**DIXIE STATE UNIVERSITY**

Board of Trustee

Name Recommendation Committee

Chair Report

HOUSE BILL 278

- Requires a process for the DSU Board of Trustees, in consultation with the Utah Board of Higher Education, to recommend a name for the institution

- The name should reflect the institution's mission and significance to the surrounding region and state

- The name should enable the institution to compete and be recognized nationally
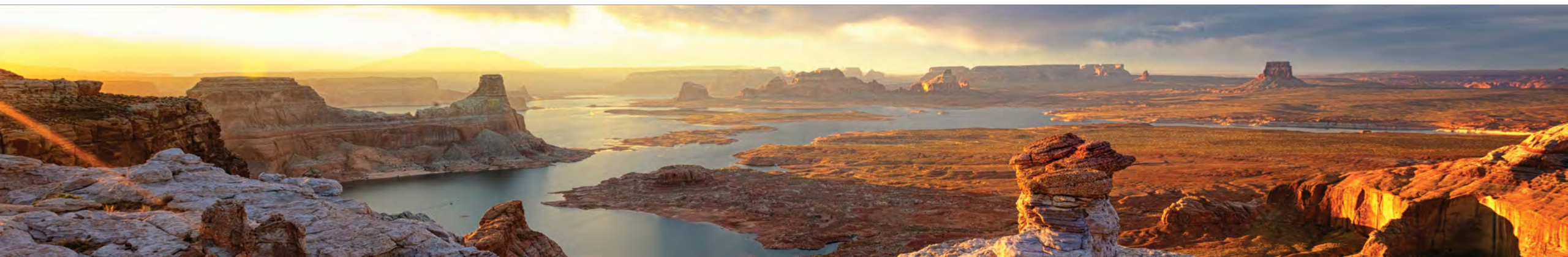
HOUSE BILL 278

- Create a committee to recommend a name for the institution

- Ensure the committee represents:
  - Students
  - University personnel
  - Community members
  - Industry leaders

- Collect input from the public, including:
  - Residents of southwestern Utah
  - Institutional partners
  - University faculty, staff, students, and alumni
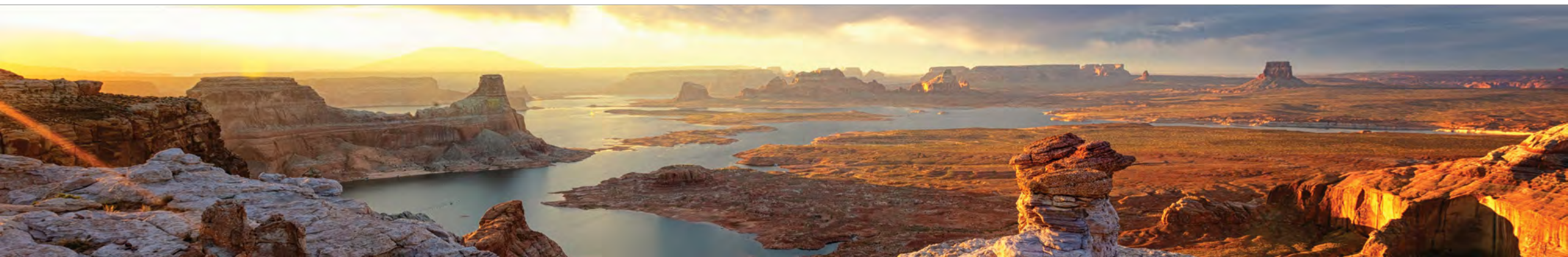
NAME RECOMMENDATION COMMITTEE

Chair Julie Beck
Board of Trustee
Industry Leader
Alumni

Vice Chair Shawn Newell
Utah Board of Higher Education
Industry Leader

Bruce Hurst
Industry Leader
Alumni

Connor Shakespeare
Community
Industry Leader
Alumni

Penny Mills
Student

Michael Lacourse
University Administration

Deven Macdonald
DSU Board of Trustees
Industry Leader

Susan Ertel
Faculty Representative

Ralph Atkin
Community
Industry Leader
Alumni

NAME RECOMMENDATION COMMITTEE

Darcy Stewart
Chair of Dixie Tech
Industry Leader

Patricia Jones
Utah Board of Higher Education
Industry Leader

Deven Osborne
Student

Jordon Sharp
University Marketing

Terri Draper
Community
Industry Leader
Alumni

Randy Wilkinson
Community
Industry Leader
Alumni

Megan Church
Staff Representative
Alumni

Danny Ipson
Community
Industry Leader
Alumni

Chip Childs
Community
Industry Leader

DSU Board of Trustees' Instructions to Name Recommendation Committee

According to HB278S01, the Dixie State University Board of Trustees ("BOT") in consultation with the Utah Board of Higher Education ("UBHE") was tasked with creating a committee to recommend a name for the University to the BOT. Pursuant to the BOT's Amended Bylaws, the Name Recommendation Committee ("NRC") is a Dixie State University BOT Ad Hoc Committee under the direction of the BOT. The NRC is a recommending body and the BOT is the decision-making body.

The NRC, as required by statute, consists of students, University personnel, community members, and industry leaders. Each member of the NRC represents at least one stakeholder group, including, but not limited to, those groups statutorily-mandated to be represented. Since the statute requires that the BOT ensure the name forwarded by the BOT to the UBHE reflects the institution's mission and significance to the surrounding region and state and enables the institution to compete and be recognized nationally, the NRC's primary task is to recommend to the BOT a name that meets these criteria. To accomplish this task, the NRC should:

1) Work with a seasoned third-party consultant in a name recommendation process overseen by the BOT to receive input from and collaborate with the public, including but not limited to:
   a) Residents of southwestern Utah;
   b) Institutional partners; and
   c) University faculty, staff, students, and alumni.
   Input and collaboration with the public will be accomplished through townhall meetings to be conducted by the NRC Chair, a representative of the NRC Chair, or the third-party consultant; via surveys generated by the third-party consultant; and through focus groups conducted by the third-party consultant.

2) Follow the timeline for the name recommendation process provided to the NRC by the BOT and provide the BOT regular updates on the NRC's progress throughout the name recommendation process.

3) Review and provide opportunities for feedback from the BOT regarding the third-party consultant's development of:
   a) A name exploration survey;
   b) A focus group presentation; and
   c) A rubric for focus groups.

4) Meet BOT expectations for NRC membership:
   a) NRC members' personal experience and viewpoints are to be respected in all NRC-related communications.
   b) NRC members will demonstrate respectful discourse during all NRC-related meetings and in all communications about the name recommendation process.

DSU Board of Trustees' Instructions to Name Recommendation Committee - 1

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c) NRC members will be assigned a dixie.edu email address that must be used for all written communications regarding the name recommendation process, as such may be subject to GRAMA.
d) NRC members will follow the name recommendation process and timeline provided by the BOT.
e) NRC members' duties and responsibilities are subject to change by the BOT based on the NRC's needs and BOT directives.
Pursuant to the BOT's Amended Bylaws, the BOT Executive Committee may replace any NRC member who fails to actively participate on the NRC or who does not meet any of the expectations for NRC membership.

5) Review potential name options for the University by:
   a) Understanding all data pertinent to the name recommendation process including but not limited to:
      i) HB278S01;
      ii) DSU's strategic plan, Status to Stature: 2015-2020;
      iii) DSU's strategic plan, Trailblazing Distinction: 2020-25;
      iv) Dixie State University's academic degrees and offerings, including the four in four progress to graduation;
      v) Dixie State University's athletic teams, athletic conference, and D-I affiliation;
      vi) Dixie State University's polytechnic focus and approach to higher education;
      vii) Cicero Group's DSU Name Impact Study, 2020;
      viii) Lighthouse's DSU Perception Study, 2019; and
      ix) New survey, townhall, and focus group data provided by the third-party consultant during this 2021 name recommendation process.
   b) Following HB278S01's directive that the name option recommended to the BOT must reflect the institution's mission and significance to the surrounding region and state and enables the institution to compete and be recognized nationally, ensure:
      i) The name option supports the four tenets of DSU's mission of being an open, inclusive, comprehensive, polytechnic university.
      ii) The future success of the institution and its students is the central driving force behind the recommended name option.
   c) Considering key factors to the future success of the University and its students, as determined by community members and other stakeholders in response to Cicero Group's 2020 Name Impact Study. (These are listed in order of importance based on 3,255 responses.):
      i) *Academic Reputation*: The name will help improve the academic reputation of the University.
      ii) *Inclusivity*: The name will be welcoming and inclusive for all who wish to attend DSU.
      iii) *Job Placement*: The name will assist graduates with attaining employment.
      iv) *Differentiation*: The name will support the institution's reputation as a STEM-focused, polytechnic university.
      v) *Recruitment*: The name will enhance DSU's ability to recruit students from its recruiting regions.

DSU Board of Trustees' Instructions to Name Recommendation Committee - 2

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      vi) *Heritage*: The name will respect and build upon the history and heritage of the local community.
      vii) *Graduate Schools*: The name will support students who plan to further their education.
      viii) *Employee Recruitment*: The name will enhance the school's ability to recruit top faculty, staff, and administration.
      ix) *Athletics*: The name will complement and strengthen the Trailblazer athletic identity and help recruit top athletes.
   d) Understanding any known or potential impact(s) of each potential name option for recommendation to the BOT, including:
      i) Trademarks;
      ii) Acronyms;
      iii) Other meanings and histories of each word in the potential name option;
      iv) Similarly named institutions;
      v) Merchandising opportunities; and
      vi) Other potential impacts.
   Rubrics may be provided by the third-party consultant to facilitate this effort.

