Dear Fellow Alumni:

I am delighted to be serving as president of the newly reestablished Peirce College Alumni Association. The goal for the Association is to make your ongoing participation as alumni a relevant, meaningful and fun extension of your Peirce experience, no matter when or from which program you graduated. Fellow members of the Association’s new Board of Directors and I have been working diligently to identify ways in which we can tap into our alumni and actively engage them in creating the new era of Peirce College.

To celebrate the revitalization of the Association, all Peirce alumni are invited to join us on campus Monday evening, May 23, from 5:30 to 8:30 p.m., for the 2011 Spring Reception. We will be sharing plans for events, services, and communications to connect alumni with one another and the College. There will be an opportunity to enjoy each other’s company socially, gather by class decade, and network by profession and academic program. You will receive a formal invitation to the event with full details in the next few weeks.

I extend my thanks to the members of the new Alumni Association Board for their energy, enthusiasm and willingness to give their time to benefit fellow graduates: Jovanna Bevilacqua ’81 (vice president), Dorothy Forvour ‘63 (secretary), Ray Palzer ’52, Joe Tamney ’70, Greg Broomer ’03, Reggie Waller ’04, Jo-Ann Williams ’04 and Natalia Gamarra ’06.

Whether or not you are able to join us on May 23—and I hope you can—we will keep you posted on the future activities of the Association through this newsletter, the Peirce website, and specific announcements of upcoming events, programs and services.

Thank you for your support. The Association looks forward to being part of your lifelong connection with Peirce. Hope to see you on May 23!

Steve Wurtz ’08
President
Peirce College Alumni Association
New Human Resource Management Degree Introduced

In January, Peirce introduced a Bachelor of Science degree in Human Resource Management (HRM) to meet increasing employer demand for human resource professionals in the Greater Philadelphia region, as overall employment in HR jobs is projected to grow 22 percent over the next few years (according to the U.S. Bureau of Labor Statistics).

Following the recent launch of Accounting and Healthcare programs, Peirce’s HRM degree further enhances the College’s delivery of richer, broader degree programs for evolving markets. Specifically, the program is designed to prepare graduates to meet the shift in HR functions from tactical to strategic within companies and organizations.

“As the HRM program grows, we’re looking for ways to integrate it into the Philadelphia region’s HR community,” says HRM Assistant Professor Alicia Huppman, SPHR. “In addition to education, this program will provide great networking opportunities in the HR field for alumni and students.”

For further details about this new program, visit www.peirce.edu/HRM.

Message from the President

A major initiative in Peirce’s five-year strategic agenda is to firmly establish our unique brand in the marketplace. To that end, we performed a collaborative branding project, which incorporated input from Peirce faculty, staff, students and alumni, as well as the community at large. The project resulted in an exciting, newly defined Peirce brand, which is briefly described below.

A brand is “a promise made consistently over time.” At the heart of a brand, is the brand concept that serves as the brand’s “reason for being.”

“Real life. Real options.” is at the heart of the Peirce brand. It is the College’s reason for being. It defines what the College stands for. Specifically, Peirce College focuses on working adults who have a very strong sense of the real world. Everything Peirce does, takes into account the “real life” of our students, and guides and encourages them to complete their degree. Furthermore, with a degree from Peirce College, students are able to enjoy real options in their life.

“You can do this” is the tagline for the Peirce College brand. It is intended to communicate the encouragement and positive support the College provides its students.

Peirce College differentiates itself by being the voice of confidence, reassurance and determination for working adults, and signals that the College goes “the extra mile” in seeing that our students have every opportunity to be successful. Ultimately, it is the student’s degree, but Peirce College has created systems, approaches, and methods that guide and support the efforts of the student. The implication is simply, “You can do this.” Peirce College is here to help.

Alumni will benefit greatly from the new branding initiative. Increased visibility of Peirce in the marketplace will provide more widespread recognition of the institution’s heritage and quality. This should translate to higher value being placed on the certificates and diplomas held by our graduates.

