"Good News!" focuses 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.

Atiya Goldsmith ’12 has begun study in the Masters in Public Administration program at Wilmington University. She also recently received her U.S. Customs Broker license.

Holly Frey ’10 has been named Valedictorian of her Widener Law School class in honor of her having achieved the highest average in her class. She will receive her Juris Doctorate degree at the May 16 Commencement ceremony.

Professor Cyndi Gentile has been elected President of the Mid-Atlantic Academy of Legal Studies in Business (MAALSB) for the 2015-16 term. In her role as President, Cyndi will be bringing the annual regional conference of Legal Studies in Business faculty members to Peirce College in the Spring of 2016. A member of the Peirce Class of 1951, Helen Stevens Mountney recently had her first book published... at age 81! Called “Haddonfield on the Move”, this richly-detailed work features stories of houses which have been moved within the town over the years. A publication of the Historical Society of Haddonfield, Helen spent years researching, interviewing, and compiling the stories which make up this 210-page book. Well done, Helen - such an accomplishment!

Correction – Cathy Arnold ’14 is enrolled at Widener University in the graduate program for a Masters in Taxation and Financial Planning, not Public Administration as reported in the previous Peirce Perspectives. We apologize for the error.

Spring Reception

On Monday, May 18, the annual Spring Reception will offer an evening of social camaraderie, professional networking, and reconnecting with the school. The College’s Distinguished Alumni and Service Awards will also be presented. An invitation will be sent to all alumni in the mail in April, or visit the alumni website for details.

I am very enthusiastic about the College’s new Strategic Plan, which is the focal point of this issue of Peirce Perspectives. The new plan has allowed us to:

• Re-affirm and sharpen Peirce’s Vision and Mission statements and the target market we serve;
• Create a clear strategy to further differentiate Peirce from its competition and become the school of choice for its target market, now and in the future;
• Ensure that the strategy elevates the Peirce brand, enhances student retention and completion rates, and places Peirce on a path of sustainable growth to fuel future expansion and innovation.

Our new vision statement is bold and sets a formidable, unqualified target for Peirce to be the recognized higher education leader in providing adult learners a direct and customized path to employer valued skills and credentials. The new mission statement - we equip adult learners, in a personalized, student-centered environment, to achieve their goals and successfully fulfill workforce needs - speaks to work that has been consistently performed at Peirce for 150 years and translates across all generations of alumni and students.

The underlying research which preceded development of the plan identified a large prospective market, albeit competitive, but certainly sufficient enough to meet or exceed the College’s enrollment goals over the next several years. The results identified geographic market expansion opportunities through a core group of non-traditional students in the 11-county Philadelphia region quite attracted to Peirce and its value proposition. The demands of these prospects for more streamlined and customized paths to attaining college degrees have led to the delivery innovations resident in the plan regarding: intra course interchangeability of on campus and online formats; more intensive, accelerated course scheduling; and the development of a competency based education platform.

As you read the following pages, you will discover a plan that challenges the status quo and includes initiatives related to redesigning the College’s guidance and support services; taking more integrated, strategic approaches to employer relationships and fundraising; and leveraging alumni relationships to advance the plan, fulfill the mission and achieve the vision. This exciting 2015-18 Strategic Plan is a tribute to Peirce’s solid positioning and responsiveness to a dynamic higher education marketplace. It exemplifies the student and employer centric focus of the College begun by Thomas May Peirce, our great founder in 1865, which continues today. Most importantly, it provides a clearly, optimistic outlook for Peirce for the foreseeable future.
In spring of 2014, the College conducted a comprehensive strategic research project comprising market and competitor analyses, employer interviews, and a combination of qualitative and quantitative research with current and prospective students and alumni. The findings served as the foundation for a multi-year strategic plan. The College retained the services of Chadwick Martin Bailey to lead the research and their strategy organization, South Street Strategy Group, to facilitate and support the planning process.