6) Compare and contrast each of the final potential name options being considered for recommendation to the BOT using all of the available data. After the initial survey, the NRC will narrow the field to no more than five name themes. Following the focus groups, the NRC will narrow the field to no more than two name themes. The NRC will vote on the two finalists using a majority system. Once a final name theme has been identified, all name options within that theme will then be considered through a similar process if necessary.

7) Make recommendations regarding the University's name to the BOT by forwarding to the BOT the name option recommended by the NRC.

DSU Board of Trustees' Instructions to Name Recommendation Committee - 3

TASK 1: LISTENING TOURS

- Students
- Athletes
- Chamber of Commerce
- Technology leaders
- Local coalition groups
- Minority students
- Coaches
- Deans
- Staff
- Faculty
- Dixie Technical College Administration

TASK 2: HOMEWORK

- Strategic Plan: 2020 – Status to Stature

- Strategic Plan: 2025 – Trailblazing Distinction

- Name impact study – Cicero Group

- Perception study – Lighthouse Research

- Forthcoming Name exploration survey – Love Communication

- Forthcoming Focus group data – Love Communication

- Trademarks, acronyms, other meanings, other school names, best practices, and availability

TASK 3: NAME SURVEY

- The objective of this research was to unearth primary **naming themes** for the university that would serve as primary discussion points for focus groups.

- Partnered with Love Communication

TASK 4: PRESENTATIONS to COMMITTEE

- Defending Southwestern Utah Heritage Coalition
- St. George Area Economic Development
- Desert Color
- Technology industry leaders
- Cicero Group
- Love Communication
- Academic mission presentation from college deans

- Founder of Silicon Slopes
- Student government
- Athletics
- Multicultural & Inclusion Center
- Students opposed to name change
- President Williams

TASK 5: CORE THEMES

- Six core themes emerged from data to present to focus groups:

  - Academic Focus
  - Deseret
  - Dixie
  - Geological
  - St. George
  - Utah

TASK 6: 47 FOCUS GROUPS

- University Ambassadors (current DSU students)
- Community group (group 1)
- Regional corporate marketing and communications execs
- University donors
- Alumni Association Board
- President's Cabinet
- Board of Trustees members (group 1)
- DSU faculty at large
- Business leaders from major employers in the region
- Dixie Foundation members
- DSUSA members

- University Council members (group 1)
- University Council members (group 2)
- High School counselors and administrators
- DSU staff
- UBHE board members (group 1)
- Utah State Legislature – elected officials
- Greater Zion staff members
- Students at large
- Community Group (group 2)
- DSU National Advisory Council members
- UBHE board members (group 2)
- Staff Association Board
- DSU staff at large

TASK 6: 47 FOCUS GROUPS

- DSU athletes
- Alumni (group 1)
- Student Alumni Association
- Board of Trustees members (group 2)
- MIC students
- Alumni (group 2)
- Donors (group 1)
- St. George City employees
- Community members (group 3)
- Prospective students
- Alumni (group 2)
- Area city council members

- Donors (group 2)
- Region mayors
- Admissions staff
- WAC commissioners and staff
- Legislative leadership
- DSUHC leadership
- Local business leaders
- St. George Area Chamber of Commerce members
- St. George-area historical societies' leadership
- Board of Trustees members (group 3)
- Community group (4)

