Dear Peirce Alumni:

During my nearly 17 years as President, many aspects of the Peirce experience have greatly impressed me but none more than the commitment and quality of our graduates. Each year, at our commencement ceremony, I reflect on the thousands of you who have worked hard to balance family, work and education to earn a Peirce degree. Most importantly, there are so many of you who have used your Peirce education to positively influence the lives of others in the workplace and the community.

Whether you earned your degree several decades ago or just last year, you did so in accordance with our historical 143-year-old mission which is tied to workforce and economic development, and the vision of our founder, Thomas May Peirce. Now an institution with national scope and international reach, the College remains true to that foundation established in 1865. Peirce reaffirms its historical commitment to maximize student and employer opportunity in the 21st century global economy through quality academic offerings, superior student services, and leading edge technology.

We are delighted to launch the latest series of Peirce Perspectives with this issue. This newsletter, which will be published periodically, is focused on you, our esteemed alumni, who continue to represent the institution in an extraordinarily positive way. Its purpose is to keep you even better informed about the College as it continues to grow in prominence as a premier provider of high quality degree programs for working adult learners.

On behalf of the entire Peirce community, our best wishes and gratitude are extended to you for representing the College so well.

Sincerely,

Arthur J. Lendo, Ph.D.
President & Chief Executive Officer
Professor of Management

Arthur J. Lendo, Ph.D.
Founded in 1865 as a place for returning Civil War veterans to forge new lives and careers, Peirce College has continued a fine tradition of preparing adult learners for continued success in the working world.

Our Milestones

• Peirce is proud to serve a high caliber student body with enrollment of over 2,750 students.
• Peirce began offering bachelor’s degree programs in 1997. To date, we have over 1,600 bachelor’s grads.
• Peirce is committed to bringing the college to the student. The on site program was developed in 1994 to offer convenient classes at numerous community and corporate locations throughout the Philadelphia region.
• In 1999 Peirce introduced online learning and now serves students in 43 states and 30 foreign countries.
• The Chronicle of Higher Education named Peirce College a “Pioneer in Online Education” and the Alliance for Higher Education Competitiveness (A-HEC) recognized Peirce for best practices within successful e-learning programs.
• Our programs in Business Administration, Paralegal Studies and Information Technology are constantly evolving; we have recently added exciting new concentrations in Human Resource Management, Entrepreneurship/Small Business Management and Information Security.
• This past summer, Peirce launched a web portal through which students can register for class, track their grades and finances.

Peirce Family Connections

For many, Peirce is a family tradition. Numerous current students have family members who attended Peirce. The College celebrates this educational bond by offering up to a 25% discount on tuition for qualified children and grandchildren of Peirce grads.

As one of 13,000 current alumni, you are a valuable asset for Peirce. Share your Peirce pride. Refer high quality students to Peirce and add to our legacy of graduates prepared for success.

Peirce’s New Look

Physical improvements at the College have kept pace with academic advances. Recent renovations have included:

• A new student enrollment center
• A welcoming Main Campus lobby area dedicated to Peirce grad and former Board chair Thomas J. Foga, ’52
• New conference rooms and offices in Alumni Hall
• State-of-the-art classrooms on the 5th and 6th floors
• New elevators
• An attractive vendeteria area

One thing that remains the same is the dedication of the Peirce faculty and staff to the learning environment and the success of Peirce students.

PEIRCE IS PROUD

Peirce students, grads and faculty have been recognized nationally and internationally:

• Reginald Waller, a 2005 Peirce graduate, received the President’s Volunteer Service Award for his work with Big Brothers, Big Sisters of Southeastern Pennsylvania in 2006.
• The National Federation of Paralegals Association selected Peirce student Phyllis Johnson as the national winner of its 2006 scholarship.
• Charlene Glenn, Associate Professor, Business Administration received the 2007 Wal-Mart Teaching Excellence Award for the Eastern Council of the Association of Collegiate Business Schools and Programs (ACBSP).
• Paralegal Professor Brian Halsey and Associate Professor Glenn Barnes were named to the Mid Atlantic Academy of Legal Studies in Business.
• Dr. Marie Gould, Faculty Chair for Business Administration, received the 2005-2006 International Teaching Excellence Award for the Eastern Council of the ACBSP.
Faculty Focus: Beverly Elliott

Beverly Elliott Distinguished Teaching Professor Beverly Elliott, Ph.D. has taught at Peirce for over 35 years. As Faculty Chair for General Education, Professor Elliott is responsible for the General Education curriculum for all students, regardless of major.

During her tenure, Professor Elliott has seen the College develop: “There were physical changes along the way but the major change was when Peirce became a 4-year institution.”

The next step forward was online education, which Professor Elliott sees “truly as a result of Dr. Lendo’s vision for bringing the College to the student and harnessing the power of technology.”

Whether on campus, on site or online, Professor Elliott notes that the Peirce educational model has always been “consistent and hands on – students have the flexibility to study in multiple formats and can apply what they learn at Peirce in their jobs.” She adds that Peirce offers outstanding support services to help students “reach their academic goals while juggling busy lives.”

