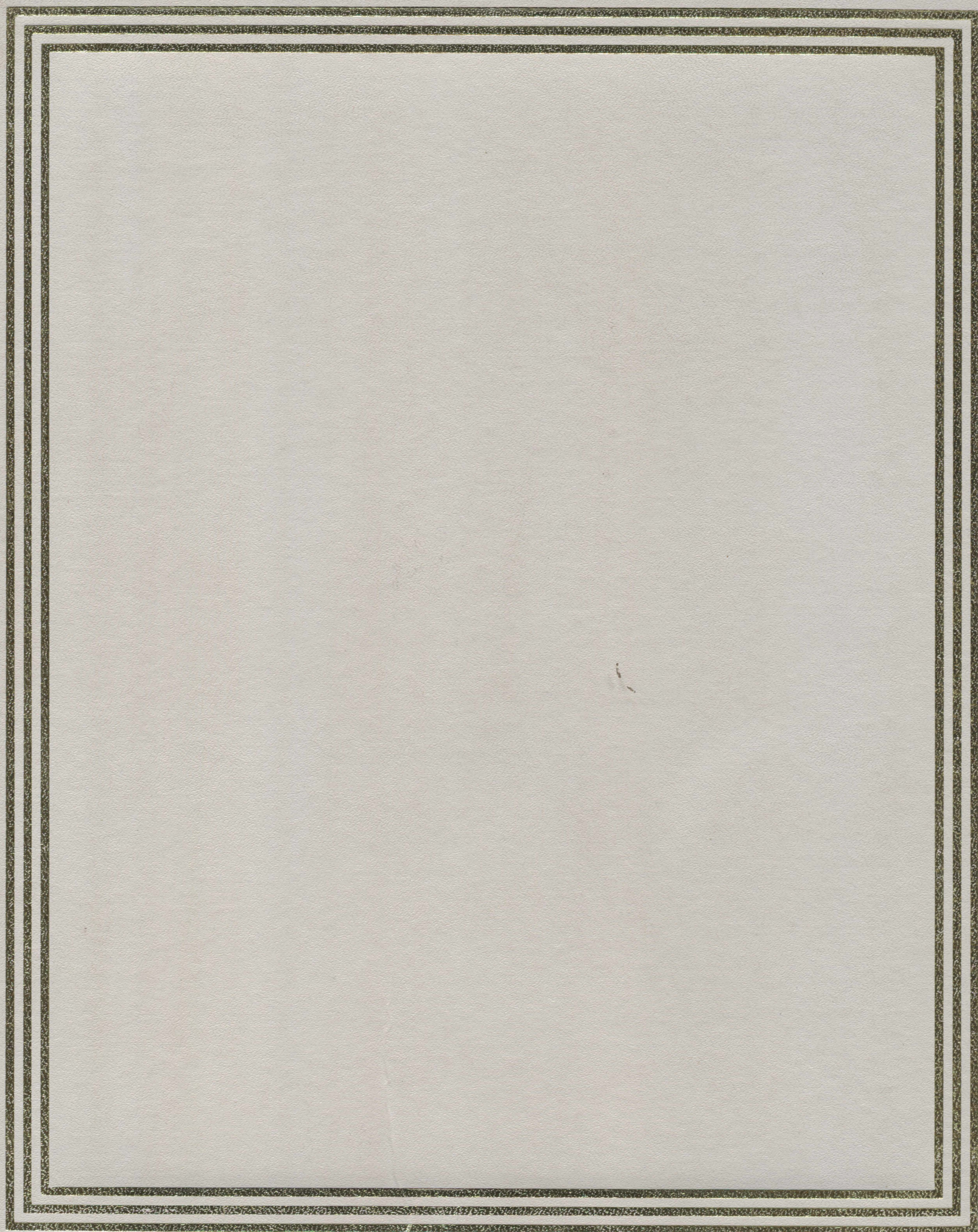




The Heart of the Matter

**An autobiographical account of becoming a college
by the faculty and staff of the prestigious Mercy
College of Health Sciences.**

Once upon a time, in the center of town stood two old buildings well known for their history of:

The Charm and Beauty Of
The English Countryside

WATER THERAPY



Soon these buildings would become home to three
diverse groups:

Major growing pains

The fine art of
digging dirt

SOBERING UP

For mercy's sake,

Humans in cyberspace

THE STRENGTH OF OUR SUCCESS
DEPENDS ON EACH INDIVIDUAL.

It became clear in time that these groups could benefit from each other in many ways and eventually became known as Mercy School of Health Sciences. The many benefits of this union were:

NO ORDINARY

fun.