OVERALL RANKINGS

Total Points by Theme (out of 100)
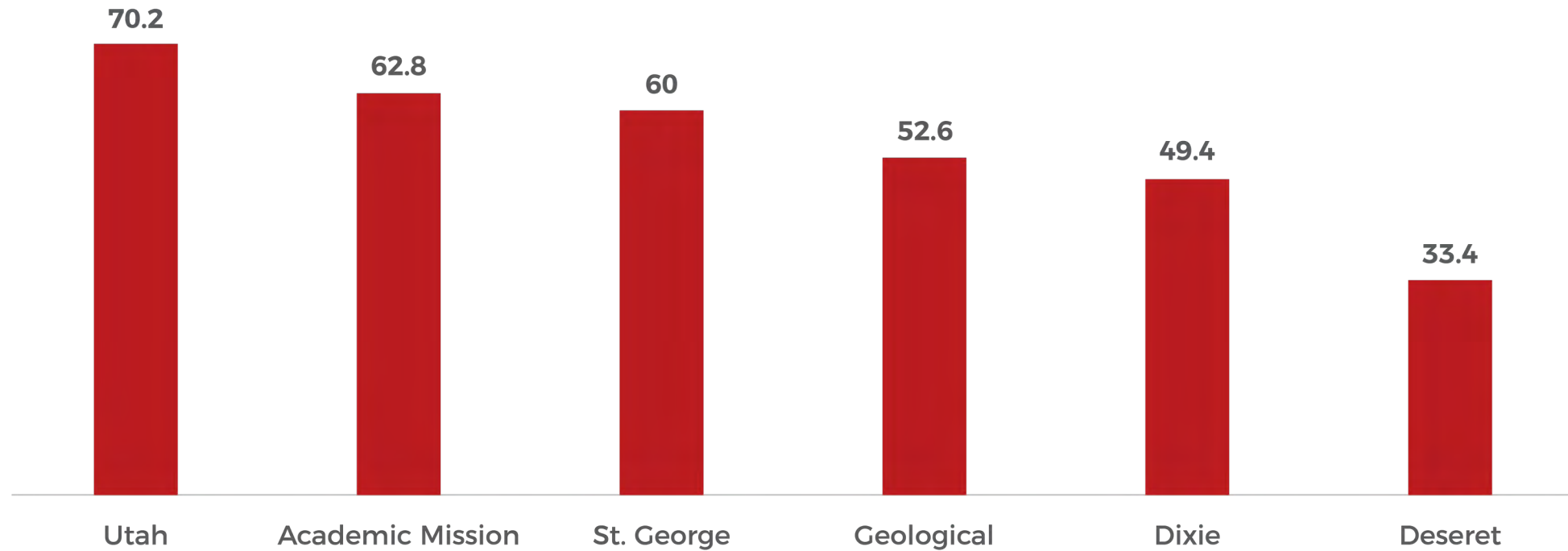
The naming theme reflects the institution's mission.
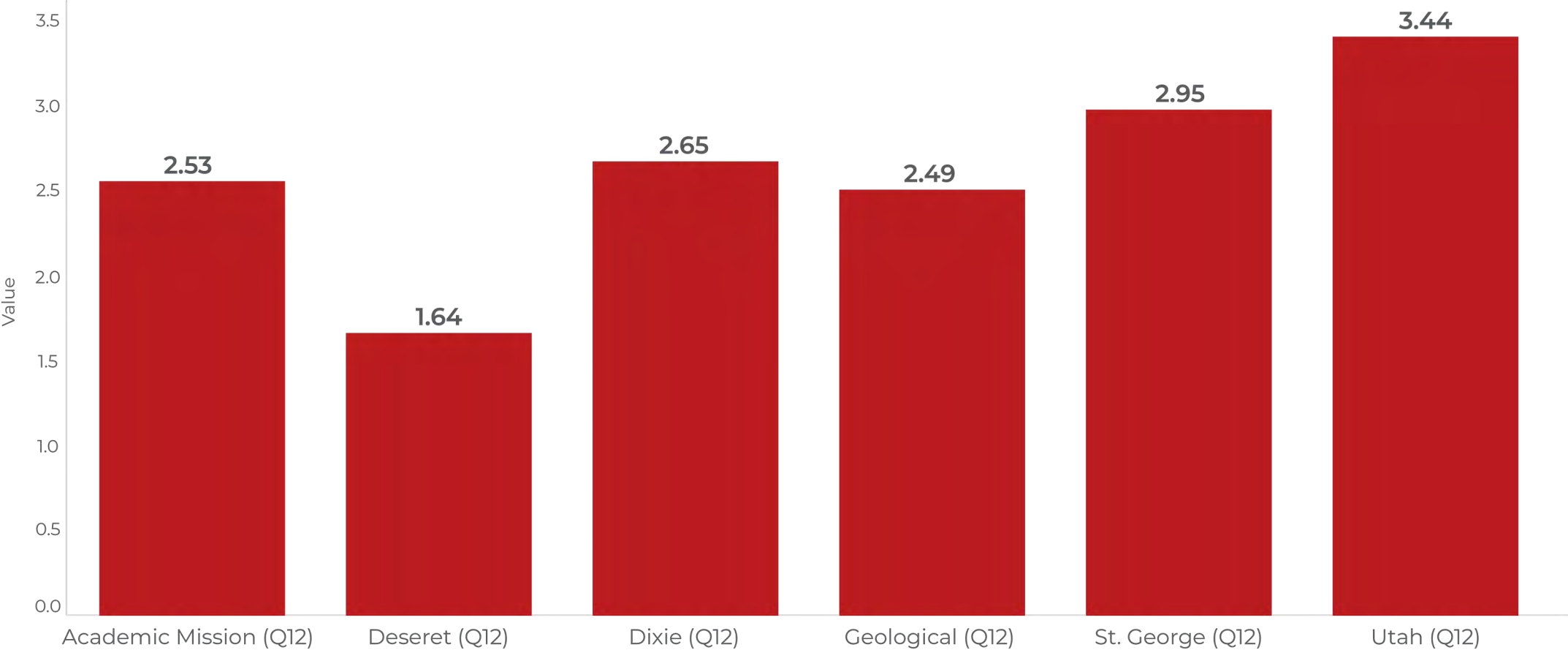*(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)*
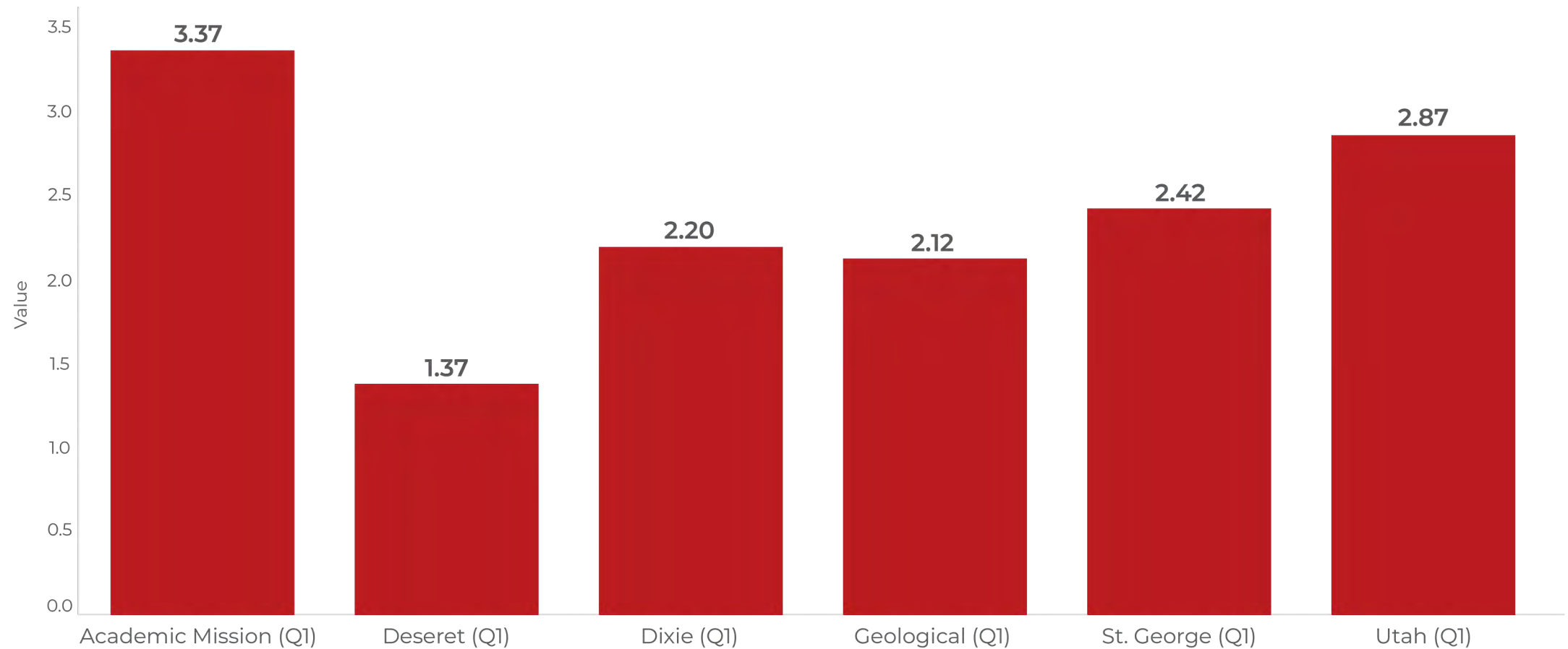
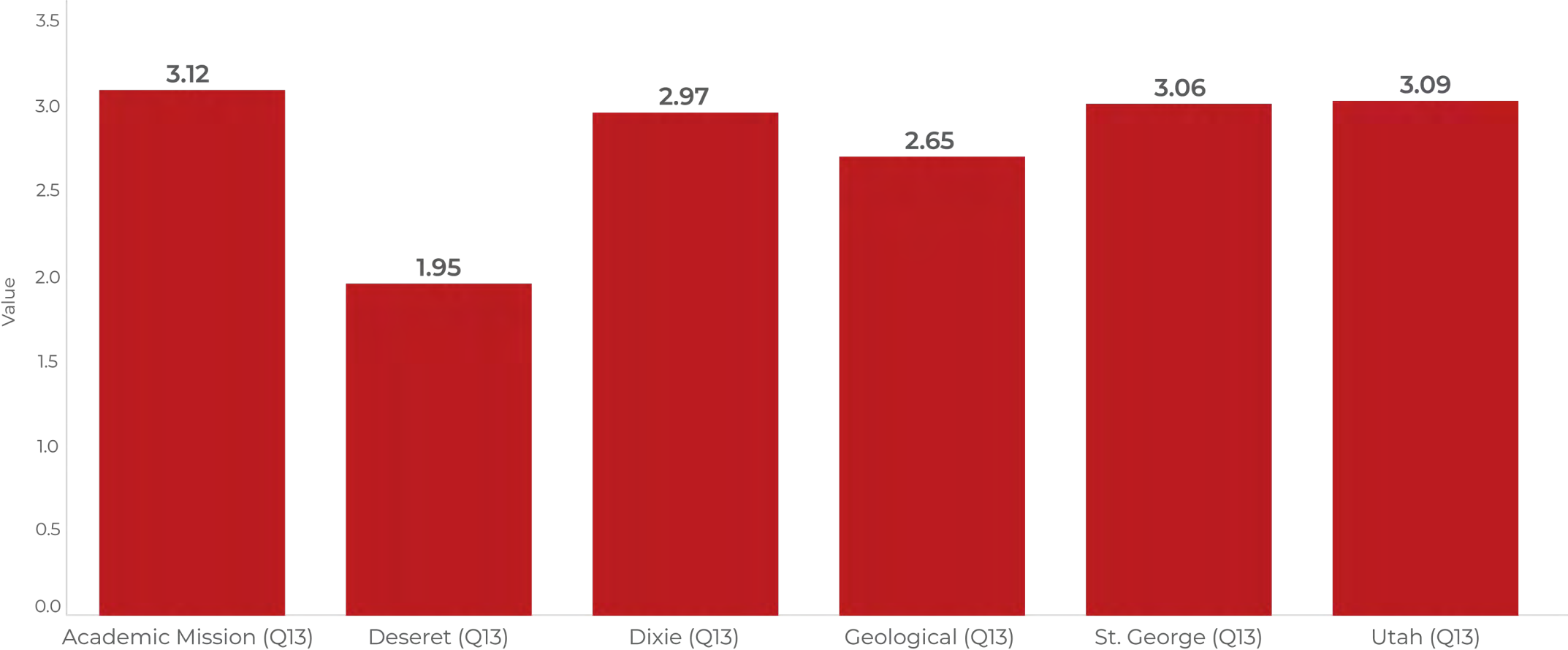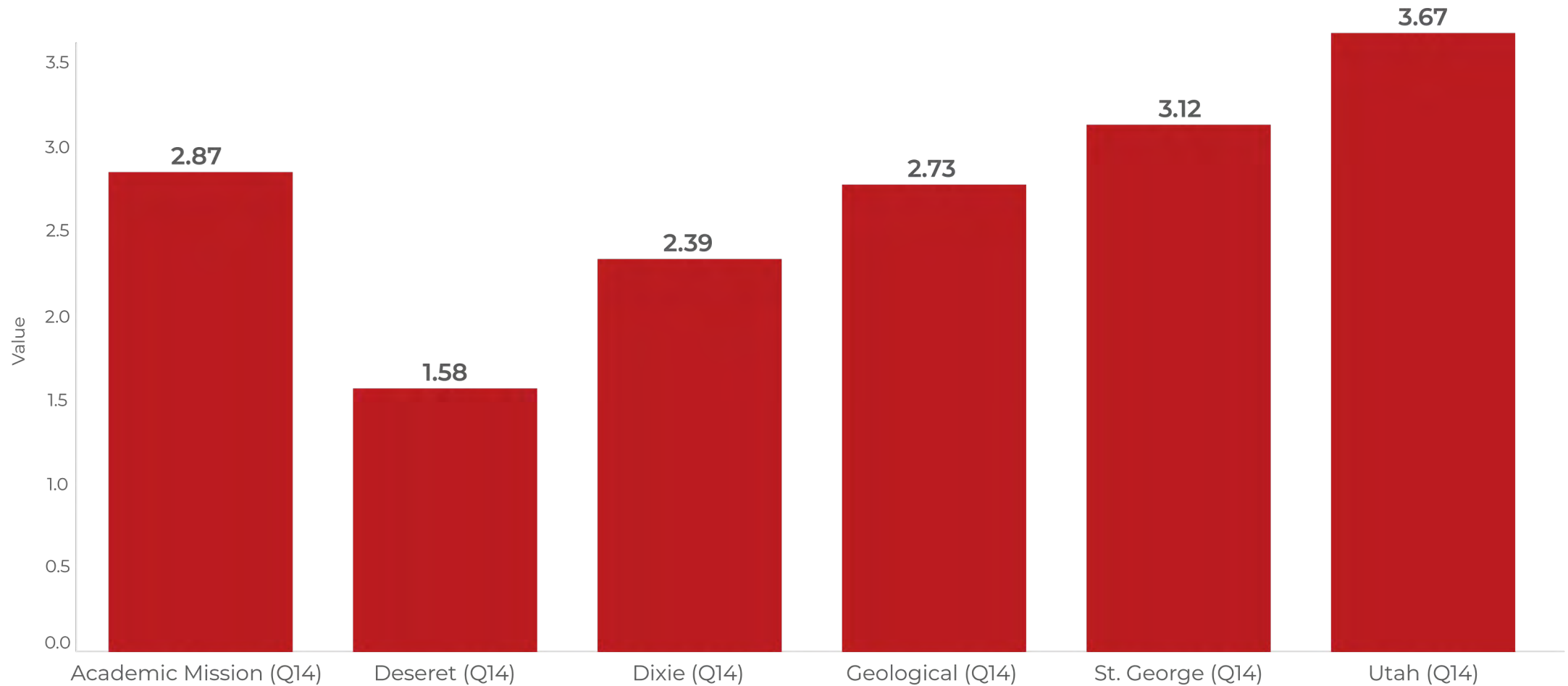# The