



QUANTITATIVE RESEARCH IN-DEPTH

Support vs. annual donations

How will the name change affect your support if you...		Less than \$1,000	\$1,001 to \$4,999	\$5,000 to \$9,999	\$10,000 or more	Rather not specify	Total
...you don't like the name?	I will withdraw my support	56.7%	70.9%	77.1%	76.3%	62.6%	62.6%
	I will continue my support	41.7%	28.4%	20%	23.7%	37.4%	36.3%
	I will increase my support	1.6%	0.7%	2.9%	0%	0%	1.1%
	Total	100%	100%	100%	100%	100%	100%
...you are indifferent to the name?	I will withdraw my support	22.9%	30.3%	51.4%	47.2%	31.2%	28.7%
	I will continue my support	75.1%	69.7%	45.7%	52.8%	68.2%	70%
	I will increase my support	2%	0.00%	2.9%	0%	0.7%	1.3%
	Total	100%	100%	100%	100%	100%	100%
...you like the name?	I will withdraw my support	3.8%	5.7%	11.1%	7.9%	9.3%	5.9%
	I will continue my support	62.1%	55.7%	36.1%	39.5%	53.4%	56.6%
	I will increase my support	34.1%	38.6%	52.8%	52.6%	37.3%	37.5%
	Total	100%	100%	100%	100%	100%	100%

This table indicates that the higher the monetary donation (up to \$10,000) the more likely they are to withdraw their support if they do not like the name or are indifferent to it. However, if groups like the new name—rather than maintain their support they intend to increase it.

However, 70% of all donors levels will continue their support if they are indifferent to the name.

Again, around 40% of all donors said they would increase their support if they like the name.

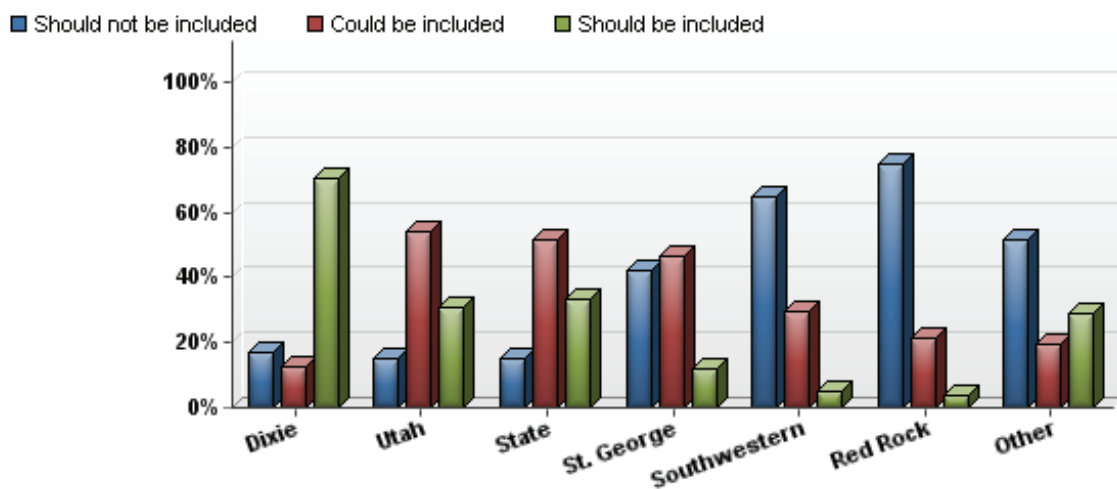
11% of \$5k-\$10k donors said they would withdraw support if they liked the name.



QUANTITATIVE RESEARCH IN-DEPTH

The highest scores for each word are in bold. For five of the seven words the consensus of whether it should, could, or should not be included is the same for all demographics. Only two words have a differing opinion—Southwestern is a ‘could’ among non-alumni faculty/staff, rather than a ‘should not’ among all other demographics; St. George is a ‘could’ among three of the demographics, except students, who list it a ‘should not’, and alumni faculty/staff who are evenly split between ‘should not’ and ‘could’.

