breakfast