naming theme reflects the institution's significance to the surrounding region and state.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)
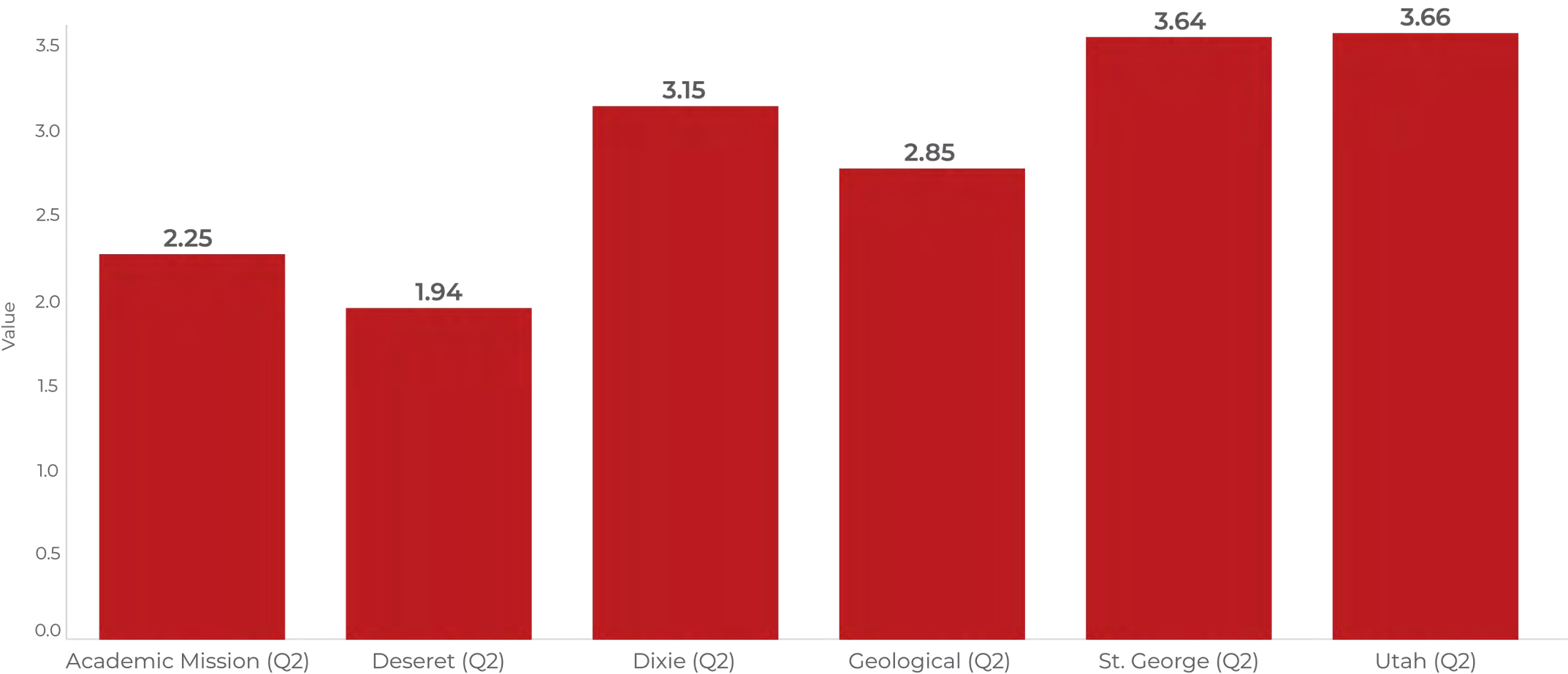
The naming theme enables the institution to compete and be recognized nationally.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

