

BOARD MAKES CHOICE

Western Piedmont Is Name For Community College

The name is now official. It's the Western Piedmont Community College.

Trustees of the new comprehensive community college to be established in Burke County announced today the adoption of the Western Piedmont name.

Dr. E. W. Phifer Jr., chairman

of the board, said board members considered scores of names, including a hundred or more suggested by interested Burke citizens who were asked to help.

Western Piedmont was adopted by process of elimination, it was explained. Some board members who were not wildly

enthusiastic about it at first reported that, with consideration, they found it was a name that "grows on you."

"Western Piedmont" had considerable support from the start as a "good, solid name, and this support has increased rather than diminished as did some suggestions.

One man active in the quest for a name said, "The name didn't 'send me' at first but the more I think about it the better I like it."

The word "piedmont" means "foot of the mountain" which describes the location of the college area. But because "Piedmont" (with a capital "P") is applied in North Carolina to the central portion of the state between the Coastal Plain and Mountain areas, it was felt that the word "Western" should be added.

That would eliminate any possible future conflict with the use of Piedmont by other institutions.

Trustees were told that the naming of the college would be a difficult task, because each person considering a name is looking for something special to fit individual tastes. Some suggestions, enthusiastically backed, drew objections from other persons because they tended to associate the college either too closely with the mountain region or too far from it. Some were names already widely used and, in some cases, adapted to commercial companies or their products.

Others were regarded as too specific in pinpointing the site by association with a landmark, stream or other feature. Still others drew objections because they were too general and were not identified closely enough with the region to be served by the college.

See WESTERN Page 6-A

Western

(Continued from page one)

Dr. Herbert F. Stallworth, recently selected as president, took no part in the naming, a board responsibility. But he had told several groups of Burke citizens that the appeal and significance of whatever name chosen would have to be built into it by the college itself.

By itself, the name "Yale" might mean nothing more than a lock to some people, but it has become an outstanding name in the field of education because of the university which bears it.

In announcing the culmination of a name search, Dr. Phifer said Western Piedmont was first approved by the executive committee and then ratified by the full board without an opposing vote.

The words "community college" must be part of the name under a requirement of the State Board of Education, but the remainder of the title was left entirely to the local board.