



Press Clippings

March 2015

Web

Title: Fierce Conversation on race relations launched at Philly's Peirce College

Author: Sara Hoover

Link: <http://www.newsworks.org/index.php/local/item/79085-fierce-conversation-on-race-relations-launched-at-phillys-peirce-college>

Date: March 2, 2015.

MARCH 2, 2015

'Fierce conversation' on race relations launched at Philly's Peirce College

Panelist Craig Smith of Year Up Philadelphia speaks while Marcus Allen, CEO of Big Brothers/Big Sisters Southeastern Pennsylvania, listens during a discussion on race relations at Peirce College. (Sara Hoover/for NewsWorks)

Recent events in Ferguson, Missouri, have sparked a national dialogue about the relationship between law enforcement and African-Americans. To wrap up Black History Month, Peirce College in Philadelphia brought that conversation home locally with an event on bridging that racial divide.

About 25 community members filled a room on campus to hear panelists from law enforcement, the Mayor's Office of Public Safety and youth outreach programs.

Organizers of the event called it a "fierce conversation," purposely taking on a topic that's hard to address. The objective was to have a broad conversation about racial tensions as a first step to implementing change.

Panelist Mike Noone, first assistant district attorney in Chester County, said he attended because everyone has the right to a safe community.

"You want to be able to live some place where you know you're safe and protected from criminals by the police," he said. "There are some places where people feel that's on its head, and they need to be safe and protected from police. And that's not the way it should be."

Some members of the predominantly African-American audience said they were afraid of the Philadelphia police, had been racially profiled and were not sure how to engage with law enforcement.

Topics included law enforcement's interaction with mental health patients, communities of color and prison populations.

But participants spent a good chunk of the time discussing youth.

"Our kids are probably more impacted than the adults, right?" said panelist Marcus Allen, CEO of Big Brothers Big Sisters of Southeastern Pennsylvania. "Because they're seeing these images and things happening across the country, and they don't understand it. They don't have a context to really make it make sense to them."

Students have more difficulty learning if they don't feel safe, he said, and it matters that they feel secure.

Allen, the first African-American CEO of the organization, echoed other panelists' call for continued dialogue.

"African-American kids are seeing these horrible images of what happens to black men, and then there's going to be a natural discord that's going to happen between black kids and the police," Allen said. "So tonight, I think, was a great start to having a conversation."

He says both groups must move away from an "us versus them" mentality.

"It's not the community versus the police. The police are a part of the community," he said. "And, I think, as we can have those conversations with our kids and get them to understand that they don't have to be scared of the police."

Not only were the needs of young students addressed, but the role higher education can play in continuing this discussion.

Dr. Rita Toliver-Roberts, vice president of academic advancement at Peirce, pointed to the college, which serves nontraditional learners and working adults, as a community leader.

"Education affords opportunities for families to grow, change culture and for communities to grow," she said.

Dr. Tobo Houessou-Adin, the first professor to create and teach African-American studies at Peirce 20 years ago, said that while topics of racial tension come up in her class, just the existence of these courses has been beneficial.

"It's amazing, especially for people of African descent, to look at history from that perspective," she said. "They become players of history, the center of discussion, and no longer on the periphery. It empowers them and makes them feel confident and encouraged that they can conquer the world."

Title: When is Spring Break? See Which Colleges are Off Which Weeks

Author: Dennis Pillion

Link:

[http://www.al.com/news/beaches/index.ssf/2015/03/when_is_spring_break_2015_ch
ec.html](http://www.al.com/news/beaches/index.ssf/2015/03/when_is_spring_break_2015_chec.html)

Date: March 5, 2015.

When is spring break 2015? See which colleges are off each week

You may not have noticed yet, but the college spring break season has officially begun, with a few dozen schools, including the University of South Alabama and the University of Mobile, releasing students to their own devices this week.

Though the season starts out slow, next week hundreds of schools will be out of session, with thousands of students likely headed to the beaches of Alabama and the Florida Panhandle.

Below, see an extensive list of hundreds of colleges and universities, arranged by date.

Alabama colleges and SEC schools are in bold at the top of each week's listings for convenience, and other schools listed alphabetically. If you're looking for specific schools, remember the "Control-F" command is your friend.