Bar chart values:
- Academic Mission (Q3): 3.11
- Deseret (Q3): 1.47
- Dixie (Q3): 2.30
- Geological (Q3): 2.30
- St. George (Q3): 2.72
- Utah (Q3): 3.59

Y-axis label: Value
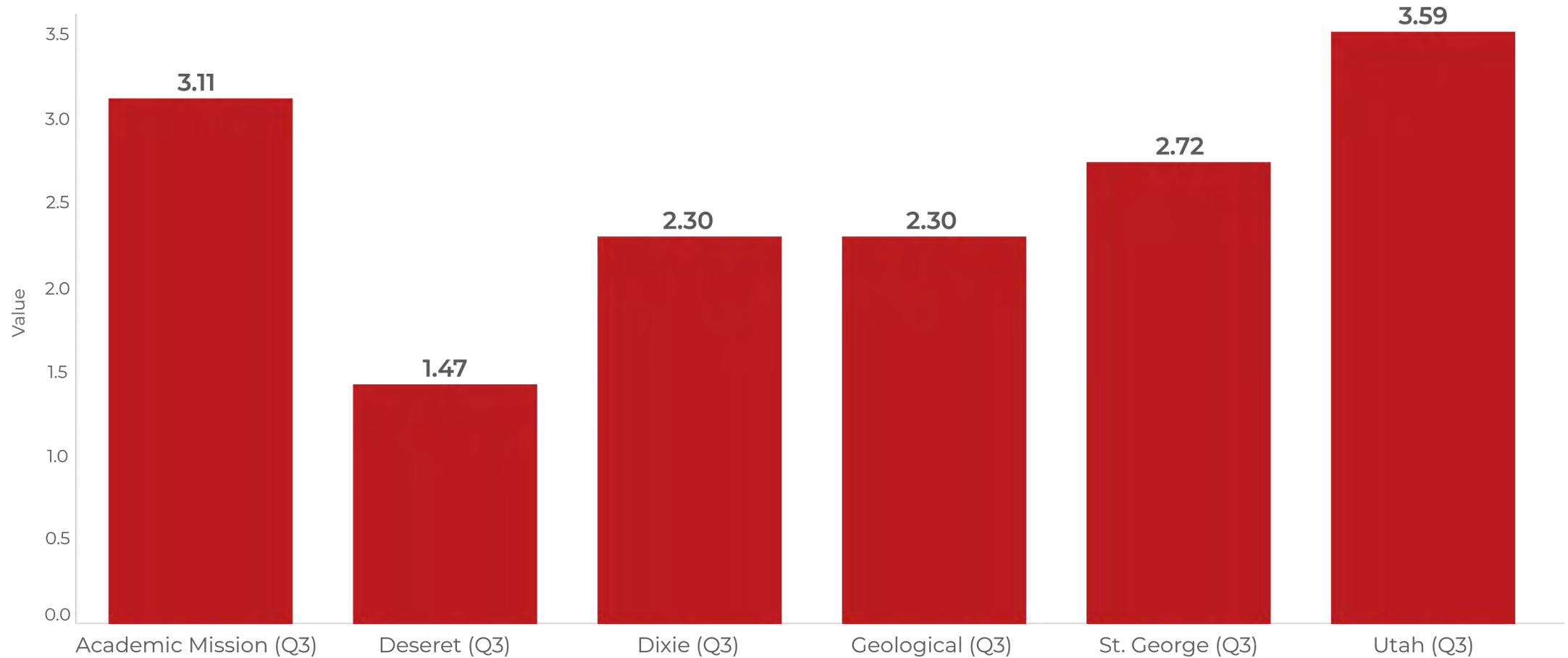
The naming theme will help **improve the academic reputation** of the University.
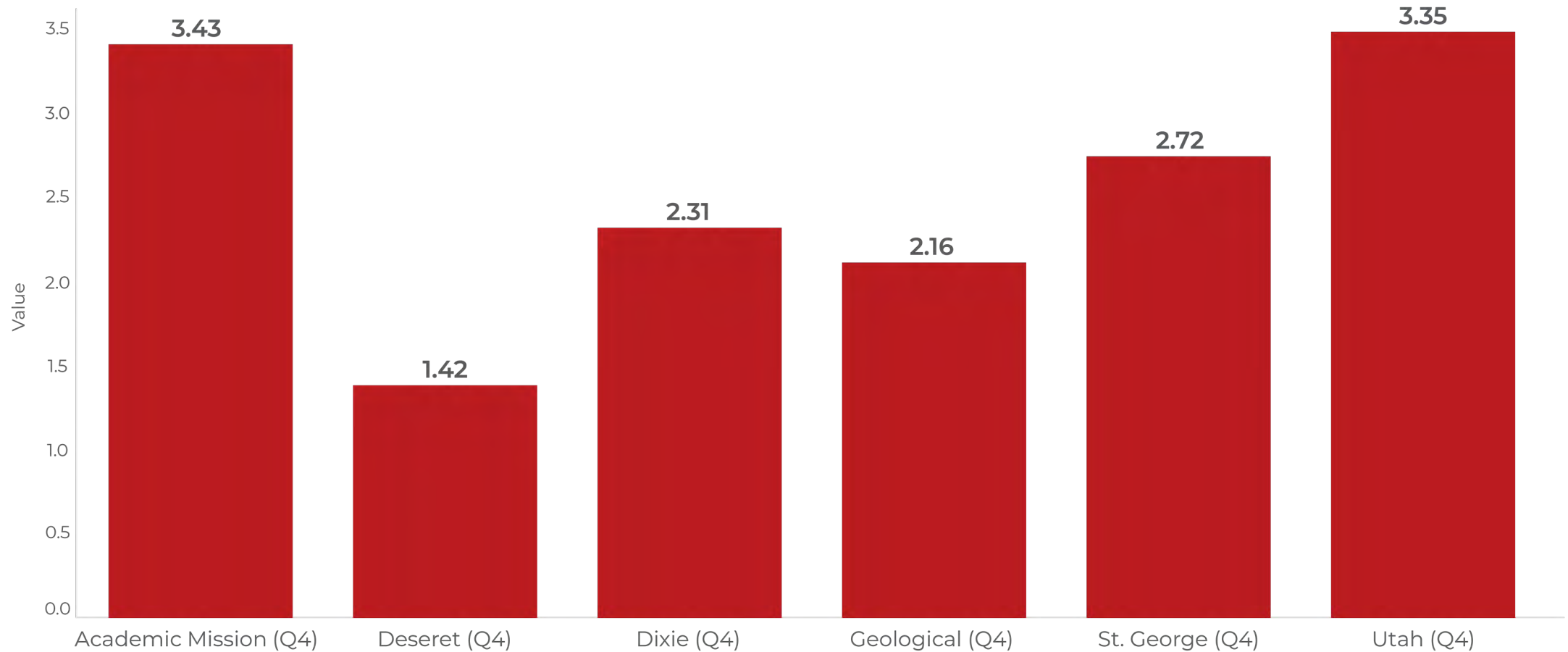
(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)
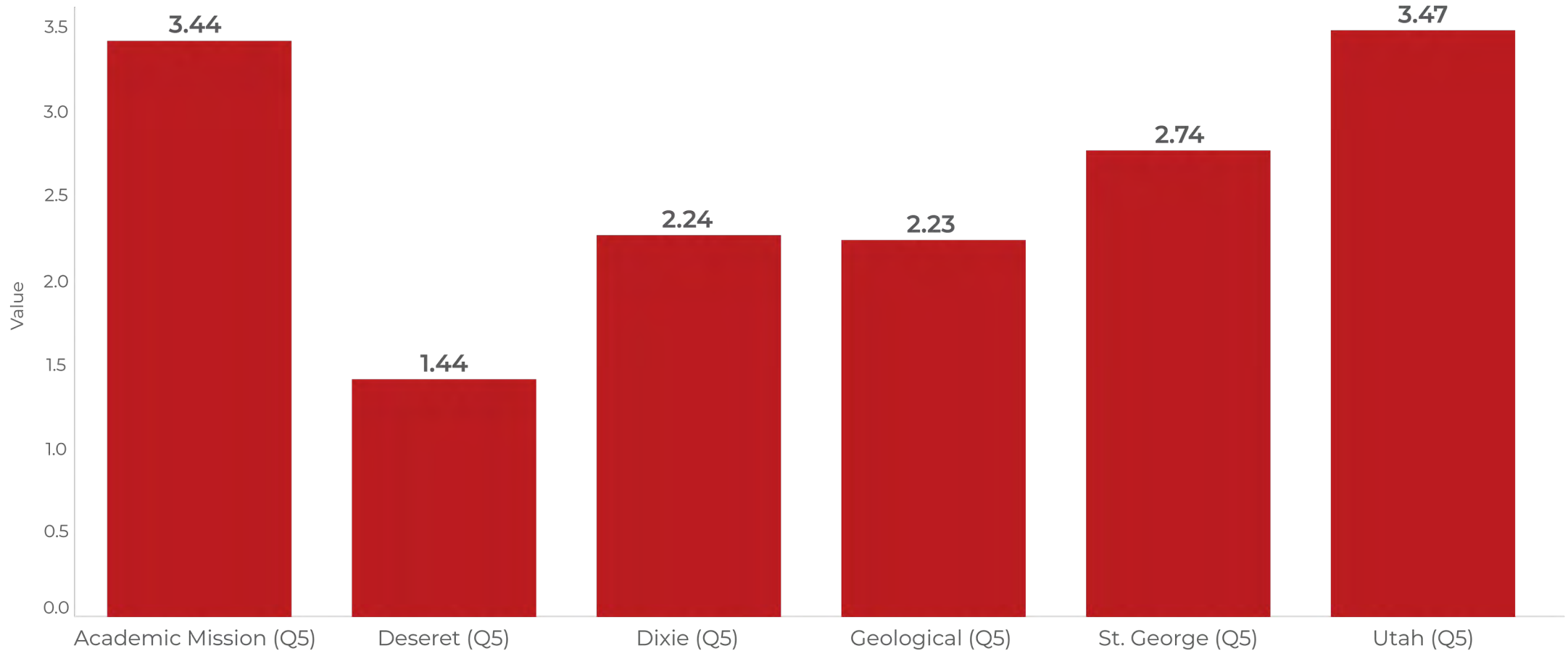
The naming theme honors the history and heritage of the local community.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

Category	Value
Academic Mission (Q6)	2.03
Deseret (Q6)	2.32
Dixie (Q6)	3.56
Geological (Q6)	2.62
St. George (Q6)	3.71
Utah (Q6)	3.47
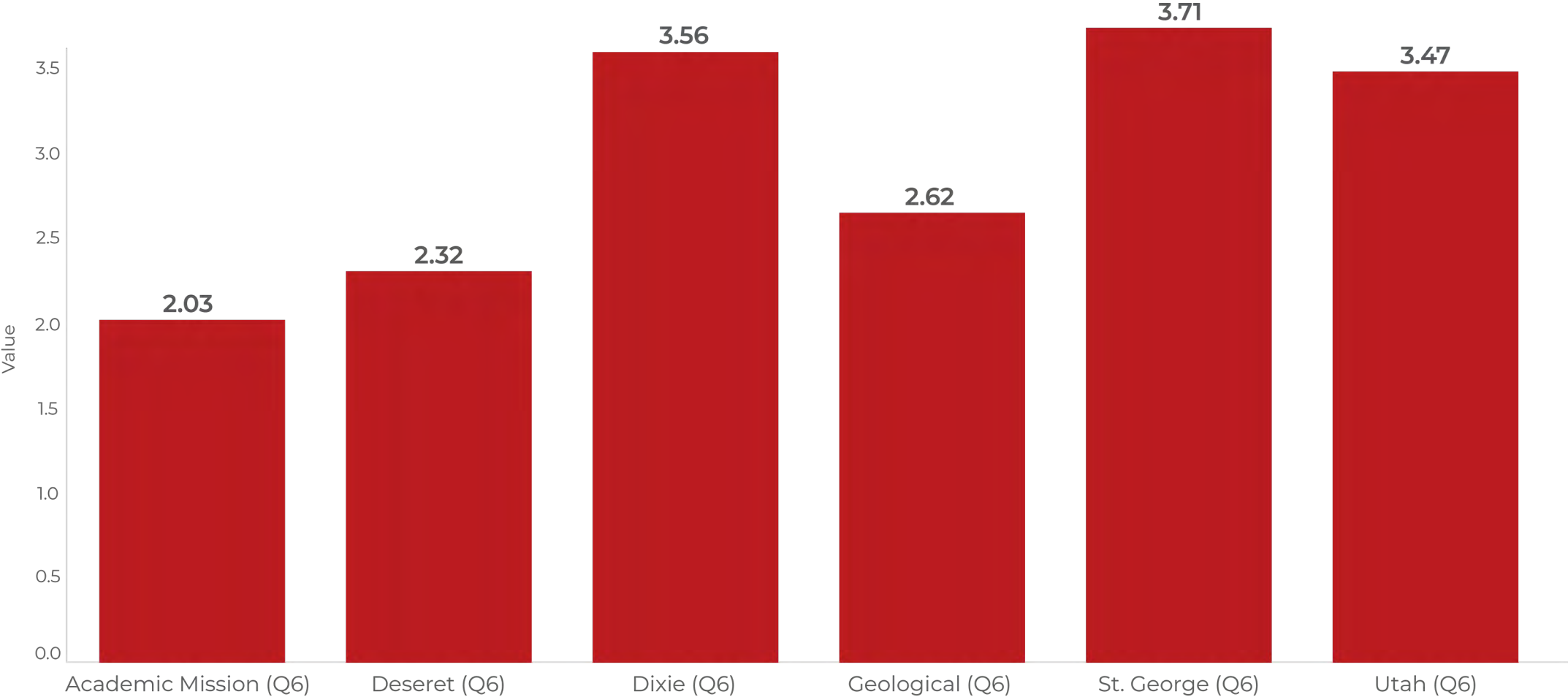
The naming theme supports students who plan to further their education.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

