



Dixie State University

'Dixie' Name Impact Study

December 13th, 2020

Table of Contents

- 3** Project Overview
 - Methodology
 - Executive Summary
- 19** Impacts & Implications
 - Reputation
 - Recruitment & Marketing
 - Brand
 - Support
- 61** Name Recommendation
- 67** Perspectives
- 75** Appendix

Project Overview

Survey Participants, Focus Groups, and In-Depth Interviews

Survey Participants



Faculty & Staff



Current Students



Prospective Students
In-State
Out-of-State*



General Population
Southwestern Utah
Greater Utah
Out-of-State*



Alumni

In-State Older (2009 and earlier) Out-of-State Older (2009 and earlier)
In-State Recent (2010 and beyond) Out-of-State Recent (2010 and beyond)

Focus Groups



Faculty & Staff



Current Students



Coalition Groups

In-Depth Interviews



Community
Community Leaders
National Advisory Council
Alumni
Major Employers



Donors & Sponsors
Individual Prospective
Foundation Athletic
Corporate



Gov. & Administration
Government Officials
DSU Cabinet Members
Board of Trustees



Affiliations
WAC Athletic Directors
University Licensing Partner
NCAA and WAC Members



Academia
USHE Diversity Officers
Utah Board of Higher Education Members
Polytechnic Peers
Accrediting Body (NWCCU)



Recruitment
Prospective Faculty
High School Counselors
DSU Recruiters

Executive Summary
Quantitative Findings

Executive Summary | Big Picture Perspective

1

SUPPORT FOR AND ISSUES WITH THE TERM 'DIXIE'

While support for the term 'Dixie' remains greater than opposition to its continued use across some populations, particularly in Southwestern Utah and among all current students, concerns with the term as registered by meaningful portions of virtually all populations considered warrant careful and clear-eyed deliberation relative to its impact on the institution's capacity to both grow and fulfil its mission.

2

PROBLEMATIC AND CONFUSING ASSUMPTIONS AROUND 'DIXIE'

The term 'Dixie' not only carries negative connotations of southern slavery for some, but from a branding, marketing, and recruiting perspective, many who are unfamiliar with the institution incorrectly assume it is located somewhere in the southern states. Confusion around the school's location and identity adds a problematic element that may also inhibit growth and reputational aspirations.

3

REAL IMPACTS ON KEY OUTCOMES

The use of 'Dixie' in the name is hurting employment prospects for some alums, some faculty and staff see impacts to their ability to obtain grants/funding, recruitment and retention of faculty and staff is made more challenging, and student recruitment – especially outside of Utah – is negatively impacted. However, if the term is removed from the name, some alums and locals have indicated they will reduce or eliminate support.

Executive Summary | Key Insights



Reputation

Academic reputation is, according to survey respondents, the most important factor for the future success of the University. The 'Dixie' name impacts the University's reputation most positively among locals. The name impacts the institution's reputation more negatively among populations outside the state of Utah, as well as among some key stakeholder populations, affiliates, and groups.



Recruitment and Marketing

Key questions of origins and meaning of the name aside, the 'Dixie' name is confusing to people from outside of Utah, many of whom assume it is located in the Southern United States. The name has a positive effect on willingness to attend the institution in Southwestern Utah, and a relatively negative effect outside of Utah.



Brand

Keeping the 'Dixie' name will have minimal bearing on brand acceptance within Utah, but will have a negative effect with the out-of-state general population, where, for example, a majority would not feel comfortable wearing apparel which included the word 'Dixie'

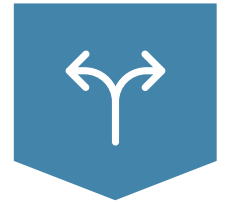
Support

Based on stated intentions, removing Dixie from the institution's name may lead to decreased alumni support. On the other hand, based on stated perceptions, keeping Dixie in the name may be increasingly problematic for some key populations, inhibit growth, hinder the ability to receive grants and donations, or form partnerships.



Name Change

Most in Utah think the name should be unchanged, but outside of Utah and among various populations, there is a stronger inclination to change the name. After being presented with various perspectives, most groups become more in favor of changing the name; those who say the University should 'absolutely keep' 'Dixie' are rarely swayed.