Feb 28 – March 7

University of Florida FL

University of Mobile AL

University of South Alabama AL

Vanderbilt University TN

Adrian College MI

Ashland University OH

Assumption College MA

Barry University FL

Boston College MA

Brevard College NC

College of Charleston SC

Community College of Philadelphia PA

Davidson College NC

Duquesne University PA

Florida Atlantic University–Boca Raton FL

Gannon University PA

Grand Valley State University–Allendale MI

Grand Valley State University–Grand Rapids MI

John Carroll University OH

King's College ON

LaSalle University PA

Longwood College VA

Loyola University – Wilmette IL

Loyola University in Maryland MD

Loyola University of Chicago–Lakeshore Campus IL

Mount St. Mary College – NY NY

Muhlenberg College PA

Neumann College PA

Ohio University OH

Peirce College PA

Roanoke College VA

Siena Heights University MI

Southern New Hampshire University–Manchester NH

St. Anselm College NH

St. John Fisher College NY

St. John Fisher College NY

Temple University–PA PA

University of Detroit Mercy MI

University of Maine ME

University of Michigan at Ann Arbor–Central Campus MI

University of South Florida FL

University of Tennessee–Martin TN

University of the Sciences in Philadelphia PA

University of Vermont VT

Urban College of Boston MA

Villanova University PA

Xavier University – Ohio OH

York College of Pennsylvania PA

March 7 – March 14

Mississippi State University MS

Troy University AL

Tuskegee University AL

University of Georgia GA

University of Mississippi–Main Campus MS

American University DC

Arizona State University AZ

Baylor University–Waco TX

Bemidji State University MN

Benjamin Franklin Institute of Technology MA

Bentley University MA

Bloomsburg University PA

Boston University MA

Bowling Green State University OH

Bridgewater State College MA

Bryant University RI

Bucknell University PA

Butler University IN

California University of Pennsylvania CA

Carnegie Mellon University PA

Case Western Reserve University OH

Catholic University of America, The DC

Central Methodist College MO

Central Michigan University–Mount Pleasant MI

Clarion University of Pennsylvania–Clarion PA

Coastal Carolina University SC

Colby College SC

College of New Jersey, The NJ

College of William and Mary VA

Colorado School of Mines CO

Concordia University–NE NE

Curry College MA

Curtis Institute of Music PA

Dickinson College PA

Dordt College NE

Duke University NC

East Carolina University NC

Eastern Kentucky University KY

Eastman School of Music of the University of Rochester NY

Embry–Riddle Aero University–FL FL

Emerson College MA

Emmanuel College MA

Emory University GA

Everest Institute: Rochester NY

Fairfield University CT

Ferris State University MI

Fisher College MA

Fitchburg State College MA

Florida State University FL

George Washington University at Foggy Bottom DC

Georgetown University DC

Gettysburg College VA

Gordon College–GA GA

High Point University NC

Illinois State University IL

Illinois Wesleyan University IL

ITT Technical Institute: Liverpool NY

James Madison University VA

Kutztown University of Pennsylvania PA

Lake Forest College IL

Lansing Community College MI

Le Moyne College NY

Lehigh University PA

Liberty University VA

Lock Haven Univ of Pennsylvania–Main Campus PA

Long Island University–C.W. Post Campus NY

Lynchburg College VA

Massachusetts Col of Pharmacy and Health Science MA

Medaille College: Rochester NY

Merrimack College MA

Michigan State University MI

Michigan Technological University MI

Mildred Elley NY

Millikin University IL

Minnesota State University – Mankato MN

Minnesota State University – Moorhead MN

Missouri State University MO

Missouri Western State College MO

Montclair State University NJ

Moore College of Art and Design PA

Morehouse College GA

Mount Ida College MA

Nazareth College NY

Norfolk State University VA

North Carolina State University NC

Northeastern University MA

Northern Illinois University IL

Northern Kentucky University KY

Northwestern College–St. Paul MN

Notre Dame of Maryland University MD

Ohio Dominican College OH

Old Dominion University VA

Pennsylvania Academy of the Fine Arts PA

Pennsylvania College of Technology PA