Over the next several months you will learn more about the new Peirce brand, and the mission and values which provide its foundation. As ambassadors and representatives of the College you can help us advance the brand by spreading the word, and continuing to represent the institution very well in your communities and the world.

James J. Mergiotti
President & Chief Executive Officer

Refer a New Student and Be Rewarded

As a graduate of Peirce, you know what makes us different from other institutions. We want to share that “Peirce experience” with as many people as possible.

When you refer a new student, once he/she enrolls successfully, we will send you a $100 Barnes & Noble gift card and a special edition Peirce T-shirt. Plus, we will waive his/her $50 application fee. To refer someone you know, visit www.peirce.edu/referrals.
On Dec. 20, a group of nine Peirce College students, faculty and administrators participated in a most memorable opportunity: they attended the NASDAQ Career Day/Diversity event in New York City and rang the NASDAQ Closing Bell.

Students met NASDAQ OMX business leaders, including Peirce College Trustee and graduate Bill Morgan ’87 who is the senior vice president for Global Human Resources at NASDAQ OMX. Bill and his colleagues gave an overview of the exchange, what their days are like and spoke about the diversity initiative and career opportunities within the organization.

The students toured Wall Street and visited NASDAQ’s One Liberty Plaza location. They ended the day at NASDAQ’s Midtown location, where they were greeted by a message welcoming Peirce on the electronic billboard of the building, located in the heart of Times Square.

Clark Atlanta University students and faculty were also in attendance for the event. Dr. Wanda Owens from Clark Atlanta joined Peirce President James J. Mergiotti in presiding over the NASDAQ Closing Bell. Both institutions were recognized for their longstanding history and commitment to diversity before students and faculty joined President Mergiotti and Dr. Owens on the podium to ring the Closing Bell.

A special thanks to Bill Morgan for facilitating the event. It was a great opportunity for Peirce students to hear directly from an alumnus who’s built a successful career on the foundation of a Peirce education.

NEWEST PEIRCE TRUSTEE APPOINTED

Thomas E. Bajus

Thomas E. Bajus is the newest member of the Peirce College’s Board of Trustees. Mr. Bajus is managing director of the Retail Municipal Trading division of Philadelphia-based Janney Montgomery Scott LLC, which provides financial advice and wealth management services to individual, corporate and institutional investors. He is located in the firm’s corporate headquarters in Philadelphia and is responsible for all retail municipal trading.

He formerly held positions with Sovereign Bank and First Albany Corporation. A resident of Philadelphia, Mr. Bajus earned a bachelor’s degree in Finance from Pennsylvania State University.

“We are delighted to have Tom Bajus join Peirce College,” said Peirce President James J. Mergiotti at the time of Mr. Bajus’ election. “He brings strong business acumen and represents the perspective of a significant area employer which are key ingredients to advancing our strategic agenda.”

The Peirce community joins together in welcoming Mr. Bajus!
One Graduate’s Perspective: Gwendolyn McNuckles ‘10

Gwendolyn McNuckles’ graduation in May 2010 marked a true commencement of the next step in a decades-long journey to achieving her educational goals: she moved halfway across the country to become a graduate student in the Masters in Public Administration (MPA) program at the Bush School of Government at Texas A&M University. Her interest in pursuing the MPA was born out of the challenges she faced and overcame as a nontraditional student. Her successes at Peirce as a scholar and advocate, as well as her former career as a service coordinator at an early intervention center, make her confident that the MPA is the degree that will position her to best help people achieve as she has.

“My ultimate goals are to work in nonprofits that support women and children,” Ms. McNuckles explains. “I am leaning toward empowerment and educational initiatives for women with tutoring programs and assistance in the pursuit of college educations for their children.”

Since Ms. McNuckles graduated, she has kept in touch with Peirce, even donating to the Annual Fund while on a full-time student’s budget. As she puts it, “we have a responsibility to support Peirce and secure its future because it was there for us. We have to pay it forward for the next person.”

Gwen McNuckles’ life, in and out of the classroom, is an exemplar of “paying it forward” and the lives of the people she impacts are that much the better for it.