Major Growth Opportunities

Low Cost Investment Plan

PROZAC
SALES HAVE
TRIPLED
SINCE
1990
TO OVER
\$2 BILLION

We've got it all for you! ..

Achieving Continuous Improvement
Through The Power Of Suggestions.

The Dream Lives On

Page 3

It was not all smooth sailing. Each group had their own peculiarities requiring getting used to.

The nurses:

WE'RE HELPING THIS NURSE
GIVE A LITTLE DOSE OF REALITY
TO A LOT OF KIDS.

Quality, comfort and dependability.

*Going the
Distance*

TO THE RESCUE

ANOTHER YEAR...ANOTHER RECORD!

LEARN & EARN

Page 4

The EMTs

PLUG-PULLING TIME AT DISNEYLAND

'Express Yourself'

CORSETED HELP FOR HEAVY LIFTERS

The Rad. Techs

Positioned to Succeed...
Today and Tomorrow

Consecutive Years.
And Counting.

Bridging the Chasm

Page 5

We took a trip to a strange land of dog tracks and hospitals and met with people who had long before us, made the journey to becoming a college. As we listened to their wisdom we all thought:

Something to Ponder Over the Kitchen Sink

Time Out for Food Fun!

Love Those
Late-Night
Snacks

Other highlights of the trip to Council Bluffs
included:

driving

INTO

A

DITCH

....and then the meetings began. We started with writing a mission statement. Before arriving at a final draft we debated many alternatives...

This takes years in development,

feeling stressed

a thrilling pinball cruise along Route 66!

In just 30 days, you'll be participating in conversations that mimic real-life situations.

Take 60 days to make up your mind.

With three times more memory than before, this

Voice-disguising phone gives you 16 secret identities.

from the front, back, and sides. ▶ in all directions.

THE SHARPER IMAGE®

1 choices.

now has three

YOU THINK ABOUT THE VICTIM.

WE'LL THINK ABOUT THE GLOVES.

Page 9

After months of debate we concluded with the following statement of our mission:

**WHAT SCHOOL IS
RIGHT FOR YOU?**

**IN OUR
COMPETITION
EVERYBODY
WINS**

Three cheers for disorder

Guns, money
and an
endless dream

Frogs everywhere breathe
A SIGH OF RELIEF.

Tune in, it's party time

An Invitation to Excellence

Page 10

In addition we set some profound goals and objectives for our new school. They included:

undefinably exciting

PLANNING

LEARNING MORE
& MORE

DISCOVERING

Giving!

A FUN WAY TO LEARN

There's More Ahead

TOO TIRED TO TEACH?

Something to Ponder

Everything changes but the soul.

✓Checking in with the Experts

REPORT

thought it was worse than it was.'

Diversification

timing is everything.

*Retiring with a half million?
Not bad for a teacher.
Not bad, period.*

ADDING THOSE
FINISHING TOUCHES

A C C R E D i T a T I O N

'WE ARE ON THE RIGHT TRACK'

Page 11

We then developed the curriculum. We had lots of great ideas for required courses, many of which did not fly. These included:

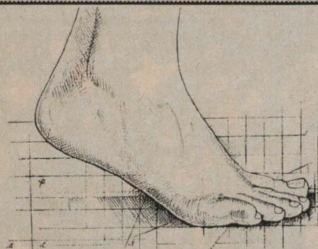
Planting
Couch Potatoes

beautyworkshop

How to Beat the IRS Scrooge!

THE COOL OF THE TROPICS.

THE
FOOT
REPORT



Troublesome Corns:
How to remove them easily and effectively.

How To Be
A Smart Cookie

One-Hour
Organizers

You should be concerned about urinary tract health.

It became time to decide on school policies. Some of the rules we debated were...

NO DEADWOOD HERE

"I'm tired of doing it all"