Pennsylvania Institute of Technology PA

Pennsylvania State Univ–Altoona College PA

Pennsylvania State Univ–Beaver Campus PA

Pennsylvania State Univ–Erie/Behrend College PA

Pennsylvania State Univ–Main Campus PA

Providence College RI

Quinnipiac University CT

Richard Stockton College of New Jersey, The NJ

Robert Morris University PA

Sacred Heart University CT

Saint Joseph's University PA

Salisbury State University MD

Salve Regina University RI

Seton Hall University NJ

Shippensburg University of Pennsylvania PA

Simmons College MA

Sojourner-Douglass College MD

Southern Illinois University Carbondale IL

Southern Illinois University Edwardsville IL

Southern Methodist University TX

St. Bonaventure University NL

St. Cloud State University MN

St. Francis College NY

St. Josephs University PA

St. Marys College-IN IN

St. Thomas Aquinas College CA

Stevens Institute of Technology NJ

Stonehill College MA

Suffolk University MA

SUNY College of Environmental Science and Forestry NY

Syracuse University Main Campus NY

Texas Christian University TX

The Sage Colleges NY

Thomas Jefferson University: College of Health Professions PA

United States Coast Guard Academy CT

University of Alaska Anchorage AK

University of Central Florida FL

University of Iowa IN

University of Maryland Baltimore MD

University of North Carolina at Chapel Hill NC

University of North Carolina at Greensboro NC

University of North Carolina at Wilmington NC

University of Pennsylvania PA

University of Pittsburgh–Pittsburgh Campus PA

University of Rochester NY

University of South Dakota, The SD

University of Southern Colorado CO

University of Southern Mississippi MS

University of Tampa FL

University of Texas at Arlington TX

University of Texas at San Antonio TX

University of Texas at Tyler TX

University of the Arts PA

University of Virginia VA

University of West Florida FL

Upper Iowa University IA

Utah State University UT

Virginia Commonwealth University VA

Virginia Polytechnic Institute and State University VA

Washington University of St. Louis MO

Wentworth Institute of Technology MA

Wesleyan University-CT CT

West Chester University of Pennsylvania PA

West Virginia Junior College WV

Western Kentucky University KY

Western Michigan University MI

Westfield State College MA

Wingate University NC

Worcester Polytechnic Institute MA

Youngstown State University OH

March 14 - March 21

Birmingham Southern College AL

Samford University AL

Texas A&M University-Main Campus TX

University of Alabama Tuscaloosa AL

University of Kentucky KY

University of South Carolina Columbia SC

University of Tennessee Knoxville TN

Adelphi University NY

Albany College of Pharmacy and Health Sciences NY

Albright College PA

Allegheny College PA

Amherst College MA

Appalachian State University MA

Art Institute of Boston at Lesley University MA

Babson College MA

Berklee College of Music MA

Bethel College-IN IN

Black Hawk College East Campus IL

Boston Architectural College MA

Boston Conservatory MA

Bowdoin College ME

Bradley University IL

Bryant & Stratton College: Albany NY

Bunker Hill Community College MA

California State University-Chico CA

Canisius College NY

Clarkson University–NY NY

Clemson University SC

Colgate University NY

Colorado State University CO

Columbia University in The City of New York NY

Coppin State University MD

Drake University IA

Eastern Connecticut State University CT

Eastern Illinois University IL

Endicott College MA

Fordham University NY

Fordham University–Bronx NY

Franklin Pierce College NH

Gallaudet University DC

Hamilton College–NY NY

Hampshire College MA

Harvard University MA

Hobart & William Smith Colleges NY

Howard College–Big Spring Campus TX

Indiana University Bloomington IN

Iona College NY

Iowa State University IA

Ithaca College IA

ITT Technical Institute: Albany NY

Johns Hopkins University MD

Kansas State University KS

Keene State College NH

Knox College IL

Lafayette College PA

Manhattan College NY

Maria College NY

Marist College NY

Maryland Institute College of Art MD

Massachusetts College of Liberal Arts MA

McDaniel College NY

Monmouth University NJ

Mount Holyoke College MA

New England Conservatory of Music MA