Although Peirce faces headwinds in the market i.e. a declining market for undergraduates in Pennsylvania, the study confirmed a highly competitive market. Peirce’s enrollment targets non-traditional students in the 11-county Philadelphia area and online nationally in targeted program areas/demographics.

- Despite continuing to battle low awareness, Peirce is perceived as an institution that teaches career skills at an affordable price and is accommodating to working adults.
- Core prospects for Peirce see a great deal of value in competency-based programs and unique course scheduling. Speed and flexibility primarily drive their college choices therefore alternative course formats are considerably appealing.
- Peirce alumni have overwhelmingly positive views of their experience and can promote positive perceptions of Peirce in the future. Alumni would like to see increased outreach and opportunities for engagement as well as extended support with employment related career services.

The Board of Trustees voted to accept the final plan at their February 26, 2015 meeting. To read the entire summary, visit the Peirce website at www.peirce.edu/alumni or contact the Office of Institutional Advancement at 215-670-9323 for a print copy.
was also President of the Accounting Student Association. She is currently serving as a mentor to a Peirce student.

Raye Goldborough ’14 graduated with a Bachelor’s degree in Business Administration. A member of Delta Mu Delta, Raye graduated at the same 2014 ceremony as her daughter. She is an AVP for Wilmington Savings Fund Society, FSB (WSFS Bank).

Anthony E. Gracey ’03 is a former member of the Alumni Board, as well as the founder of the Paralegal Student Association. Anthony received both the Palzer Leadership Award and Walker Center Awards at Commencement. He is a Paralegal Specialist with the US Department of Defense.

James Wesley Hansen ’85 received a B.S. in computer data processing; while at Peirce, he was a member of the Dean’s List. He is a member of Sigma Gamma Omega, and is an account manager with U.S. Security Associates.

Barry James ’07 is the current Vice President of the Alumni Board. He has two degrees from Peirce - an A.S. in 1983, and a B.S. in 2007 - and is a master’s degree from Penn State. He is a current member of three Advisory Boards and committees at Peirce. He is the Global Internship Program Manager for OSIsoft.

Jeffrey Ann Richmond-Moore ’03 is an Enrolled Agent with CARR & JAMS Tax Services. She earned an associate degree in Business Administration.

Marvin Rosenbaum ’50 is an accounting graduate of Peirce. While in school, he served on the yearbook staff and was a member of the basketball team. He is a C.P.A. and owner of his own accounting firm. Marvin has been instrumental in the establishment of the Angelo E. DiAntonio Accounting Award and is a member of the Awards Committee.

Kurt Schaefer ’60 is a current member of the Board, and chairs the Scholarship Committee, a volunteer position he has held for over a decade. An administrative accountancy major at Peirce, Kurt is the assistant manager of Peirce & Hughes, a law firm in Media, PA.

Nephethina L. Serrano ’13 received her A.S. in Business Administration and is currently studying for her bachelor’s degree. She is co-founder of Covenant Marriages, Inc. and also works in account management for the IRS. She has actively participated in the College’s Student Leadership and Ambassador Programs.

Annette Stokes ’89 is a current member of the Board and a longtime member of the Scholarship Committee. She received an associate degree from Peirce and a bachelor’s degree from Temple. Annette is a consultant with the League of Women Voters of Philadelphia.

Enasha J. Tettehfio ’13 received her bachelor’s degree in Business Administration from Peirce. She was on the Dean’s List and participated in the Student Leadership Program. Enasha is Assistant Manager for Enterprise Holdings.

Diane V. Wilkerson ’76 is Senior Lead Engineer with Booz Allen Hamilton. She received an A.S. in Computer and Info Science from Peirce.

