Peirce College has announced the launch of graduate level education – a significant milestone in our nearly 150-year history as one of Philadelphia’s most respected institutions of higher learning. The inaugural master’s degree will be a Master of Science in Organizational Leadership & Management (MSOLM), beginning fall 2013.

The introduction of the Master of Science in Organizational Leadership & Management program furthers Peirce College’s foundational mission to continually meet the needs of today’s working adult students. The MSOLM degree program provides essential skills for developing organizations and increasing organizational effectiveness, focusing on organizational behavior, development, structure, leadership and management. Graduates will be prepared for successful, rewarding careers in organizational change, consultation, leadership and management.

In making the graduate program announcement, President Jim Mergiotti observed that Peirce “opened our doors as a business school in 1865, began offering bachelor’s degrees 15 years ago and today offers a complete curriculum of associate and bachelor’s degree programs spanning a range of disciplines. We are very excited to introduce this new graduate program, which will further meet the career advancement goals of Peirce College students and alumni.”

Graduates of the program will be able to utilize decision-making and business development skills in their careers. The program includes 12 different courses, totaling 36 credits. Prospective students must have a bachelor’s degree with a GPA of 2.75 or above, and will need to submit an application, an essay, letters of recommendation and must participate in an interview to be considered for enrollment in the program.

Patricia A. Rucker, Senior Vice President & Provost noted: “Today more than ever, it’s essential for students to differentiate themselves in a crowded job market. Graduate degrees enable them to open doors and move more quickly into management or leadership roles. This program is in response to demand from our undergraduates, alumni base and area employers. It will help our working adult students go further in the workplace, add greater value to their organizations, and become strong managers or leaders in any business, industry or community environment.”

If you have thought about graduate studies as a part of your professional development plan, consider our new Organizational Leadership & Management program. We also encourage you to share this great news with your family, friends and colleagues. Interested students should contact the Peirce Graduate Studies Admissions Office at masters@peirce.edu or 215.670.9325.
President’s Note

Since the midpoint of the College’s 2010-2015 strategic plan is approaching, it is an appropriate time to reflect on the many positive outcomes that have emerged to date from its execution. While space limitations prevent a complete list, here are some major highlights:

Program Expansion - Seven new degree programs have been added to the curriculum in the areas of Accounting, Criminal Justice, General Studies, Health Care Administration, Health Information Administration, Health Information Technology, and Human Resource Management. A new Student Success Seminar has also been implemented.

Graduate Degree Offering - Appropriate approvals have been received to begin offering a Master of Science in Organizational Leadership and Management starting in fall 2013.

Students Taught and Served - There has been an increase in students attending Peirce annually from 2,627 to 2,855.

Branding - A new logo and new tagline, “You Can Do This,” were adopted and have helped increase unaided awareness of Peirce by 46%.

Career Development Services - An innovative, technology based CDS Center has been established to support students and graduates.

Institutional Advancement - The Office of Institutional Advancement has re-opened and the Alumni Association has been reactivated.

Technology - New computers have been installed in all offices and technology classrooms.

Facilities - Building renovations were completed on time and under budget. Peirce received the 2011 General Building Contractors’ Award for Best Institutional Project under $5 million.

Partnerships - 26 new transfer, automatic acceptance, and dual admissions agreements have been executed with other institutions.

Through the diligent work of the faculty and staff and great support from students, alumni, trustees, and friends of the College, Peirce has become a better institution since we launched the strategic plan. Even more notable is that, as the College has strengthened, more opportunities have arisen to extend the benefits of our transformational mission to a broader base of constituents. Kudos to all who have played parts in these extraordinary undertakings!

James J. Mergiotti

Peirce Awarded $250,000 For Student Success

While you were attending Peirce, did you ever visit the Walker Center for Academic Excellence? Talk to an academic advisor? Sign up for a tutoring session?

If you answered yes to any of the above, you’ve used the student support services available at the College – and Peirce has had an enthusiastic validation from the Federal Government of the work we do in this regard to help our learning community.

For the second year in a row, the College received a $250,000 grant from the U.S. Department of Education through the Predominantly Black Institutions (PBI) program. PBI grants help institutions by giving them resources to develop and implement projects that support students and increase access to education.

The federal funds will be used to enhance the many student support services Peirce offers, enriching everything from the Walker Center to computer labs. Students will benefit from additional emphasis on academic advising, orientation programs, and enhanced student services in the areas of tutoring, technology, and instructional aides.

Alumni Board Officers Elected

Congratulations to the new officers of the Peirce College Alumni Association, elected at the Board of Directors’ September meeting. Steve Wurtz ’08 has been elected President, a position he has held through appointment since the Association was revitalized in 2010. Joining Steve on the Executive Committee is Vice President Reggie Waller ’04 and Jovanna Acchione Bevilacqua ’81, the newly elected Secretary of the Board.

