In honor of our fall graduates, the Wescoe School hosted its annual dinner in Seegers Union on Tuesday, October 20. President John I. Williams, Dean Jane Hudak, Natalie Hand, director of alumni relations, and new alumni Joseph King addressed the graduates and their guests.

On October 24, the sound of excitement could be heard coming from Moyer Hall as the graduates lined up for Commencement. Dean Hudak led the procession as they marched from Moyer Hall into Egner Chapel for the 2 p.m. ceremony. Friends and family of the students, as well as Muhlenberg faculty and staff, were in attendance as the graduates proudly found their seats at the front of the chapel. Students were awarded degrees in Business Administration with concentrations in Healthcare Management, Human Resources Leadership and Supply Chain Management.

Nancy Dischinat, Executive Director of the Lehigh Valley Workforce Development Board, Inc., was the Commencement Speaker for the ceremony. Jeffery Miller ’15 was the student speaker.

A Day to Remember!
The Wescoe News

Strengthening Our Identity, Honoring Our Namesake
MUHLENBERG COLLEGE GOES BACK TO THE FUTURE FOR ITS NEW IDENTITY

Muhlenberg College has always felt that quiet humility was preferable to boasting. While modesty remains central to our DNA, with changing demographics and shifts in the economy, our competition has grown stronger. For our students and alumni, it has never been more important for our name and good works to be “out there,” demonstrating to the world the excellence of Muhlenberg and people it educates.

To do this well, we need to unite our identity and make it more representative of our devotion to community, collegiality, curiosity, creativity and character. During the spring semester of 2015, President Helm and then incoming President John Williams initiated a comprehensive review to evaluate the best ways to share the Muhlenberg story with the world.

This highly inclusive process began with an immersion into the life and works of the College and its people, including in-person interviews, informal conversations, and discussion groups, with hundreds of students, faculty, staff, alumni and parents.

Together, we sought to distill the essence of Muhlenberg — how its identity was projected over the more than 150 years of service.

While alumni, students, faculty, staff and parents told us it was essential to project a strong, consistent, unified and distinguishable Muhlenberg identity and image, as we delve deeply into the College’s history, its founding and its archives, including logos, colors and memorabilia covering nearly three centuries of Muhlenberg family history, we discovered that there was no one look or consistent color that was identifiable as “Muhlenberg College.”

Two unifying elements remained beloved across time: the extraordinary accomplishments, energy and ethos of the Muhlenberg family — and the commitment of faculty, staff, students and alumni to go “Above and Beyond” in the support of others, regardless of field, interest or cause.

Indeed, Muhlenberg College was founded on the idea that education is more than a foundation for learning. Together, our community is committed to an ethos of reaching ever higher; guiding and driving students of extraordinary promise to reach above and beyond their preconceived talents, skills and objectives to achieve prominence and effect change in whatever professions, interests, and causes they choose to pursue.

We found that the Muhlenberg experience is more than an opportunity to learn and grow. It is a call to action — to go above and beyond — and extend the power of our spirit and desire to achieve good — throughout the community we serve.

Our new visual system is emblematic of this ethos. In using the centuries-old signature of Henry Melchior Muhlenberg as our identifier, we pay tribute to his character and achievements — and the extraordinary accomplishments of his family.

The Signature is a reminder of honor bestowed upon us. “Above and Beyond. For today, tomorrow and the generations that follow.” As long as we strive to reach ever higher, we become the heirs to the goodness and the greatness of the Muhlenberg name.
In September, the Alumni Department hosted a Wescoe School Reunion at Chickie’s & Pete’s in downtown Allentown. It was a HUGE SUCCESS!
I had the privilege of meeting many of you at the door when you entered the event. Not only am I an alumna of the Wescoe School, I am also an employee of Muhlenberg College. I met new people, including current students, reconnected with faculty and staff and also saw alumni with whom I spent many hours with in class. Have you heard about MuhlenbergConnect.com? MuhlenbergConnect.com is a great way to stay in touch with fellow alumni as well as learn about upcoming alumni events at Muhlenberg College.
Alumni events for the Wescoe School are excellent venues for networking. Many of us are based right here in the Lehigh Valley, which makes it easier to stay connected. To find out what Muhlenberg-sponsored events are happening near you, go to MuhlenbergConnect.com/LehighValleyBergAlumni. Let’s stay connected!