Need work? Go to jail

As more prisoners toil in the private sector, jobs may be at risk

**You can spend
5 more years hating your**

**There's no free
lunch**

You either have it

or you don't

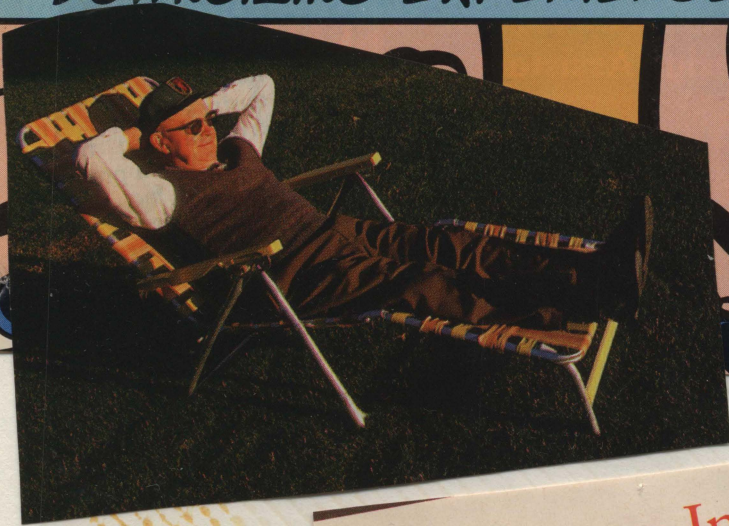
Rule 36: Ignore Rules 1 through 35

We then started to add program. Among these

BEST JOBS FOR THE FUTURE!

MEANWHILE, AFTER JANET'S
DOWNSIZING EXPERIENCE...

I'M MY OWN
BOSS NOW
AND COULDN'T
HAPPIER



Maintenance In A Blink

wild exotic

THE TEMPTING LIFE OF A PROFESSIONAL TEMP

Page 14

Information You Can Use

With all of the changes, came a need for more personnel. They joined us from a variety of backgrounds...

And
that's only
the beginning.

they reached their goal,

A counter-CHAOS plan.

simple, effective, fun!

...and did a variety of things. They...

Christoph decided it was time to put clutter in its place.

With our game plan,

**A dose of
silliness will
do you good**

...and soon we were working together as a team in the quest of becoming a college.

Trusted most by the most trusted profession.

Page 15

As the school grew into a college we needed to revise our organizational structure. Today it looks something like this...



The committee structure was also reshaped. The faculty now participate in one or more of the following committees:

This Old House.

Wanted:

An image upgrade

**BE
the
ONE**

**all work
and no play**

**Never say
never.**



WONDER

'SKOOL

And all the
TRIMMINGS

As school began in August of 1996, we welcomed an interesting mix of students ready to test our system. Their backgrounds too, were diverse. They came from...

FROM HARVARD TO HOUSE ARREST

LIQUOR ADS

MARS

the Internet

RUSSIA

PONTIAC BONNEVILLE

THE TITANIC

An economic workout

First bombs,
now lawsuits

The GOP

GREAT CARS.
GREAT TRUCKS.

CHRYSLER CORPORATION

and then

the heavens above Little Rock's old
Statehouse,

Page 18

Speaking of diverse, among the strangers to enter the doors that fall were a whole new breed of faculty called Gen. Ed. They taught strange things including:

Real-life

50 Little Ways
to Lose Big



You
have
the
knowledge
commitment
stamina
poise
empathy
deadlines

YOU'LL BE THE ONE OTHERS LOOK TO. YOU WILL BE A LEADER.