Steve, Reggie, and Jovanna work with a group of enthusiastic alumni on the Board who are responsible for developing events, services, and communications to connect alumni with one another and the College. If you would like to join them in volunteering, contact the Office of Institutional Advancement at 215.670.9323 or email alumni@peirce.edu.

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2012 HONOR ROLL OF DONORS

Every year, alumni and friends of Peirce College come together to invest in the future success of our student learning community as they pursue the benefits of higher education. We thank you for helping us fulfill our mission to help our students achieve their academic goals and keep them on the path to graduation. The Honor Roll is a record of those who have made a contribution between July 1, 2011 and June 30, 2012 and lists donors by giving level. Every effort has been made to ensure the roster is complete and accurate.

Thomas May Peirce Society ($25,000 and higher)
Albert G. Cederstrom, Jr. '43
Estate of Shirley M. Crowley '48
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Chairman’s Circle ($5,000 to $24,999)
Estate of Ruth S. Jacobsen '40
Lomax Family Foundation
William H. Morgan '87
Nationwide Insurance Foundation
Lawrence Scanlan
J. Linford Snyder '33
Katy K. Theroux
Katharine ’46 & Frank Vitale, Jr., CLU ’48

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James J. Morgiotti
Pryor ’30 & Arlene Neuber Charitable Trust
Barbara A. Prutzman
C. Dennis ’59 and Anita ’59 Vogel

Cornerstone Society ($1,000 to $2,499)
Allied Barton Security Services
Thomas Bajus
Joseph F. Barstys
Stephanie M. Boyd
Renée Byng Branch ’90
Peter A. Caputo
Rosemary F. Connors
Alphonso Dinson
Dranoff Properties
Mark Edwards
Estate of Emma T. Eggeling ’44
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Patricia A. Rucker
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The Air Products Foundation
The Vanguard Group Foundation
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Charles A. Wright
Steven W. Wurtz ’08
Edward W. Yost ’50

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Steven W. Bird
Amy A. Caliendo
Vito Chimenti
Beverly Elliott
Brian R. Finnegan
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Friend of Peirce ($1 to $249)
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William R. Archer ’66
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215Secure
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Harold L. Barndt ’52
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Maureen DiLeggi
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Barry James ’07
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Gunther Blob ’55
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Continued on page 4
2012 Honor Roll of Donors (continued from page 3)

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Kerry F. Donovan ’75
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Kangou Doumbia
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Stephen Jaworskyj ’73
Therese Jacob Gallagher ’74
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Iris Creative Group, LLC
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Joseph A. Francano ’60
Joan E. Fratz ’50
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Robert Gaugler ’63
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Lisa McGinnis ’87
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Frank N. Malkoch ’50
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Garth A. Lezama ’88
Eleanor C. Macrie ’64
Nancy L. Macur ’65
Frank N. Malkoch ’50
Marvin Mallitz ’63
Lorraine J. Mancuso ’67
Shane M. Manila ’01
Gary S. Martosella ’79
Joseph A. Masino ’62
Francesca P. McClay ’73
Pamela S. McCoach ’64
Johanna H. McDonald ’50
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Margaret A. McGinnis ’71
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Sylvie Meynet-Kral ’94
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Mitchell Wexler & Associates
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Support Campaign
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Andrew Wheeler
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Anne F. Williams ’45
Deborah M. Wilson ’62
Elaine M. Wilson ’97
Mildred C. Wilson ’97
Alyse W. Smith ’47
Dolores R. Wooden ’11
William Wolpert ’77
Doreen P. Wooden ’47
Dolores R. Wooden ’11
Steven M. Wright ’86
Sophonie Zamor ’10
Doreen P. Wooden ’11
Janet E. Zimmer ’74
**Good News!**

A new feature of Peirce Perspectives, “Good News!” will focus 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.

**Stephanie Davis-Pressley ’89**

is the Medical Residency Program Administrator at Prince George’s Hospital, Cheverly, Maryland where she oversees the clinical and administrative training for physicians in medical residency. In addition to community work improving the local educational system, Stephanie is also an appointed member of the Parents Council at Penn State, where her daughter Jennifer is a sophomore. Through her work with the Council, she says “I plan to mentor parents that not only your child is college bound but they can be too. I will focus to recruit parents to continue their education at Peirce College.”

**Genae Young ’04**

has started a consulting practice, 1Extraordinary!, to empower students, adult students and people in the community to go after their dreams. “If 1Extraordinary! encourages 1 person, 1 company and 1 community at a time, who in turn encourage their families and people in their lives, then we will meet our goals as a company. I look forward to the journey!” Check out her website to learn about Genae’s entrepreneurial venture at www.1extraordinary.com.