Value

Academic Mission (Q7)	Deseret (Q7)	Dixie (Q7)	Geological (Q7)	St. George (Q7)	Utah (Q7)
3.48	1.53	2.36	2.31	2.90	3.47
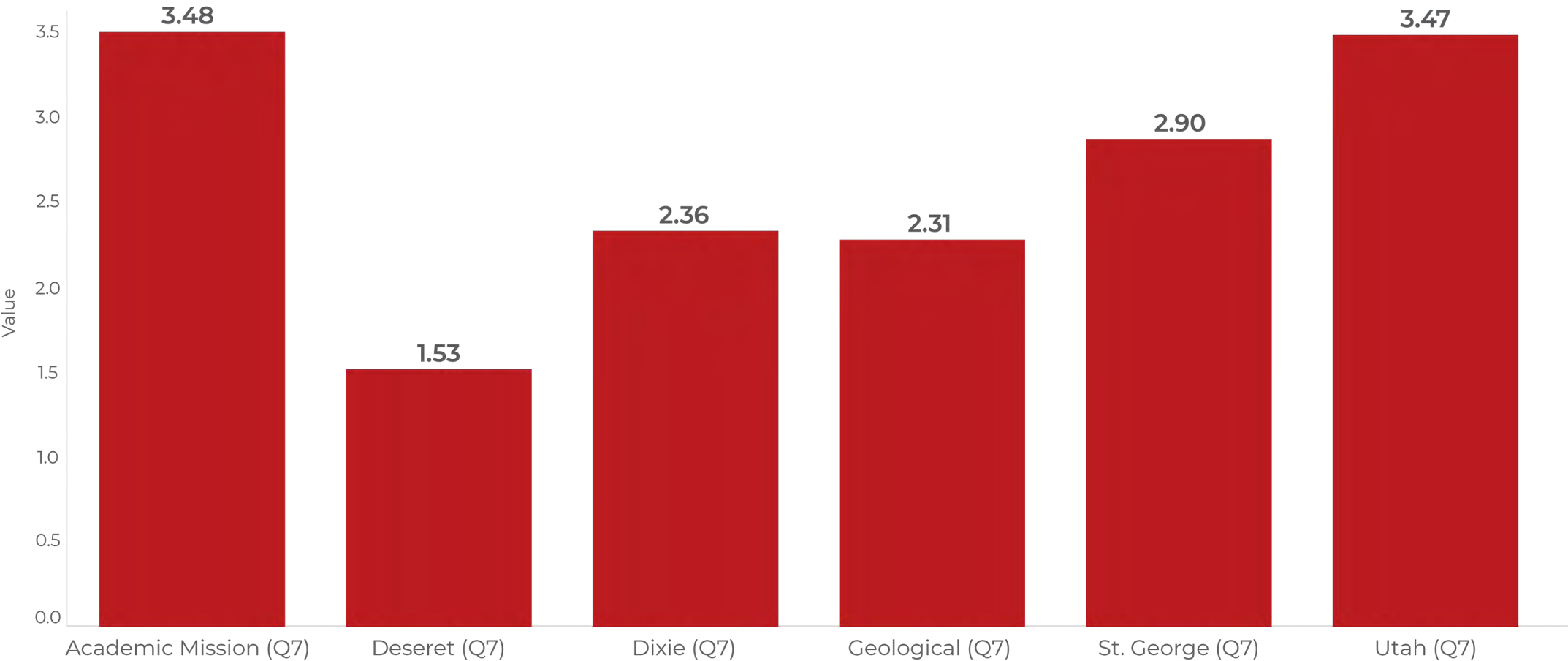
The naming theme will be **welcoming and inclusive for all** who wish to attend the university.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)
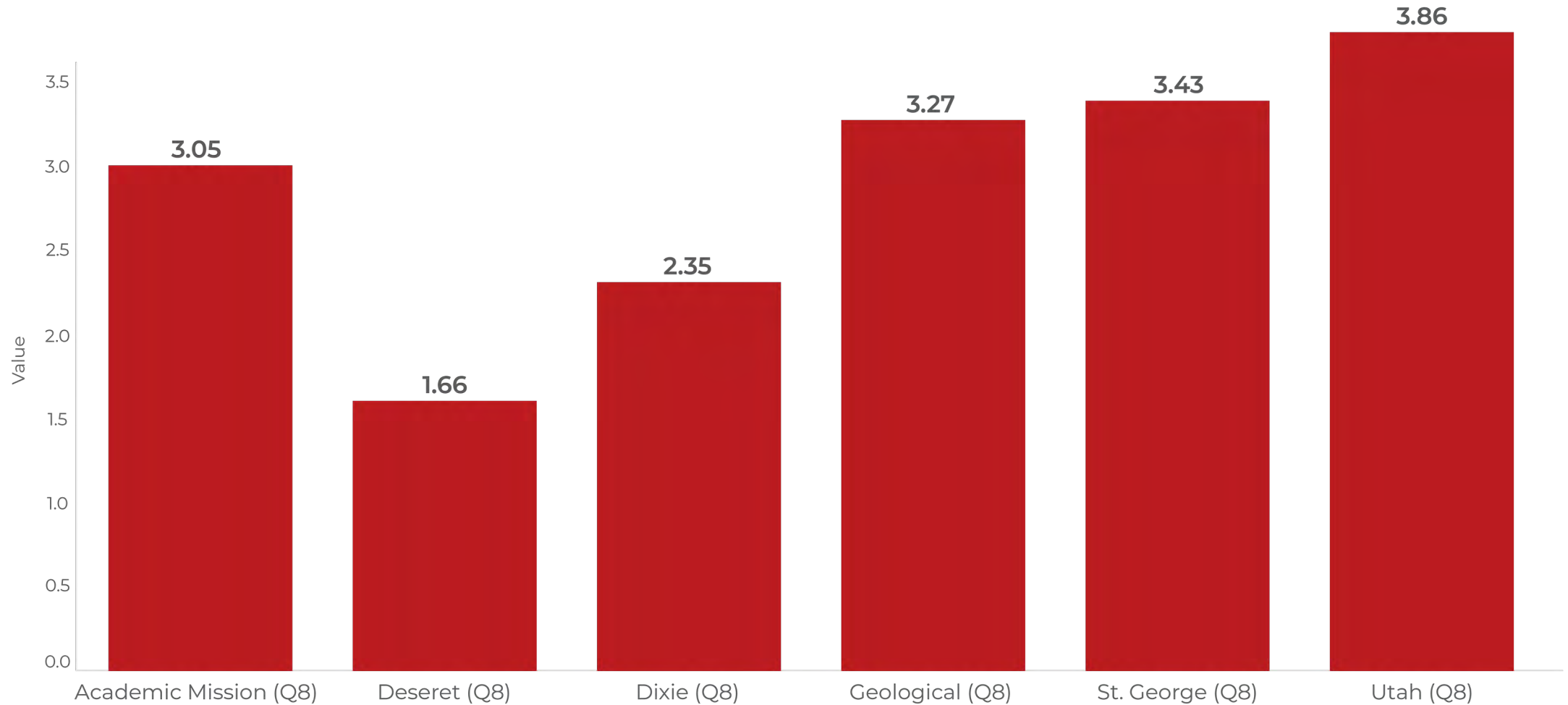
The naming theme **enhances the ability to recruit students** from primary recruiting regions.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

