

PIERCE

COLLEGES

COMPANY SPOTLIGHT

Who are Pierce Mortuary Colleges and what curricula are offered?

Pierce Mortuary Colleges is a group of private colleges teaching funeral service education. These colleges include:

- Dallas Institute of Funeral Service, Dallas, TX
- Gupton-Jones College of Funeral Service, Decatur, GA (Atlanta area)
- Mid-America College of Funeral Service, Jeffersonville, IN (Louisville, KY area)

Under one management team, they offer a student an outstanding educational background to enter the funeral service profession. The curriculum offered at Pierce Mortuary Colleges addresses the changing needs and expectations associated with funeral services and inclusive to the high accreditation standards of the American Board of Funeral Service Education. The Mortuary Science Program prepares students for a career as a funeral service professional. The curriculum's strong theoretic basis is complemented with practical training, resulting in a well-rounded curriculum.

What is the history of Pierce Mortuary Colleges?

Dallas Institute began in 1900 as the Barnes School of Anatomy, Sanitary Science & Embalming, one of the first schools of embalming in the U.S. In 1945, the school became Dallas Institute of Mortuary Science, founded by W.H. Pierce and L.G. Frederick. Dallas Institute is the longest continuous operation under the same management of any funeral service educational institution in the United States.

The Gupton School of Embalming was founded in 1920 by Mr. L. A. Gupton in Nashville, Tennessee. In 1922, Mr. Gupton was joined by Mr. W. G. Jones and the college was named Gupton-Jones College of Embalming. In 1954, Gupton-Jones College merged with Dallas Institute of Mortuary Science becoming the Dallas Institute-Gupton Jones College of Mortuary Science in Dallas. By 1969, growth demands led to re-establishing Gupton-Jones as a separate school in Nashville.

Mid-America College began as two separate mortuary colleges - the Kentucky School of Mortuary Science and the Indiana College of Mortuary Science. In 1972, the Kentucky School of Mortuary Science became part of Dallas Institute, followed in 1978 by the Indiana College

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Dallas Institute of Funeral Service

Local: (214) 388-5466 or Toll-Free (800) 235-5444
www.dallasinstitute.edu

Gupton-Jones College of Funeral Service

Local: (770) 593-2257 or Toll-Free (800)848-5352
www.gupton-jones.edu

Mid-America College of Funeral Service

Local: (812) 288-8878 or Toll-Free (800)221.6158
www.mid-america.edu

of Mortuary Science, which changed its name to Mid-America College of Funeral Service in 1979. At this time the non-profit corporation was changed from Dallas Institute of Mortuary Science to Pierce Mortuary Colleges, Inc., and each of the satellite schools assumed its individual identity.

What makes Pierce Mortuary Colleges unique?

Pierce Mortuary Colleges promote excellence in the 21st century practice of mortuary arts and sciences. When students enter a Pierce Mortuary College classroom, they are enrolled with other students seeking an education in funeral service. The students are taught by licensed professionals who have undergone the same requirements that the students will undergo.

What are the benefits of an education from Pierce Mortuary Colleges?

Pierce Mortuary Colleges have a rich history in tradition and their success can be measured by the number of outstanding funeral directors who are alumni. Students are given a funeral service education taught by professionals who have worked in funeral service and have the opportunity to learn to embalm under professionals with many years of experience. Their funeral service associate's degree offers superior, hands-on training that helps graduates stand out in the job market—and in the mortuary science profession. In addition to standard courses required for licensure as a funeral director and embalmer, their degree also provides students with two certifications: Cremation Arranger Certification and the Crematory Operations Certification. Their Associate's degree and Bachelor's degree in Funeral Service is accredited by the American Board of Funeral Service Education.

What value does a Pierce Mortuary College graduate bring to a funeral home?

Graduates from a Pierce Mortuary College have learned at a school where the sole focus is funeral service education. Graduates have also studied under funeral professionals who not only teach theory and principles but also impart their practical perspective that better positions graduates for the real world.

How would potential students contact Pierce Mortuary Colleges for more information?

A central website through which students can access each of the colleges is www.pierce.edu.

PIERCE MORTUARY COLLEGES

Graduating Professionals of Distinction



Our promise is simple. Enrolling in a Pierce College will be your first step into a career that values people, service and respect. Our reputation as the leading mortuary college system in the U.S. is earned by curriculum excellence, faculty achievement and the professional success of our graduates.



TALK TO A STUDENT COUNSELOR TODAY:
888.547.9600 | www.pierce.edu

PIERCE
COLLEGES
The Walbert Group

Gupton-Jones College
of Funeral Service
Decatur, Georgia

Dallas Institute
of Funeral Service
Dallas, Texas

Mid-America College
of Funeral Service
Jeffersonville, Indiana