**Charlotte Northeast ’09**

made her directorial debut at the Philadelphia Live Arts Festival & Philly Fringe with her production of August Strindberg’s “Creditors”: her work on the play was noted by The Philadelphia Inquirer as “nothing short of dazzling.” Charlotte will be appearing in the Philadelphia Artists Collective’s production of “Timon of Athens” in Spring 2013; for more information, visit http://www.philartiststcollective.org.

**Robert Wadley ’12**

started his career as a Financial Representative with Northwestern Mutual on June 11 - the morning of his graduation day from Peirce. Now that’s putting your Peirce education to work! Congratulations, Robert.

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*A total of $535,969 dollars was raised in Fiscal Year 2012. Alumni contributed 53% of the dollars raised.*

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**2012 GIVING AT PEIRCE**

<table>
<thead>
<tr>
<th>Gift Range</th>
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<td><strong>Grand Total</strong></td>
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<td><strong>$535,969</strong></td>
</tr>
</tbody>
</table>

*A total of 348 donors contributed during the fiscal year. For the second consecutive year, the College received a $250,000 Predominantly Black Institutions (PBI) grant from the U.S. Department of Education.*
The Hollenbach family has been synonymous with success at Peirce for almost a century. The connection started when Raymond Hollenbach, Class of 1916, first walked through the doors of the Peirce School to advance his career opportunities after serving as a schoolteacher in his native Lehigh County. Following in his footsteps, his son Robert (Bob) Hollenbach ’48 pursued his diploma at Peirce, commuting each day from Royersford. Bob went on to utilize his business education in a successful career in the transportation industry, culminating in ownership of his own firm, RH Rate Services.

Several years ago, in appreciation of the success they enjoyed and the community in which they flourished, Bob and his late wife Phyllis decided to work with the Chester County Community Foundation (CCCF) to create the Hollenbach Family Foundation. The Foundation, which provides a legacy of support to the people and charitable organizations in the area, has named Peirce College the recipient of funds which will be used to create the Raymond E. Hollenbach ’16 and Robert R. Hollenbach ’48 Scholarship Fund.

Bob Hollenbach believes that “getting a good education is vital to everyone in this country” and is appreciative of the role that Peirce has played in his family’s life. After learning more about the role that donors like him play in helping students complete their educational goals at the College, he decided “that this opportunity at Peirce would be a way to help someone who needs the help.” The creation of the Raymond E. Hollenbach ’16 and Robert R. Hollenbach ’48 Scholarship Fund ensures that the family’s strong ties to the Peirce community will go on for generations to come.

Two senior members of the Peirce leadership team have announced their plans to retire by the conclusion of this academic year. Patricia A. Rucker, Ed.D., Senior Vice President, Academic Advancement & Provost, will be retiring from her position at the end of June 2013, and James M. Vitale, Senior Vice President, Finance & Administration will be departing Peirce at the end of November 2012.

In making this announcement to the Peirce community, President & CEO Jim Mergiotti notes that Jim and Pat “have been primary drivers of the many positive changes that have taken place and the outstanding results that have been achieved throughout that period. Both will retire having made Peirce a much better institution for our students and graduates.”

Dr. Rucker has been primarily charged with the advancement of the College’s academic programming and student support services. She has been responsible for leading the academic division and for setting and upholding high standards of quality in the design, development, and delivery of the College’s academic programs and operations; student support services; institutional research and information services. Dr. Rucker supervised Peirce’s accreditations and program approvals, led accreditation self-study processes, and is directing the development and implementation for Peirce College’s first master’s degree.

Jim Vitale has been responsible for the College’s Business Office, Enrollment Services, Student Financial Services, Admissions, Information Technology and Auxiliary Services that includes management of the campus facilities and security. During his time at the College, he implemented strong budgeting, expense management, and student billing functions. Jim has been best known for being the founder and leader of Peirce’s institution-wide initiative to provide high quality customer service.

President Mergiotti summarized the feelings of the Peirce community by noting that “we have been very fortunate to have experienced their (Rucker and Vitale’s) superb leadership and extraordinary commitment to the College.”
New Partnership For Peirce

Peirce has joined TD Bank’s Affinity Membership Program, which provides the College the opportunity to earn annual cash contributions. Here’s how it works: TD Bank will contribute a percentage of the annual balance in every one of your accounts which are held at the Bank. Checking, savings, money market, CDs and retirement accounts are all included. This donation comes as a contribution from TD Bank and does not come out of your account. The College will have no access to your personal banking information, and TD Bank does all of the accounting – we just receive a contribution from the Bank.