Value

Academic Mission (Q9)	Deseret (Q9)	Dixie (Q9)	Geological (Q9)	St. George (Q9)	Utah (Q9)
3.24	1.58	2.44	2.61	3.13	3.64
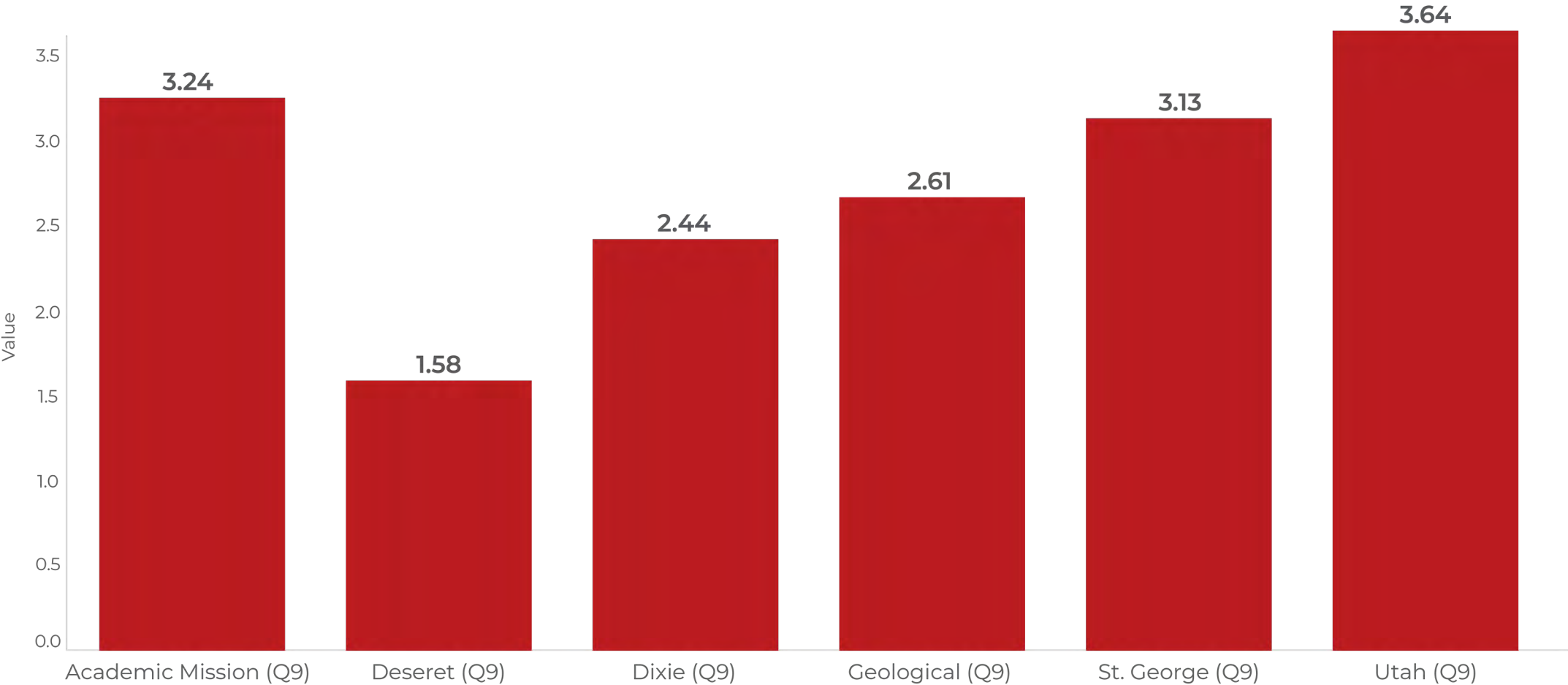
The naming theme enhances the ability to recruit top faculty, staff, and administration.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)
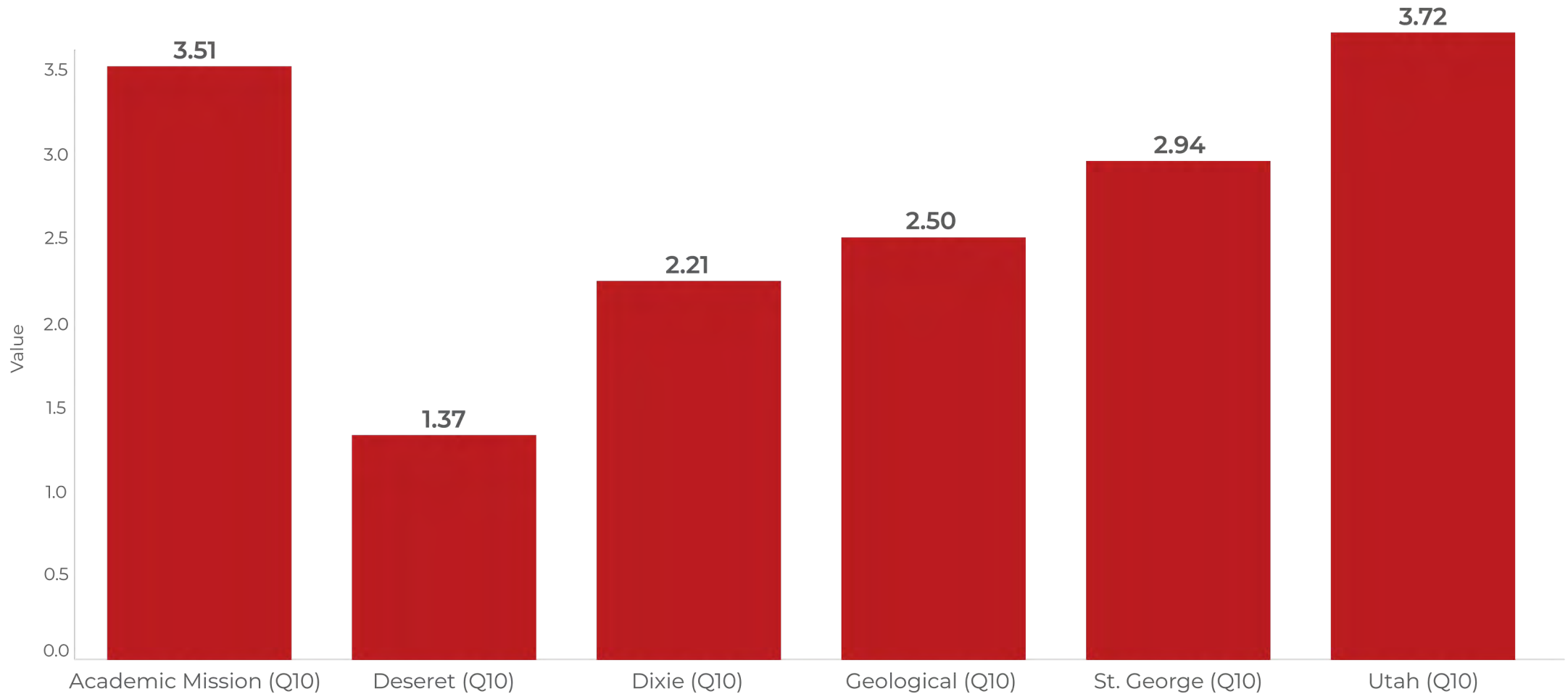
The naming theme will support the institution's reputation as a STEM-focused, polytechnic university.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)
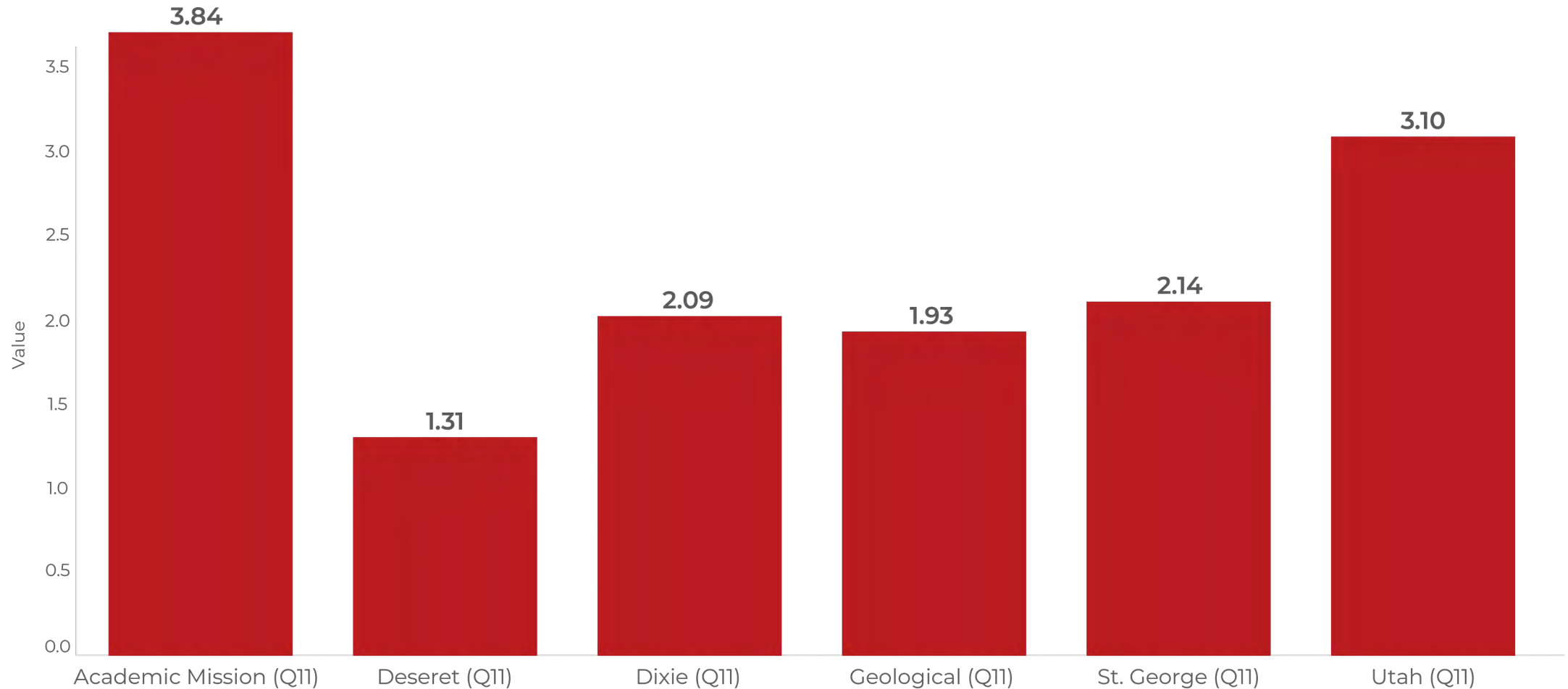
The naming theme compliments and **strengthens the Trailblazer athletic identity.**

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

Category	Value
Academic Mission (Q12)	2.53
Deseret (Q12)	1.64
Dixie (Q12)	2.65
Geological (Q12)	2.49
St. George (Q12)	2.95
Utah (Q12)	3.44

The naming theme is unique and helps set the institution apart.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

The naming theme is likeable and will resonate easily with various audiences.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

The naming theme is not associated with negative connotations that could potentially hurt the institutional brand.