Professor Elliott feels that the Peirce name is widely known and respected. She adds, “I’ve never met an alumnus who is not proud of having attended Peirce College. Everywhere I go, people seem to know someone who has attended Peirce with great success.”

Paralegal Students and Alumni Make a Case for Networking

In December, the Peirce College Paralegal (PLG) Student Association conducted a networking event for current students and alumni. A key feature of the session was the Information Interview Panel. Representatives from the legal community – attorneys, paralegals, graduates, and paralegal advisory committee members – were assembled to address student questions about working in the legal field.

Paralegal Faculty Chair & Professor Ed Miller was delighted with the feedback he received about the current group of Peirce students: “The consistent message from the panel was praise for how strongly our students represented themselves.”

Panel member and Peirce PLG grad, Pat Matusow ’03, a member of the South Jersey Paralegal Association, commented: “The students asked good questions and shared realistic concerns about entering the workforce... Maintaining dialogue with those of us in the workforce is essential...our relationships make us better paralegals.”

Doreen Ziccardi, Paralegal Student Association President, found the night to be “electrifying. Students realized that being associated with Peirce is a real ‘feather in your cap’ in this field.”

Students enjoyed the “speed interviewing” part of the evening, in which they had ten minutes to conduct practice interviews with panelists. Another panel member, Registered Paralegal Susan Mirachi, lauded Peirce for a “quality paralegal program turning out top notch graduates.” For more information about future PLG networking events, contact Professor Miller at emiller@peirce.edu.

Did you Know?

Now: First Responders save up to 25% off tuition with the Protect and Serve® grant. Active members of the Fraternal Order of Police, firefighters, EMT workers, corrections officers, active and retired armed forces and their spouses and dependent children are eligible to apply. 128 Peirce students have taken advantage of Protect and Serve® grants since the program’s inception.

Then: In 1900, Peirce School was awarded a gold medal for its exhibit at the Universal Exhibition at Paris, in recognition of its pioneer work in business education and its influence among business leaders at the turn of the 20th century.
One Graduate’s Perspective...

In each issue, we will feature Peirce alumni reporting on their lives and careers – and how Peirce College played a role in shaping their success. IT professional William J. Jesunas ’67 tells his story.

At Peirce, I learned about business and the new and growing world of computers. My Peirce education introduced me to opportunities I had never imagined.

The computer lab and programming classes at Peirce were what really interested me. My instructors were experienced in the industry, and able to provide a true view of job opportunities and what it was like to work in positions in this field. My Peirce education and experience positioned me for career advancement. After starting as a computer operator, I spent six years as a programmer and then advanced to positions of data processing manager, MIS director and ultimately national IT director. For more than 15 years now, I have been an IT consultant.

I have continued to share what I learned at Peirce in presentations at national conferences around the country on topics like managing people through change and creating an environment for success. On a personal note, I should add that I met my wife, Linda (Nanni) Jesunas ’67 at Peirce. I understand that I am not alone in having made such a successful Peirce connection!

I enjoy staying in touch with Peirce College. On February 13, I spoke to the members of the IT Student Association at Peirce. In this small way, I can give back. Perhaps by sharing with today’s students what I have learned in my career, I can help them plan for a successful future.

Bill Jesunas ’67, Delran, NJ

Peirce Expands National Guard Initiative

After a pilot program with the Pennsylvania National Guard, Peirce College has expanded a scholarship program to units in New Jersey and Delaware. “Increasingly, the military is looking for higher levels of education for career-bound soldiers,” notes Nadine Maher, Dean of Enrollment for Peirce. “Our online program provides flexibility for the student who may be attending Peirce while on active Guard duty.”

Connect with Today’s Peirce

Peirce welcomes alumni who want to reconnect. Here’s how:

• Stop by for a visit and a tour of the campus.
• Contact alumninews@peirce.edu if you’d like to hire a Peirce student or offer an internship.
• Get involved with student networking events. For Paralegal Studies, contact Ed Miller at emiller@peirce.edu; for IT, email Brian Finnegan at brfinnegan@peirce.edu; for Business Administration, contact Marie Gould at mgould@peirce.edu.
• Tell your story in a future issue of Peirce Perspectives. Let us know how Peirce has enriched your life. Contact us at alumninews@peirce.edu.
• Keep the tradition of Peirce pride alive by referring a friend or relative to Peirce.
• Be proud of Peirce – Peirce is proud of you!
• For more news about Peirce College, please visit www.peirce.edu.

WHAT PEIRCE PERSPECTIVES CAN YOU SHARE WITH US?
EMAIL ALUMNINNEWS@PEIRCE.EDU OR CALL 215.670.9037

SIGN UP TO RECEIVE PEIRCE PERSPECTIVES ONLINE
alumninews@peirce.edu

Peirce college
1420 Pine Street
Philadelphia, PA 19102
1.888.GO.PEIRCE