Here’s how you can help: If you bank at any TD Bank location, you can let a Customer Service representative know that you want your account linked to the Peirce College’s Affinity Program – our code is A3409. Or you can connect with Peirce alumna Mary Primus ’99 at the Center City location at 1900 Market Street or by calling 215-568-0900 to have her walk you through enrolling.

It’s a Family Affair: Mother and Daughter Succeed at Peirce

Kelly Blair and Kristina Botti

An expanded version of this article appeared on Peirce Connections, the College’s blog, at blog.peirce.edu.

Meet Kelly Blair and Kristina Botti: Mother and daughter... good friends... and now, classmates at Peirce College.

Kristina followed in her mom Kelly’s footsteps to return to college. At age 19, Kelly delayed her education to become a mother. She was a stay-at-home mom for many years, but when her husband became disabled, it was her turn to support the family. In order to work her way into the career path she wanted, she realized that an education was a necessity.

While pursuing an associate’s degree from Harrisburg Community College, she did research and found that Peirce offered a high-quality, accredited Paralegal Studies program -- exactly what she was looking for! Today, Kelly is working towards her bachelor’s degree in Paralegal Studies, with plans to graduate in December and pursue a career in a local law office.

“I decided to refer my daughter Kristina to Peirce because I had seen her struggling with different online schools, and they did not seem to offer the education that Peirce offered. Also I knew if she needed some assistance, she lived nearby and could go to the Walker Center if needed.”

Despite her mother’s encouragement, Kristina wasn’t always so sure that college was the right path for her. “After graduating high school, I did not feel that I was right for college," she recalls. “I wasn’t sure what I wanted to spend the rest of my life doing and did not want to waste time and money going to school for something I did not want to have as a career.”

It took several months for Kristina to heed her mom’s advice to look into Peirce College, but when she did, she became convinced that Peirce was the right school for her. Thanks to mom’s advice, Kristina is now working towards her bachelor’s degree in Healthcare Administration, with hopes of pursuing a career in a physician’s office or hospital after graduation.

“It is so thankful to her for pushing me to change schools,” says Kristina. “Not only do I feel like I am actually a member of the school, but I also feel like they actually believe in me.”

Many of our students find their way here through family, friends, or colleagues who have come before them and suggest they check us out. You may have already told others about Peirce’s career-enhancing degree programs and services. And you may have been a role model to students you recruited to Peirce through ongoing mentorship. We appreciate your being part of our community, and we would like to reward you for your dedication.

In addition to the rewards traditionally offered through our Referral Program, every alum who refers a new student to the College will now be publicly thanked in our online Referral Honor Roll and will receive a new special edition Peirce College T-shirt.

To start a potential student on the road to degree completion at Peirce, fill out the form below and mail it back to campus. Thank you!

PEIRCE NEW STUDENT REFERRAL FORM

Please fill out and mail to Office of Admissions, Peirce College, 1420 Pine Street, Philadelphia, PA 19102.

Your Name_____________________________ Class Year________

Address__________________________________________________________

Phone________________________ Email _____________________________

Referred Student’s Name ________________________________

Address__________________________________________________________

Phone________________________ Email _____________________________

To start a potential student on the road to degree completion at Peirce, fill out the form below and mail it back to campus. Thank you!
Give to the Peirce College Annual Fund

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.

Calendar of Events

Saturday, December 1
Alumni Association Longwood Gardens Holiday Tour

Bus departing from Peirce at 1:00 PM, Return by 9:00 PM

$59.95 for the first person in your party, $54.95 for each additional guest.

Dinner is on your own at Longwood; causal and fine dining options available.

Enjoy Longwood Gardens’ legendary holiday display as you wander through half a million twinkling lights, thousands of poinsettias, and beautifully lit fountains.

To register, visit: peircelongwood.eventbrite.com or call 215-670-9323.

Thursday, December 6
CDS presents Mocktails

51 College Hall, 5:30 PM to 8:00 PM

Practice how to effectively “work the room”: Mocktails attendees will learn important networking skills, and interact with industry professionals, including Peirce alumni.

To register, email CDS@peirce.edu or 215.670.9202 by 11/29/12.

Friday, December 7
Peirce Poetry Slam

College Hall, 6:00 PM to 8:00 PM

Join with the Peirce community and recite a favorite poem, bring your own work to read, or be a member of the audience. Refreshments will be served.

To RSVP, email alumni@peirce.edu or call 215.670.9323.

HOLIDAY GREETINGS

The holiday season is a perfect time to reflect on our blessings and express gratitude to those who play a part in our lives.

Thank you for being part of the Peirce family and supporting the College in fulfilling its mission of transforming lives. We are privileged to have you represent Peirce in your community, workplace, and the world.

On behalf of the Faculty, Staff, and Administration of Peirce College, I wish you and yours the very best this Holiday Season!

President James J. Mergiotti