New York University NY

Niagara University NY

North Dakota State College of Science ND

North Dakota State University ND

Ohio State University–Main Campus OH

Oklahoma State University–Main Campus OK

Onondaga Community College NY

Pace University – Pleasantville NY

Pace University New York Campus NY

Philadelphia University PA

Plymouth State University MA

Princeton University NJ

Purdue University–Main Campus IN

Quincy College–MA MA

Ramapo College of New Jersey NJ

Roger Williams University RI

Rowan University NJ

Rutgers – The State Univ of New Jersey – New Bruns NJ

Salem State College–MA MA

San Jacinto College–Central TX

School of the Museum of Fine Arts MA

Skidmore College NY

Smith College MA

Southeast Missouri State University MO

Southern Connecticut State University CT

Southwestern Oklahoma State University–Weatherford OK

Springfield College–MA MA

SUNY at Albany NY

SUNY at Buffalo N

SUNY at Farmingdale NY

SUNY College at Brockport NY

SUNY College at Cortland NY

SUNY College at Fredonia NY

SUNY College at Geneseo NY

SUNY College at Oneonta NY

SUNY College at Oswego NY

SUNY College at Plattsburgh NY

Texas A&M International University TX

Texas State University TX

Towson University MD

Tufts University–Medford MA

United States Naval Academy MD

University of Arizona AZ

University of Baltimore MD

University of Central Missouri MO

University of Connecticut at Hartford CT

University of Connecticut at Storrs CT

University of Denver CO

University of Houston TX

University of Idaho ID

University of Kansas–Main Campus KS
University of Maryland–College Park MD
University of Maryland: Baltimore County MD
University of Massachusetts–Amherst MA
University of Massachusetts–Dartmouth MA
University of Miami–Miami FL
University of Minnesota–Twin Cities MN
University of Nevada–Reno NV
University of New Hampshire NH
University of North Dakota ND
University of North Florida FL
University of North Texas TX
University of Northern Colorado CO
University of Northern Iowa IA
University of Oklahoma Norman Campus OK
University of Rhode Island RI
University of Scranton PA
University of Southern California CA
University of Texas at Austin TX
University of Utah UT
University of Wisconsin–Milwaukee WI
University of Wyoming WY

Virginia Military Institute VA

Virginia Polytechnic Institute and State University VA

Washburn University of Topeka KS

Western Illinois University IL

Western New England College MA

William Paterson University of New Jersey NJ

March 21 - March 28

Alabama A&M University AL

Alabama State University AL

Auburn University Main Campus AL

Auburn University Montgomery AL

Jacksonville State University AL

Miles College AL

University of Alabama Birmingham AL

University of Alabama Huntsville AL

University of Arkansas AR

University of Missouri MO

University of North Alabama AL

University of West Alabama AL

Boise State University ID

Brown University RI

Carleton College MN

Central Connecticut State University CT

Central Washington University WA

Centre College KY

Dartmouth College MA

DePaul University IL

Drexel University PA

Elon College NC

Great Lakes Christian College MI

Hartwick College NY

Kent State University–Main Campus OH

Massachusetts Institute of Technology MA

Metropolitan Career Center Computer Technology Institute PA

Miami University–OH OH

Missouri University of Science and Technology MO

Morgan State University MD

Mount Mercy College IA

Portland Community College–Sylvania Campus OR

Rensselaer Polytechnic Institute NY

Rochester Institute of Technology NY

Union College–NY NY

United States Air Force Academy CO
University of Akron Main Campus OH
University of California–Los Angeles CA
University of Central Arkansas AR
University of Chicago IL
University of Colorado at Boulder CO
University of Illinois at Chicago IL
University of Illinois at Urbana IL
University of Illinois at Urbana Champaign IL
University of Nebraska–Kearney NE
University of Nebraska–Lincoln NE
University of Nebraska–Omaha NE
University of Oregon Main Campus OR
University of Washington–Seattle WA
University of Wisconsin–Whitewater WI
Washington & Jefferson College PA
West Virginia University WV
Western Connecticut State University CT
Western State College CO