The graph below shows results across all demographics.





QUANTITATIVE RESEARCH IN-DEPTH

Please indicate which, if any, of the following factors below influenced your answer to the last question

	Which best describes your connection to Dixie State College of Utah?						
	Current Student	Faculty/staff (Not Alumni)	Faculty/staff (Alumni)	Alumnus	Community Member	Other	Total
Tradition/heritage	64.3%	49.3%	74.5%	84.6%	68.9%	61.2%	71.0%
Geographical location	48.5%	61.9%	62.7%	57.1%	55.1%	52.6%	54.2%
Perception by potential students	35.8%	55.6%	42.9%	28.7%	36.0%	35.7%	35.1%
Perception of other universities	33.8%	53.0%	36.8%	24.4%	31.0%	36.1%	31.7%
Ability for the university to have a national reach	33.6%	59.0%	41.5%	24.5%	34.6%	36.8%	33.0%
Credibility of the institution	46.6%	63.8%	52.8%	40.5%	45.4%	45.4%	45.7%
Perception by potential employers	27.9%	47.0%	34.0%	22.4%	27.8%	27.5%	27.5%
Name recognition	70.9%	57.5%	74.1%	78.2%	68.3%	68.4%	71.9%
Other	6.1%	7.1%	6.6%	5.5%	4.6%	8.6%	5.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

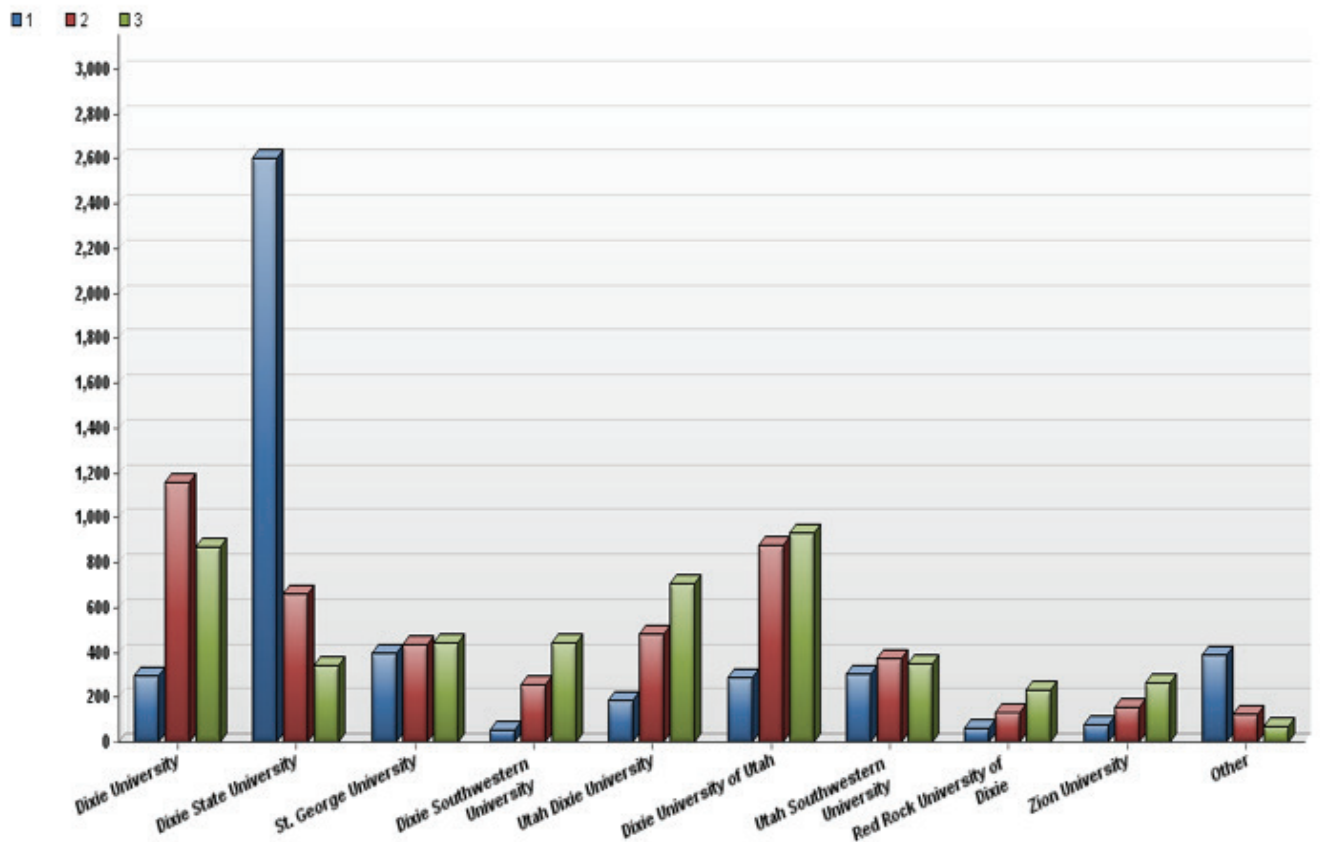
Interestingly, while name recognition was, unsurprisingly, ranked highly by all demographics, the group with the least concern (albeit 57.5% of respondents) was non-alumni faculty/staff. Name recognition and tradition/heritage were the top picks for all groups except one—with community members and faculty/staff alumni having them as an equal concern. The one group that differs is the non-alumni faculty/staff whose main factor of influence was credibility of the institution.