Anthony Williams Jr. ’14 earned his bachelor’s degree in Business Administration. He was a member of Delta Mu Delta.
Strategic Initiatives

Geographic Market Expansion
A broader geographic footprint from which students are recruited
Awareness strategies to raise the College’s profile within its target markets
Re-assertion of Peirce’s strength in online education with emphasis on differentiated programs
Employer-centric and strategic referral programs
Leveraging our 150th through PR and social outreach

Flexible Delivery Models – Interchangeable Intra-Course Delivery
Aggressive adoption of flexible class environment across our entire curriculum
Ultimate flexibility and convenience to students
Scheduling efficiencies
Increased persistence, retention and speed to completion
Improved student satisfaction and attraction of new students

Flexible Delivery Models – Intensive Course Format
Alternative formats to expand Peirce’s flexible course delivery options
Select courses offered across three consecutive weekends
Accelerated degree completion

Guidance and Support
Predictive and customized support system
Early stage assessment and guidance
Effective use of technology and an integrated employer focus
Barriers eliminated
Improved student retention, academic and career success, and degree completion
Improved employer perceptions

Alumni Relations and Fundraising
Fundraising
Increased outreach and engagement of alumni, corporations, foundations, and individuals
Increased philanthropy
Grant-supporting strategies
Trustee engagement in fundraising
150th Anniversary fundraising plan
Alumni Relations
Leverage high levels of Alumni satisfaction and loyalty
New opportunities for engagement - career management, professional development, online networking and social interaction, student recruitment and mentoring
Alumni networks at employer sites

Competency Based Education (CBE)
Innovative way for students to earn a degree at their own pace and on their own schedule
Mix and match with traditional courses
Increased student persistence and retention
Increased enrollment of new students attracted to CBE
Opportunities for enhanced speed to completion
Achievement of competencies aligned with workforce needs

Employer Relations
New, dedicated infrastructure to build strategic relationships with regional employers
Integration of Peirce’s employer outreach and partnership strategies for recruitment & corporate partnership opportunities, sponsorships and fundraising, and development of new/anticipative curricula
Peirce considered a first-choice talent pipeline partner for undergraduates, graduates, and alumni
Responsiveness to immediate market/employer requests and needs

Happy 150th Birthday
Throughout 2015, we’ve built our 150th anniversary celebrations around the theme of “Many Years, One Purpose”. That purpose continues to be helping our students get the degree they need to achieve the life they deserve. Events are scheduled throughout the year – including this year’s Spring Reception on Monday, May 18 - and will culminate in a large birthday party on Thursday, September 17.

Vote in the Alumni Association Board Elections
Elections are being held for three-year terms on the Alumni Association Board. Members work with the Peirce community to better connect alumni with one another and the College.

Alumni are also invited to be part of a 150th Peirce Memories Facebook contest. You are invited to share your pictorial memories of Peirce which will be compiled in a Founder’s Day digital scrapbook. For a full calendar of events, please visit www.peirce.edu/150 or contact the Alumni Office at 215-670-9323. We hope you will join us as we celebrate this historic year!

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Associate career panel and an alumni mentor. Currently studying for her masters at Drexel, Shirley teaches at ITT-Tech.

Shawena K. Dugan '13 received her B.S. in Business Administration. She was recipient of the Business Administration Scholarship. A Senior Vice President at Edgewood Management Corporation, Shawena oversees a portfolio of real estate assets in seven states.

Holly Frey '10 is a current member of the Board. She received her B.S. in paralegal studies and was a winner of the Raymond L. Palzer Leadership Award. Holly is a paralegal with Hardwick Benfer, LLC in Doylestown, and in May, will be receiving her Juris Doctor degree from Widener School of Law in Wilmington, Del.

Karl Fritz '06 is a current member of the Alumni Board and serves as Secretary on the Executive Committee. He graduated cum laude with both an A.S. and B.S. in Business Administration, and will finish his Masters in Organizational Leadership and Management in August. Karl is Director, Business Operations for The Philadelphia Zoo.

Lynnetta Gary '14 received a B.S. in Accounting from Peirce. A member of the Delta Mu Delta honor society, she