Perspectives

Perspectives in support of the 'Dixie' name are most resonant with Southwestern Utah's population, while perspectives taking issue with the 'Dixie' name resonate most with recent out-of-state alumni, African Americans*, faculty and staff, and peer institutions/partners.



The 'Dixie' name seems to have a clear, negative impact on the school's reputation with certain stakeholder groups, although the opposite is true for the local community and older alumni

Executive Summary | Key Data Points



Reputation

- 1 The 'Dixie' name negatively impacts the school's reputation outside of Utah:** 39% of Out-of-State General Population say that keeping the 'Dixie' name will negatively impact the University's reputation while this figure is lower, at 29% for Southwestern Utah General Population, and 35% for Greater Utah.
- 2 The 'Dixie' name negatively impacts the school's reputation for African Americans:** 48% of African Americans believe that keeping the 'Dixie' name will negatively impact the University's reputation. Those who identify as white are slightly more likely to say the 'Dixie' name will have a negative impact than a positive impact (33% vs 29%).
- 3 Faculty & Staff more commonly view the 'Dixie' name as a negative:** Unlike Southwestern Utah's general population, 49% of Faculty & Staff say that keeping the 'Dixie' name will negatively impact the University's reputation.
- 4 At least a quarter of nearly every population in every geography tested view 'Dixie' as having a negative impact on reputation:** Even in Southwestern Utah, concerns that the name 'Dixie' has a negative impact on the school's reputation exist in meaningful numbers across populations

The 'Dixie' name creates particular challenges for out-of-state recruitment but is perceived to have more positive effects on recruiting within Utah, and especially within Southwestern Utah

Executive Summary | Key Data Points



Recruitment and Marketing

- 1 The 'Dixie' name is confusing to those who are less familiar with the University:** Faculty and Staff report that in academic circles, colleagues generally assume Dixie State University is located in the Southern United States.
- 2 Nearly half of recent graduates are concerned that the inclusion of 'Dixie' on their resume has caused or may cause an issue(s):** Recent Out-of-State Alumni and Faculty & Staff are most likely to see it as a possibility for potential employers to view the word 'Dixie' on their resume negatively.
- 3 The 'Dixie' name has the most positive effect on willingness to attend or encourage others to attend in Southwestern Utah:** The 'Dixie' name has minimal impact on willingness to attend or recommend for Greater Utah, and the most negative effect for individuals living outside the state of Utah.
- 4 More than one third of Prospective Students believe that keeping the 'Dixie' name will have a negative impact on out-of-state recruitment:** But while the impact outside the state is pronounced, just over one in ten say it will have a negative impact on in-state recruitment.

The 'Dixie' brand is strong in Southwestern Utah, and somewhat strong throughout the rest of the state, but is largely problematic outside of Utah

Executive Summary | Key Data Points



Brand

- 1 Keeping the 'Dixie' name has a negative impact on brand recognition outside of Utah:** Just over half of those outside the state of Utah believe that keeping the 'Dixie' name will have a negative impact on brand recognition.
- 2 More than a third of current students say keeping the 'Dixie' name will negatively impact brand recognition:** 36% of students and 54% of Faculty & Staff say keeping the 'Dixie' name will have a negative impact on brand recognition.
- 3 In Southwestern Utah, keeping the 'Dixie' name will positively impact brand appeal:** The Southwestern Utah General Population is especially bullish on the 'Dixie' name with 62% saying it will positively impact brand appeal and only 8% saying it will negatively impact brand appeal.
- 4 Outside of Utah, 52% of people are uncomfortable wearing apparel which includes 'Dixie':** 27% of Current Students, 35% of Prospective Out-of-State Students, and 26% of Prospective In-State Students say they are uncomfortable wearing apparel which includes the word 'Dixie'

A name change would likely result in decreased alumni donations, whereas keeping the 'Dixie' name could mean trouble for grant seeking, corporate donations, and partnerships

Executive Summary | Key Data Points



Support

- 1 DSU Alumni will consider reducing their support if 'Dixie' is removed from the name:** Two-thirds of alumni who graduated prior to 2009, and nearly half who graduated after 2009 say they will consider reducing support to the University.
- 2 Faculty & Staff believe that grants, corporate donations, and partnerships will be negatively impacted by keeping the 'Dixie' name:** 48% of Faculty & Staff believe that keeping the 'Dixie' name will have a negative impact on these efforts, while just 23% believe it will have a positive impact.
- 3 Southwestern Utah residents say that removing 'Dixie' from the name will have a negative impact on local and statewide support:** 71% of Southwestern Utah General Population, and 40% of Greater Utah say that a name change will negatively impact local and statewide support.
- 4 Faculty & Staff who donate to scholarship funds say a name change would have almost no effect on their donations:** Unlike alumni, few Faculty & Staff say they would donate more (15%), or less (19%).