March 28 – April 4

Spring Hill College AL

University of Montevallo AL

Berkeley College NJ

Berkeley College – Lower Manhattan Campus NY

Berkeley College – Midtown Campus NY

Cal State University Long Beach CA

Castleton State College VT

College of DuPage IL

College of New Rochelle NY

Cornell University NY

Delta College MI

Eastern Kentucky University KY

Fashion Institute of Technology NY

Franklin College of Indiana IN

Kettering University MI

Loyola University New Orleans LA

Purchase College, State U of NY NY

San Diego State University CA

Southern New Hampshire University NH

St. Olaf College MN

Susquehanna University PA

Tulane University LA

University of Dayton OH

University of Delaware DE

University of Wisconsin–Madison WI

University of Wisconsin–Parkside WI

Xavier University of Louisiana LA

April 4 – April 11

Louisiana State University LA

Baltimore City Community College MD

City Univ of New York–Queens College NY

Eastern Michigan University MI

Hofstra University NY

Hudson Valley Community College NY

SUNY at Binghamton NY

Tufts University–Boston MA

Title: Local college to let students decide on-the-fly to go to class in-person or online

Author: Lauren Hertzler

Link: <http://www.bizjournals.com/philadelphia/news/2015/03/19/on-the-fly-college-class-in-person-or-online.html?page=all>

Date: March 19, 2015.

Local college to let students decide on-the-fly to go to class in-person or online

Mar 19, 2015, 2:50pm EDT Updated Mar 19, 2015, 3:22pm EDT

Lauren Hertzler

Philadelphia Business Journal

Peirce College has a new program that takes its historic flexible schedule to the next level.

Peirce College has a new program that takes its historic flexible schedule to the next...
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Peirce College has a new program that takes its historically flexible schedule to the next level.

For the past year, the college has been testing a model where students can decide on-the-fly to attend class in person or online. It's aimed at the students that primarily make up Peirce's population — the working adults that are often hit with last-minute tasks for a job or for their family.

If they can't make it to class due to a sudden engagement, they can read up on all the lecture notes at a later date and even, in some cases, receive audio feedback on assignments and turn in assignments online. For online students, it allows them the opportunity to go to class for that extra in-person interaction if need be.

Stefani Gonzalez-Adorno, who is studying for a master's in organizational leadership management, said she typically takes her classes online. She has a busy schedule running a childcare business in North Philadelphia and taking care of two young

children of her own. Although she largely took classes online, she liked the option of physically going to class — especially when the coursework got more difficult.

“There are some times that you need that one-on-one feedback and interaction with other students in order to assist your understanding,” she said. “I was able to talk about past assignments, and have a faster interaction than I would have had online. I found it very helpful.”

Shelli Thomas, a health information technology student, said she usually takes her classes on Peirce’s campus in Center City. But once or twice during the pilot program, she couldn’t make it to her weekly class but was able to catch up from home.

“Being on site for me is a great way to learn,” said Thomas, who works as an operations manager within the University of Pennsylvania Health System. “I can ask my questions front-and-center and get that instant feedback. However, when I did it off-site, I still had my questions answered. Sure, it wasn’t instantaneous, but the response time was realistic and reasonable.”

Thomas, who has a 16-year-old daughter, called herself a “goody two-shoes,” feeling guilt if she has to miss a class. But with the new flexible program, she doesn’t feel that way.

“I know I’m still involved and engaged and can follow with what the class did, without that guilt,” she said, adding later, “for busy people like me, I think it worked, and you don’t have to rely on other people’s notes.”

The new flexible class environment is still in testing mode this semester, but will roll out officially this fall with four degree programs. Throughout 2016, it is intended to extend throughout the rest of Peirce’s curriculum.

“We heard quite clearly from our adult learners that it is difficult for them to conform to a traditional, rigid class schedule, since they have personal, professional and community obligations to attend to,” Peirce President Jim Mergiotti said. “Since Peirce’s first online programs were introduced in 2000, our students have been able to take any course in person or online, but they had to commit to their choices through the

entire course. Based on the market's needs, it is clearly time to take this flexibility to the next level."