QUANTITATIVE RESEARCH IN-DEPTH

Below is a list of possible names for the university (NOT a list of finalists). Please rank them.

Respondents were asked to rank a list of nine possible names for the university from most preferred to least preferred. This graph shows the quantity for the top three votes for each name. Although this list was specified as not being exhaustive it was felt after the survey's release that the name 'Dixie State University of Utah' would have given an interesting result. Because this is a ranking question a cross-tabulation is not possible.





CONCLUSIONS AND AREAS FOR BOARD CONSIDERATION

Each of the recommended names for the new university detailed below match specific characteristics of three sets of circumstances: Local, National, and Balanced Focus.

Local/Regional Focus

If the university intends to keep its primary area of service and influence in the local region (considered to be the region where it currently has primary service and influence) then a name for consideration would be “Dixie State University.”

Reasoning

With a local focus, the near-by community is the most important audience. The name Dixie relates to the local region, not just the campus, and keeping it in the name of the school reinforces the position of the university within that community. While the name will garner a certain amount of national attention with the university status, there will be limited need to explain/justify the name to a wider audience. Within the local community the history and heritage of the name/institution remains.

Related Notes/Recommendations

This option would be, arguably, the least disruptive to existing characteristics of the school (events, physical facilities), attendees and faculty. However, provision should be made to explain the name to outsiders. In addition, it is the clear choice from an economic standpoint both from a position of potential donation losses and the cost to change all materials that include the name Dixie State. We estimate this cost to be in the seven figures.

National Focus

If the university intends to capitalize on its university status and have aO large a role in the national stage, then a name for consideration would be “St. George University” (or University of St. George).

Reasoning

With a national focus, the university would seek to be ever more recognized in terms of academic presence (papers published, national conferences, grant submissions, awards etc.). The moniker “Dixie” is more likely to carry a negative connotation to groups and individuals outside the local region hence the suggestion of its removal.

Related Notes/Recommendations

If this focus/name is chosen, a significant adjustment within the local community will need to be addressed. The university would still physically be present, and the benefits of an expanded program of higher education would still be evident, however, efforts would need to be made to enforce the idea



CONCLUSIONS AND AREAS FOR BOARD CONSIDERATION

that the institution can be true to its heritage even if its name has changed. At the national level the university would need to be introduced. Among applications from students/faculty there may be a need to clarify that it is not a Catholic school.

