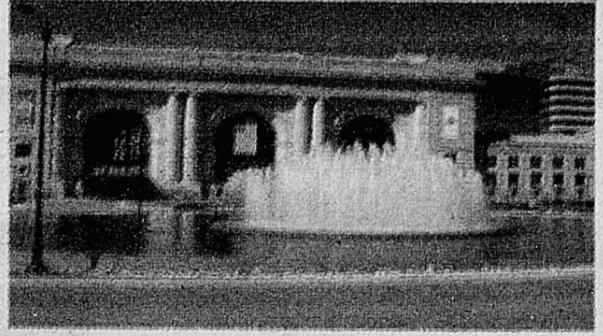


the Talon

Avila University

See inside for
Kansas City attractions



www.avila.edu Vol. XI Issue 1

September 26, 2002

More than a simple name change

Shannon Degitz
News Editor

Avila has proven to be a school of excellence throughout the community of Kansas City and beyond. It has changed its name along with the image that the community of Kansas City has known it by for the last 39 years.

"Attaining the name of 'university' is more than a simple name change," President of Avila University Thomas Gordon said. "It reflects an evolution at Avila that is expressed through our programs, our curriculum, our faculty, our staff, and our students."

Avila College officially changed to Avila University on July 16, 2002, 86 years after the Sisters of St. Joseph chartered the first private college for women in Kansas City, St. Teresa College. Since then, Avila has enhanced itself by adding several baccalaureate degree programs and master's programs, and extending its reach of students by making the school co-educational in 1964.

Becoming a university was not an overnight process. It took years of strategic planning and organizing and required many hours of dedicated work.

"The concept was talked about for a number of years among a number of people. The catalyst



July 16, Avila University unveiled its new sign and logo.

E. Barnes

was that the faculty took it up and voted in favor of it and then presented it to the administration which then approved it," Gordon said. "The administration then submitted it to the Board of Trustees."

After the Board of Trustees approved the notion, a number of steps were required to finalize the actual name change. The Jackson County Circuit Court and the Secretary of State of Missouri were approached with the idea. After approval by the Secretary of State the Missouri Coordinating Board of Higher Education and the Higher Learning Commission of the North Central Association of

College and Schools accepted the name change.

Director of Community Relations Karl J. Yehle headed up the implementation committee. The committee planned what to do, when it should be done, and completed all of the marketing and advertising for the campaign.

"All of the letterhead, envelopes, business cards and so on had to be changed, and that was all part of the process," Yehle said.

Changing to a university does not change the mission of Avila but aids in the recognition of Avila throughout the community of Kansas City, internationally, and

with the students of Avila.

"The word 'college' has come to mean a two year institution and Avila has been a four year institution since 1940. In that sense a university gives us better recognition globally. For international students, it shows that Avila has the same level of post-high school curriculum of studies as does other universities," Gordon said. "It also gives us greater visibility and is consistent with our mission."

Yehle adds, "It is difficult to judge how the public will view the name change, but it will heighten the awareness and aid in publicity. We

See Name change, p. 3

'Weed patch' sports new look

Jake Sanders
Staff Writer

Many schools face the choice of athletic needs versus academic needs. Avila, like numerous other colleges and universities around the country, has weighed out that decision in the case of the school's new football field, located on the west side of campus.

Avila's decision to do away with the biology department's ecology plot to build the new field did not come as a surprise to the department faculty.

"We were disappointed to lose the plot because it was an extremely effective mechanism for teaching certain aspects of biological inquiry," Professor of



The new athletic practice field replaced ecology plot.

E. Barnes

See 'Weed patch,' p. 3