

DIXIE STATE UNIVERSITY

NAME RECOMMENDATION PROCESS



STEP
01

HB 278 passed by the legislature and signed into law by the Governor

STEP
02

DSU Board of Trustees, in consultation with the Utah Board of Higher Education, establish the Name Recommendation Committee. The committee consists of:



- Students
- University personnel
- Community members
- Industry leaders



STEP
03

The Name Recommendation Committee receives input and collaborates with residents of southwestern Utah, institutional partners, and University faculty, staff, students, and alumni, with the help of a third-party consultant:

- Open survey to 5,000+ participants
- Community Town halls
- 40+ Focus Groups

STEP
04

The Name Recommendation Committee reviews all available data to understand any known or potential impacts of name finalists:



- DSU Strategic Plan & polytechnic approach to higher education
- DSU Name Impact Study & Perception Study
- New focus group and survey data
- Trademarks, acronyms, other meanings, similarly named institutions, etc.



STEP
05

The Name Recommendation Committee recommends a name to the Board of Trustees

STEP
06

Board of Trustees choose whether to approve the new name, ensuring it meets the requirements of HB 278:



- The name must reflect the institution's mission and significance to the surrounding region and state
- The name must enable the institution to compete and be recognized nationally



STEP
07

The Utah Board of Higher Education chooses whether to forward the recommendation to the state legislature's Legislative Management Committee.

STEP
08

The State Legislature considers the name recommendation.