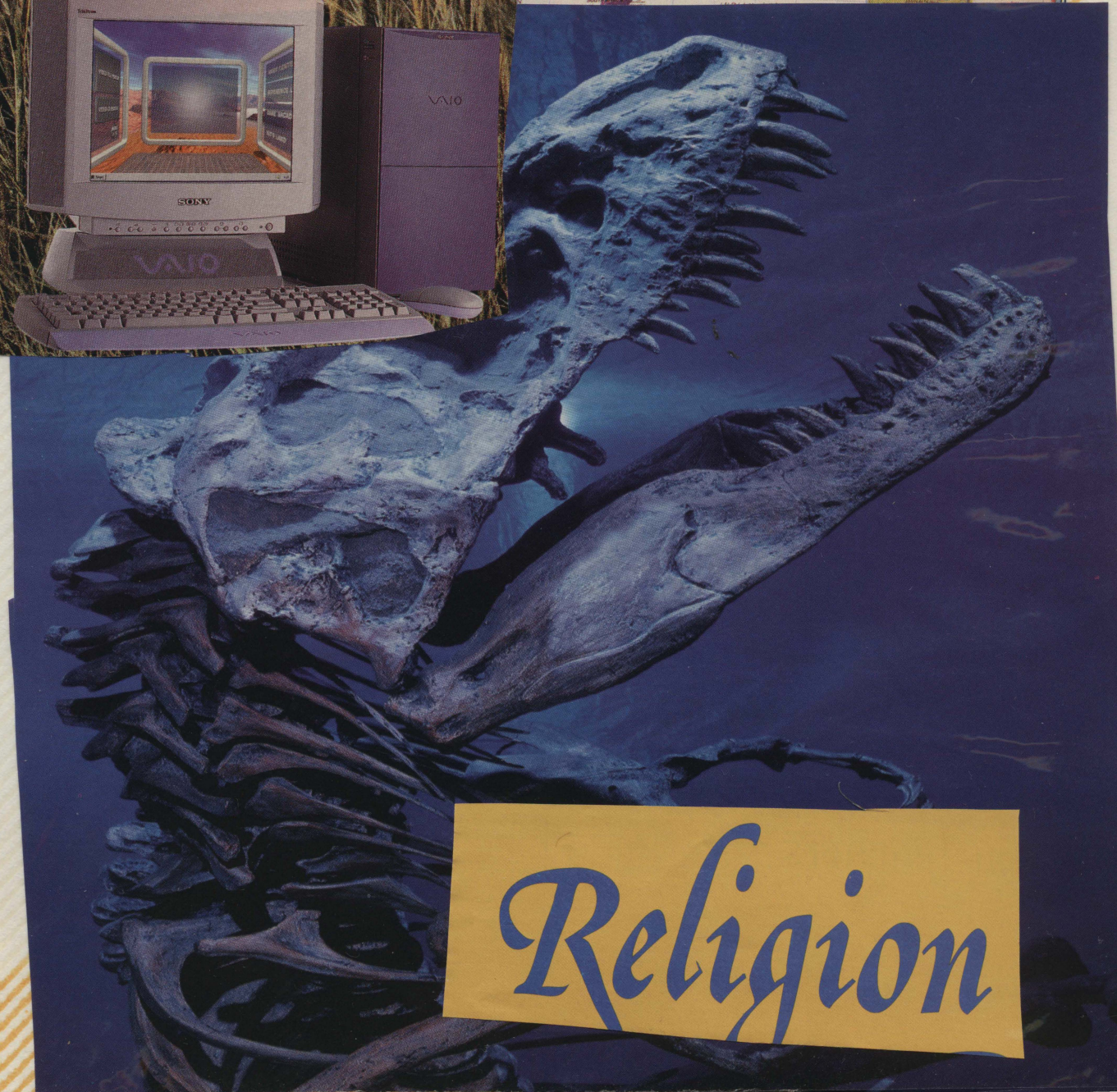
Get
Soaked

"Life is a
Compromise..."

...all in the name of providing our students with a more diverse educational foundation. The result is a team were proud of!



A BETTER WORLD



Religion

Now we face the true test. As NCA accreditation approaches we are asked to study ourselves. We've asked such questions as:

What kind of President will Kennedy be?

What time is it in Sri Lanka?

Are People Losing Their Sanity?"

What to do?

What next?

On a scale of 1 to 10, just how dead is it?

Is now a good time to talk copying systems?

If this isn't a disastrous system, what would one look like?

ILLUSTRATION BY HAL MAYFORTH FOR USN&WR

23

WHAT IF THE GOING GETS ROUGH IN '97?

"Don't panic!"

We feel ready for the NCAA visit. We hope they notice...

The No. 1 College
keeps getting better.

AMERICA'S
**BEST
Colleges**

You might even want to live there

The making of a
hip-hop intellectual

How Egg-citing

Care

Care

Care

Care

Care

In the end, a chance to sing

THE HUNT IS OVER.

Cure

We believe our students will tell the NCA visitors...

THEY'

been created to help

us

have

they're the kind you can count on to always be cool under pressure.

d. They

actually help you think better.

Can I get back to you
on that?"
is not
an appropriate
response

**It's
Simple
and it's
FREE!**

WORLD CLASS

PERFORMANCE.

We anticipate the astute NCA team will leave
saying...

can you see
that big smile on their face?

The best

You have
the power

Love Those
Late-Night

Feel like an A

Stirring
Comments

IN OUR
SCHOOL,

you've
got

MERIT

stories of courage and
strength,

confidently into
a future

Invincible

This time, you won't
want to change a thing.

Is the miracle over?

Let's Hear It for

QUALITY

"I survived

Page 23

As we reflect on our journey, we as a team will
always remember...

Innovation.

*Getting in
The Theme of
Things*

PLAN FOR INCOME TODAY AND
GROWTH FOR TOMORROW

Beneath the cheering surface

It Pays to Be
Charitable!

COMING OF AGE

Reminisce

Page 24

We as a team believe a college is...



Page 25

We as a team believe that what is special and unique about Mercy College is...

AS EASY AS 1, 2, 3.

8 cups of your favorite Chex® brand cereals (Corn, Rice and/or Wheat)
1 cup Planters® Mixed Nuts or Planters® Peanuts
Ketchup Butter



to make all your jobs easier!

No Sweat.

Reduces the signs of aging

Make a statement

Imagine the perfect space...

glimmer & glow

You'll have the answer in 20 minutes.

The End