The college said the new program is part of "several initiatives" included in its overarching strategic plan approved this year. Another plan, for example, is to launch a pilot program in May that allows students to complete accelerated courses over the span of three weekends. Another is to hire a senior level employer relations leader who will work to expand Peirce's connections with companies like Comcast, Independence Blue Cross and SEPTA. Hopefully it would help land students jobs, as well as help develop corporate fundraising and sponsorship opportunities.

Title: Our View: Should Simpson College try a mix of online and in-person classes?

Author: Unknown

Link: http://www.thesimpsonian.com/opinion/our-view-should-simpson-college-try-a-mix-of-online/article_b3735bf2-d29a-11e4-8345-5f1793e01c70.html

Date: March 24, 2015.

Our View: Should Simpson College try a mix of online and in-person classes?

Posted: Tuesday, March 24, 2015 9:57 pm

It's not uncommon for students at Simpson College to have every hour of each day planned out. With a liberal arts curriculum, we're encouraged to take classes in all subjects, on top of taking on multiple internships and securing leadership roles in on-campus organizations.

In addition to that, our Continuing & Graduate Programs have students who commute from all over central Iowa, balancing families, full-time jobs and classes.

Would it be a bad idea to have courses with both in-class and online options for traditional and non-traditional students?

Peirce College in Philadelphia focuses primarily on adult learners and will eventually offer students the chance to go back and forth between showing up to class and taking the course online. The program will roll out in the fall and college administrators feel like it has promise.

From what we've researched, Peirce's 2015-18 Strategic Plan on its website outlines areas that almost parallel what Simpson's striving to provide its students:

Affordability

Higher education quality that is shifting towards a demand for "flexibility and improved speed to completion for students"

Flexibility in course offerings

More financial aid help

Career services and advising

Alumni and employer connections

More student retention

Commitment to building on the college's current success

In a day where students depend on technology more than ever, having a backup plan in the event class is missed would help. We strive to do it all, but sometimes things don't work out.

Transfer and non-traditional students often live off campus, meaning weather issues could be a frustration, making it difficult to get to classes. In addition to problems that could arise with commuting, last minute demands could mean attending class cannot be the main priority. Sometimes, traditional students also decide to commute. The higher education market is fluid and ever changing. Your traditional student might not always be seeking to live in a residence hall and wanting classes at regular operating hours.

Obviously students want an education – it's why they're going to college in the first place. But they might need alternative options so they can get the education they're paying for with less stress and anxiety.

Peirce tested their pilot program last year and professors said students responded positively.

In *The Chronicle of Higher Education*, Stephanie Donovan, assistant professor and faculty chair for health programs at Peirce, said absences dropped nearly nine percent. This not only would boost students' motivation to work hard on their assignments, but would also give them a chance to maintain their grades in the event of an illness, family-related problem or having to balance their jobs with school.

In the fall semester, Simpson president Jay Simmons said, "We're moving the Ankeny campus directly across from the Des Moines Area Community College (DMACC) to a new development there called the Prairie Trail. We're in close consultation about some bridge programs so as soon as a student up there receives an A.A., he or she can just

literally walk across the street and start a degree completion with us at Simpson at Prairie Trail.”

That’s one way Simpson is seeking to improve its recruiting efforts for the Continuing & Graduate Programs so there’s more accessibility. But having both in-person and online options wouldn’t be such a bad idea to look into, either.

Title: Online or In-Person? One College Lets Students Switch Back and Forth

Author: Unknown

Link: <http://chronicle.com/blogs/wiredcampus/online-or-in-person-one-college-lets-students-switch-back-and-forth/56265>

Date: March 24, 2015.

Online or In-Person? One College Lets Students Switch Back and Forth

When you register for a course, you often have a choice: in-person or online. But at Peirce College, you don't have to pick one or the other. All students will soon get access to both formats in the same course.

Peirce, a college in Philadelphia that caters specifically to adult learners, plans to allow its students to switch back and forth between attending class in person or online, based on which is more convenient for them on a given week. The flexible delivery model will be offered in certain programs this fall and it will be extended to the college's entire curriculum by September of 2016. The initiative is part of the college's 2015-2018 strategic plan.

Last year the college ran a pilot program to see how students would respond to the new flexibility, and the results were promising, said Stephanie Donovan, assistant professor and faculty chair for health programs.