Balanced Focus

The university may intend that it expand its area of service and influence significantly from where it is, but not with the intention of expanding to the fullest extent or across every avenue that may bring wider prominence at a national level. In that instance, two names for consideration would be: “Utah Dixie University”, or “Utah Dixie State University”.

Reasoning

These names keep Dixie, to be relevant to the local community, but add the qualifier “Utah” so as to distinguish the university from southern State connotations. In addition, neither side of the issue with the word “Dixie” should feel alienated as a result of the name selection because concerns from both sides have been addressed in the name.

Related Notes/Recommendations

This focus would also necessitate messaging to explain the word “Dixie,” but misunderstandings regarding the name are likely to come less often.

Other Recommendations

Regardless of the name chosen it is recommended that the school take action to distance itself from civil war references. The name Dixie is not inextricably linked to the civil war. For the people in Utah, the name Dixie represents hard work and a welcoming homestead feel, but that definition is not conveyed to the outside world with additional civil war references. To convey the meaning Dixie has to the community we recommend removing any and all civil war references and widely spreading carefully prepared messaging to explain the community, its origins and the meaning of Dixie. Finally, it is suggested the heritage/history of the school be acknowledged. This repeatedly came up as something of concern in the research. The school mascot was asked about specifically but came up in several interviews and in some of the survey comments.

Acronyms

We did not find other universities that use the following: Dixie State University (DSU), Utah Dixie University (UDU), University of Dixie Utah (UDU), and Utah Dixie State University (UDSU).



CONCLUSIONS AND AREAS FOR BOARD CONSIDERATION

Additional Considerations

In summary the change to a university is seen as a positive thing. The feeling among the majority of people in most demographics is that the Dixie name should stay and also that heritage and history should be protected. However, there is a concern that if the university begins to operate in a more national community that name carries a negative connotation that may prove a disadvantage in areas such as grant requests, paper submissions, national conferences and general perception.

The most pertinent question for the Board to consider seems to be—does the local positive of keeping Dixie in the name, outweigh the national positive of taking it out?

To answer this, two additional questions can be considered:

- Is it easier to explain to outsiders why the word Dixie exists in southern Utah (and the school name), or to explain to locals why it has been removed?

If the institution is to remain largely local in its appeal there is a stronger argument for keeping the name Dixie. If however, if long-term plans are to appeal to a much greater number of non-local students the opposite may be true.

- What are the medium and long-term plans for the institution?

Does it seek to broaden its appeal to a national stage, a regional stage, or remain more local in its focus. It can be argued that the name chosen should reflect what the university wants to be in 20, 30, even 100 years from now. Taking the word Dixie out may have a long-term benefit but with short-term hurdles; equally it could be argued that the name Dixie may not, with careful, consistent messaging, have such a negative connotation in years to come and therefore could be kept. The institution's footprint on the national stage may grow, but not necessarily to the point that the name is a serious liability.

There is great support for keeping Dixie. While inclusion of the word 'Utah' as a qualifier had moderate support the phrase University of Utah may suggest a non-existent relationship or even ownership by the University of Utah in Salt Lake City.

Additional Data

There are two areas where information may be helpful to the Board in its decision but which are not known to the authors of this report. The first regards donors. It is true that donors loyal to the Dixie name may leave, but a new generation of donors is being cultivated. It would be good to consider the ages/amounts donors give, and if they are married to the Dixie name. Second, as has been mentioned, existing goals regarding the makeup of the student body (local, national, international). These details would certainly influence the name selection—it is easier to keep Dixie if the focus is to remain local.



NAME CHANGE RECOMMENDATIONS

Based on the data compiled, the following names are recommended for consideration:

- Local/Regional Focus
 - Dixie State University (DSU)
- National Focus
 - University of St. George (USG)
- Balanced Focus
 - Utah Dixie University (UDU)
 - Utah Dixie State University (UDSU)