Those who strongly oppose a name change are not swayed by other perspectives, but those who begin neutral in the debate can be persuaded to favor or oppose the University's 'Dixie' name

Executive Summary | Key Data Points



Name Change

- 1 Those who are at first 'indifferent' generally become more likely to support a name change after hearing all perspectives:** For example, 21% of Greater Utah residents indicated that they believed the University should drop the 'Dixie' name, then, after learning more about perspectives on both sides of the question, that figure doubled, increasing to 42%. In the case of Out-of-State General Population, this figure moved from 36% to 51%.
- 2 Most African Americans say the University should remove 'Dixie' from its name:** While African Americans were initially most inclined to believe the name should be changed, after learning about perspectives from both sides of the question, this figure increases substantially.
- 3 Southwestern Utah's General Population clearly favors keeping the 'Dixie' name:** Before reading all perspectives, 79% think the name should remain, and after reading all perspectives, 75% believe that the 'Dixie' name should remain.
- 4 Current students favor keeping the 'Dixie' name:** Before reading all perspectives, 64% think the name should remain, and after reading all perspectives this figure drops slightly to 62%.

For locals and older alumni, the ‘Dixie Pride’ perspective is most resonant, and of the opposing perspectives, the ‘Cannot Hide From The Past’ argument is slightly more resonant than others

Executive Summary | Key Data Points



Perspectives

- 1 Perspectives in support of the ‘Dixie’ name are most resonant with Southwestern Utah General Population and Older Alumni:** These groups find the ‘support’ perspectives to be more resonant than any other stakeholder groups.
- 2 Perspectives taking issue with the ‘Dixie’ name are most resonant with African Americans and Recent Out-of-State Graduates:** These groups find the ‘issue’ perspectives to be more resonant than any other stakeholder groups.
- 3 For local residents, the ‘Dixie Pride’ perspective resonates most:** This perspective resonates with 80% of Southwestern Utah General Population compared to 53% for Greater Utah and 41% for Out-of-State General Population
- 4 For Greater Utah, the ‘Don’t Fix What Isn’t Broken’ perspective resonates most:** This perspective resonates with 55% of Greater Utah, a group which also values the ‘Dixie Pride’ perspective (53%), and ‘Cannot Hide From The Past’ perspective (49%)
- 5 Outside of Utah, the ‘Cannot Hide From The Past’ perspective resonates most:** This perspective resonates with 54% of Out-of-State General Population, compared to only 26% of Southwestern Utah General Population.

Executive Summary
Qualitative Findings

Those who oppose the 'Dixie' name believe it presents challenges that cannot be overcome while supporters of the name doubt the validity and impact of these challenges

Executive Summary | Key Focus Group Takeaways

Group 1
Issues with
'Dixie' Name



Keeping 'Dixie' name implies racism
There is a sense that keeping the 'Dixie' name now shows agreement, whether tacit or explicit, with Confederate ideals of racism, oppression, and exclusion.

'Dixie' name holds the University back
The Dixie name no longer serves the institution as it deters students, employees, and funding. Racist or not, the name is not aligned with the institution or its mission going forward.

Local support may wane if name changes
This group concedes that changing the 'Dixie' name may harm the University's brand amongst locals and the 'pastoral community' who are fond of the name and its ties to the region's early history.

Group 2
Support for
'Dixie' Name



'Dixie' name is not a significant deterrent
Many are skeptical that the 'Dixie' name deters a material number of prospective students, employees, or funding dollars.

DSU needs to educate people about its history
If only the institution would more effectively educate students and others about its history, there would be fewer detractors and hence, little need to change its name.