Students who took courses in Session 3 with the new delivery model had much better attendance than students who had participated in Session 3 the year before, Ms. Donovan said. Absenteeism fell from 10.2 percent to 1.4 percent.

Peirce has many students who describe themselves as “very compliant, goody-two shoes” types, Ms. Donovan said. For students like this, missing class can be a source of anxiety. Students indicated that the new system would allow them to miss class for illnesses, child care, or other commitments without having to feel guilty, because they could complete their coursework online instead, Ms. Donovan said.

Some students might plan to take their classes in person, but use the online component to review information if they didn’t understand something. Others might plan to take most of their classes online, but make a trip to campus if they’re struggling with a concept and want to discuss it further with a professor.

Peirce College has already worked to make its programs easily accessible – all courses are offered online and in person — but students were looking for even more flexibility, said James J. Mergiotti, the college’s president and chief executive. The college “wanted to take it to the next level,” he said.

And the new model shouldn’t create much extra work for professors — they all already teach their courses in both formats, said Rita J. Toliver–Roberts, vice president for academic advancement.

Peirce students lead busy lives, so it’s the mission of the college to make higher education fit easily into them. A delivery method that gives students options does the trick. “It’s just a perfect fit in terms of what we’re trying to accomplish,” Mr. Mergiotti said.

Title: Peirce College Recognized for Outstanding Collegiate Marketing with Three CUPPIE Awards
Author: Unknown

Link: <http://philadelphia.citybizlist.com/article/251483/peirce-college-recognized-for-outstanding-collegiate-marketing-with-three-cuppie-awards>

Date: March 12, 2015.

Peirce College Recognized for Outstanding Collegiate Marketing with Three CUPPIE Awards

3/12/15

For the fifth straight year, **Peirce College** has been recognized by the CUPPIE Awards for its exceptional marketing and advertising work in the Greater Philadelphia Region. The College now boasts a total of eight CUPPIES.

[Peirce College](#), a non-profit, four-year college specializing in career-focused education for working adults, claimed three CUPPIE awards in the 2015 collegiate advertising competition:

- **Gold** in the radio category
- **Gold** in the outdoor category
- **Silver** in the agency-produced online category

The CUPPIE Awards are presented annually by [CUPRAP](#) (College and University Public Relations and Associated Professionals) for extraordinary collegiate marketing campaigns. This year, CUPRAP received 380 entries for the highly competitive and acclaimed awards. "It is an honor to be recognized once again for the quality of our marketing work, especially given the caliber of our neighboring institutions," said Lisa Paris, vice president of marketing and admissions at Peirce. "We strive for impact and authenticity so that prospective students have real and credible information on which to base their decisions."

Peirce College will be presented its awards on March 12 as part of CUPRAP's annual professional development conference at the Hotel Hershey in Hershey, Pennsylvania.

About Peirce College

In 2015, Peirce College celebrates 150 years dedicated to providing higher education to working adults. In celebration of this momentous occasion, Peirce will host a year-long series of events surrounding the theme, "Many Years, One Purpose." Peirce College offers bachelor's and associate degree programs in the areas of Business, Healthcare, Information Technology, and Legal Studies, and a Master of Science in Organizational Leadership & Management. Located in the heart of Philadelphia, Peirce is a non-profit institution that specializes in serving the unique needs of working adults, many of whom work full time and are raising families. Peirce College is accredited by the Middle States Commission on Higher Education, 3624 Market St. Philadelphia, PA 19104 (267-284-5000). Additionally select programs are accredited by The Accreditation Council for Business Schools and Programs, the American Bar Association and the Commission on Accreditation for Health Informatics and Information Management Education.

For more information about Peirce College, call 888.467.3472, or visit www.Peirce.edu. Visit Peirce's blog, [Peirce Connections](#), at <http://blog.Peirce.edu>. Become a fan of Peirce College on [Facebook](#). Follow [@PeirceCollege](#) on Twitter. View the Peirce College [YouTube Channel](#).

- See more at: <http://philadelphia.citybizlist.com/article/251483/peirce-college-recognized-for-outstanding-collegiate-marketing-with-three-cuppie-awards#sthash.vrBF7hzm.dpuf>