(avg. value on a 1 to 5 scale with 1 being not at all reflective and 5 being very reflective)

Category	Value
Academic Mission (Q15)	3.61
Deseret (Q15)	1.97
Dixie (Q15)	2.15
Geological (Q15)	3.54
St. George (Q15)	3.28
Utah (Q15)	3.79
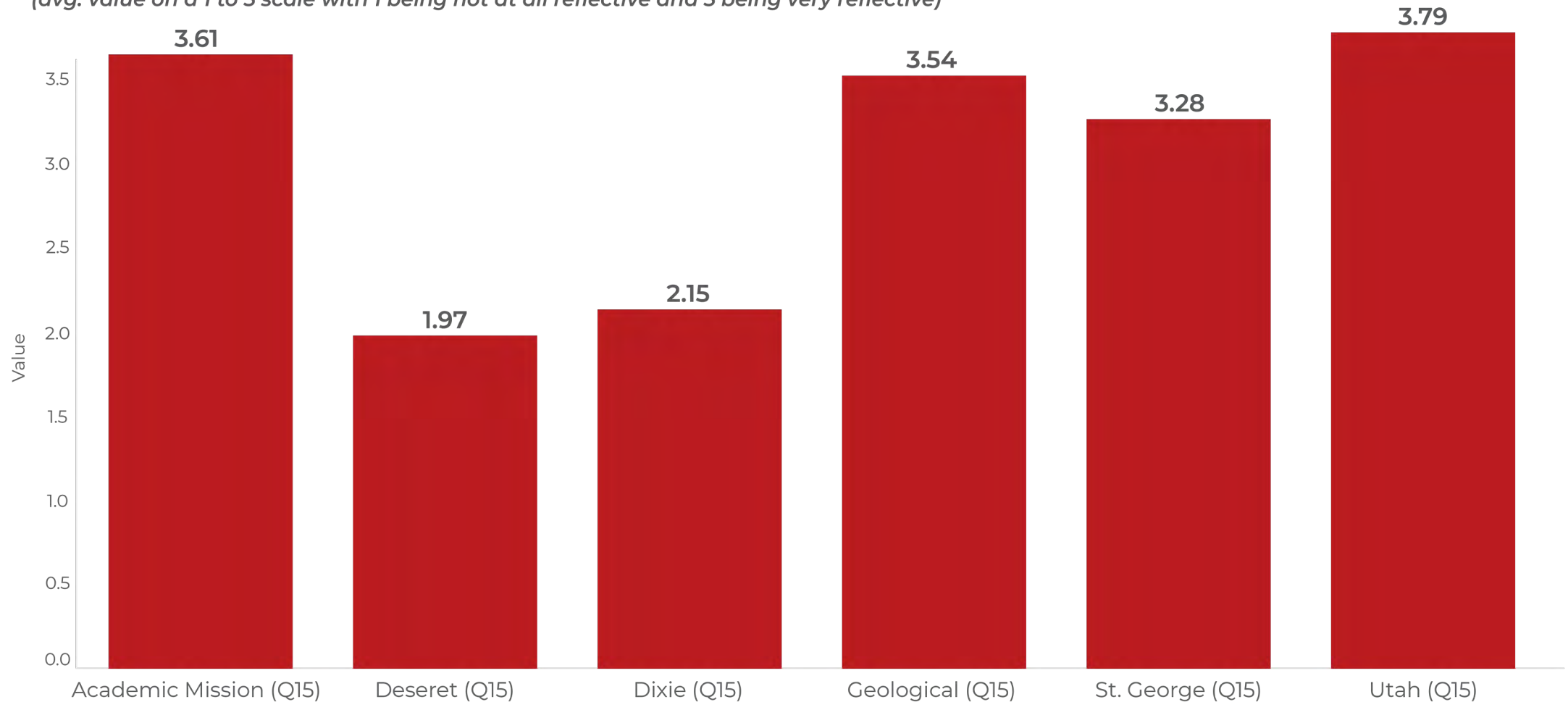
- The **Utah** or **Academic Mission** themes scored the highest in all 15 categories with the exception of one
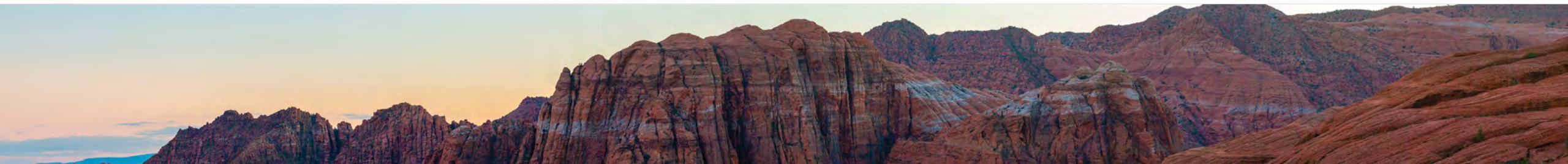
STEP 7: NARROW the THEMES

Love recommended the following core themes should **not** be explored further based on the data:

- Deseret
- Dixie
- Geological

Love recommended the following core themes could be explored further based on the data:

- Utah
- St. George
- Academic Focus

ST. GEORGE THEME

- **Pros:**
  - Safe alternative
  - St. George is a rapidly growing city
  - Original name of the school and a stronger tie-in with heritage
  - Familiar naming pattern for universities

- **Cons:**
  - Named after a religious leader which could be problematic in the future
  - Sounds like a private and/or Catholic school
  - Trademark issues
  - Two other schools in the world with the name St. George
  - City schools are not recognized as prestigiously as state named schools
  - Location identifier issues

UTAH THEME

- **Pros:**
  - Most popular theme overall
  - Provides a strong location identifier
  - Offers increased status for the university

- **Cons:**
  - Confusion with geography, other Utah schools, and acronyms:
    - Southwestern Utah University – **SUU**
    - Utah Southern University – **USU**
    - Utah Southwestern University – **USU**
    - Utah Western University – **UWU**

ACADEMIC MISSION THEME

- **Pros:**
  - Aspirational name for the university
  - Strong descriptor of the academic focus
  - Places university on the national stage
  - If combined with another theme, could best fulfill the legislature's mandate
  - Similar to other highly ranked polytechnic schools in the nation

- **Cons:**
  - Can't stand alone
  - Needs to be marketed for people to understand the new mission and name
  - Could be confusing to those not in a STEM field

STEP 8: NARROW the THEMES – Part 2

- Committee decided to move forward with the **Utah** and **Academic Mission** themes for further study

- Based on the data and the direction from HB278:
  - Reflects the institution's mission and significance to the surrounding region and state
  - Enables the institution to compete and be recognized nationally
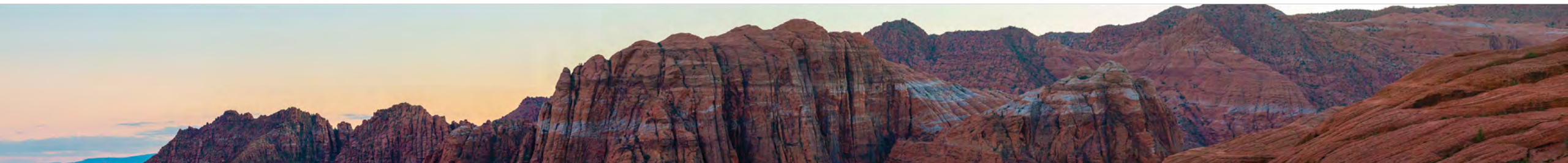
TASK 9: FOCUS GROUPS - Part 2

- University donors and community members

- Current students (2 groups)

- Prospective students

- Board of Trustees members

- State Legislators

- Utah Board of Higher Ed members

- Staff Association members

- Deans and department chairs

- University Council

- Business leaders from the region

- Area mayors and school board members

TASK 10: COMMITTEE FINAL REVIEW

- University naming patterns and best practices

- University rankings, missions, and names

- Trademarks

- Availability

- URLs

- Acronyms

- Double meanings

- Past and current data (25,000+ responses)

- HB 278

OFFICIAL NAME	ALTERNATIVE NAME(S)	INSTITUTIONAL LOGO	ALTERNATE LOGO	UNIVERSITY SEAL	ATHLETIC LOGO	WORDMARK
Virgina Polytechnic and State University	Virgina Tech Va Tech *(Unofficial)*					
California Polytechnic State University	Cal Poly					
Texas Tech University	Texas Tech TTU					
Georgia Institute of Technology	Georgia Tech *(Unofficial)*					

OFFICIAL NAME	ALTERNATIVE NAME(S)	INSTITUTIONAL LOGO	ALTERNATE LOGO	UNIVERSITY SEAL	ATHLETIC LOGO	WORDMARK
Massachusetts Institute of Technology	MIT					
Louisiana Tech University	La Tech Tech (Unofficial)					
Michigan Technological University	MTU Tech (Unofficial)					
Tennessee Technological University	Tennessee Tech					

TASK 11: FINAL NAME RECOMMENDATION

- Utah Polytechnic State University

- Utah Tech University (nickname)

DSU BOARD OF TRUSTEE RECOMMENDATION

- Based on initial community/student feedback of the proposed named, and in cooperation with the Name Recommendation Committee, DSU Board of Trustees recommends Utah Tech University:

    - Unanimous vote

    - Clear community/student support

    - Followed the process outlined in Senate Bill 278

    - Feedback highly preferred to call the institution by the proposed nickname

UTAH TECH UNIVERSITY

THE ONLY AND BEST CHOICE

- Utah
- Mission
- University
- Athletic Brand
- Differentiation
- Enables institution to compete nationally

- Strong acronym
- Logo opportunities
- Trademarks
- Peer institutions
- Significance to surrounding region/state

THANK YOU!

QUESTIONS & COMMENTS

MEDIA COVERAGE – NAME DISCUSSION

- Number of Mentions: 2,466

- Reach: 5,495,322,013

- Ad Value Equivalency: $50,831,727

The Salt Lake Tribune

U.S.News & WORLD REPORT

Deseret News.

msn

CNN

FOX NEWS

The New York Times

AP

yahoo! news