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PRESS RELEASE

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DOANE COLLEGE TO BECOME DOANE UNIVERSITY IN MAY 2016

CRETE, Neb. – On May 9, 2016, Doane College will officially become Doane University.

The announcement comes after a vote to approve the name change by the Doane Board of Trustees on Wednesday. Committees at the college have spent more than a year researching and evaluating a potential change, finding out that Doane’s attributes most closely resemble that of a university structure rather than a college. Those discoveries led to the decision authorized at Wednesday’s board meeting.

Today’s announcement will allow Doane to more accurately reflect the breadth of learning and undergraduate, graduate and doctorate programs already offered across its four campuses. Officials also note that the name change will not take away from the small class sizes and community feel that Doane students grow fond of during their time at the school. Rather, it will help effectively package all that a Doane education is and can be in an increasingly competitive higher education landscape that the nationally ranked liberal arts college has found ways to distinguish itself in since 1872.

“Doane has been functioning as a university for many years,” says Jill Smith, chair of the Doane Board of Trustees. “We have multiple campuses and both undergraduate and graduate degrees. This name change is an acknowledgement of that fact. The change will also help Doane attract more interest from prospective students as we embark on new online programs. The change will not, however, alter Doane’s mission or the sense of community that Doane graduates hold dear.”

Many universities mirror Doane’s current organization: multiple schools, multiple locations and the availability of undergraduate and advanced degree programs. Doane currently has the School of Arts & Sciences, the residential campus for traditional undergraduates in Crete. Meanwhile, its School of Graduate and Professional Studies has undergraduate and graduate programs for working adults at campuses in Grand Island, Lincoln and Omaha. In these schools, Doane offers masters’ degrees in management and counseling as well as two Masters of Education in curriculum and instruction and educational leadership. Doane also launched its first doctoral program with a Doctorate in Education this past July.

“For Doane to continue to lead in a changing higher education landscape, we must position our school for strategic growth,” says Doane President Jacque Carter. “We’ve never strived to be something we are not, and becoming a university reinforces what
we’ve known about our school for a long time. We are proud of our Midwestern roots, and know that modest growth can bolster our world-class education and keep Doane among the best liberal arts schools in the country.”

Doane’s official transition to Doane University will take place on Monday, May 9, 2016, a day after the Class of 2016 becomes the final graduating class from Doane College. Between now and May, Doane officials will begin a transitioning phase to ensure that the new name is fully in place in Doane’s infrastructure by the time classes begin on the Crete campus for the next academic year on Aug. 25, 2016.

Even though the official name change is months away, there are some areas of the school which will plan to incorporate the university mantra right away. Doane will soon be launching its first fully online programs which will be identified as Doane University programs from their outset. In addition, many of Doane’s efforts in international recruitment will reflect the university name right away.

More information about the name change along with a list of frequently asked questions can be found at Doane.edu/move2u.

**About Doane College** – Doane is the oldest private liberal arts and sciences college in Nebraska. Doane has campuses in Crete, Grand Island, Lincoln and Omaha, and is consistently ranked among the top colleges and universities in the Midwest by Forbes, Money.com, The Princeton Review and U.S.News & World Report among others. Doane was named by The Chronicle of Higher Education as A Great College to Work For in 2013 and 2014.