Perceived Confederate ties present a challenge
This group recognizes that the school's 'flagrant past' of Confederate flags, slave auctions, and black face present a challenge to the University, and to its 'Dixie' name, but argue that it's in the past and the community has moved forward

These two focus groups were conducted by the research team not only to understand the nuance and depth of competing perspectives on this topic, but also to serve as a sounding board and to refine the various perspectives that would be presented in other focus groups, and to the 100+ interviewees from various stakeholder groups who participated in this research. These focus groups helped the researchers to ensure that they represented as accurately and fairly as possible the many opinions, arguments, and perspectives that were subsequently tested throughout this process.

Other focus groups were conducted with current DSU students and faculty/staff. These discussions helped to understand the unique perspectives of those stakeholder groups, and to inform subsequent phases of the research i.e. topics for research interviews and questions for the quantitative survey.

Community voices are divided, opinions of government officials largely diverge along local/state lines, and donations may be difficult to predict in the event of a name change for DSU

Executive Summary | Key In-depth Interview Takeaways

Community



National Advisory Council
Alumni
Major Employers
Community Leaders

‘Dixie’ will impede growth
NAC and Major Employers are largely aligned in their belief that the ‘Dixie’ name is at odds with the University’s mission, and that it will likely impede growth going forward.

Don’t cave to political pressure
Community Leaders and Alumni have mixed views, but many (especially alumni) feel that ‘caving to political pressure’ with a name change is ill advised and will result in reduced support.

Employers support a name change
Major employers consistently support a name change, citing the need to attract/support a diverse workforce as well as voicing concern about graduates applying for out-of-state jobs where ‘Dixie’ is a problematic term.

Gov. & Administration



DSU Board of Trustees
Utah Government Officials
DSU Cabinet Members

Paradigm shift in 2020
Several Trustees and statewide government officials observe a paradigm shift in 2020 regarding racial justice – one that makes the University’s ‘Dixie’ name untenable, now, and in the foreseeable future.

The problem is only growing
Cabinet members almost unanimously support a name change, citing lost funding, faculty departures, and ongoing turmoil if the ‘Dixie’ name remains. Changing the name is viewed as less risky than keeping it.

Feeling compelled by ‘outsiders’
Local government officials mostly agree that the local population will not support calls for a name change that seem to come almost exclusively from ‘outsiders’ i.e. those not of the community.

Donors & Sponsors



Athletic Sponsors
Individual Donors
Corporate Donors
Foundation Donors
Prospective Donors

Some donors will stop supporting
Few donors say they will discontinue their support because of a name change, but some say they’ve heard of others that will do precisely this.

Focus is on students, not the institution
Many donors cite a focus and priority on helping students i.e. they may not support a name change, but a name change will not affect their desire to support the students.

Donations are not for re-branding
If the name does change, some donors may require a guarantee that their donations not go toward the name change, preferring that there be a complete separation of funds for this.

The 'Dixie' name is viewed as ill-suited to the University's polytechnic or STEM-focused mission and negatively affects recruiting efforts of faculty and students alike outside the region

Executive Summary | Key In-depth Interview Key Takeaways

Academia



USHE Diversity Officers
Utah Board of Higher Education
Polytechnic Peers
WAC ADs & SWAs

DSU must directly reconcile racist past
The vast majority of these voices view the school's past as being highly problematic – something that must be addressed and reconciled

'Dixie' name not fitting for polytechnic
The 'Dixie' name is regarded as antithetical to the nature of a polytechnic, or STEM-focused university and will deter many people from working there, attending, or sending their children there

Name change will diminish history
All institutional voices unanimously favor a name change, except for BOHE members, some of whom lament the removal of the 'Dixie' name because of a feeling that it essentially attempts to erase the region's history

Recruitment



Prospective Faculty
High School Counselors
Dixie State University Recruiters

'Dixie' deters prospective faculty
Prospective faculty members are turned off by the 'Dixie' name, citing personal values and potential difficulty including 'Dixie' on their resume in the field of academia

Inclusivity is key
High school counselors not from Southern Utah believe the 'Dixie' name is at odds with inclusivity and some steer students of color away from Dixie for fear they will not feel accepted there

'Dixie' name harms recruiting efforts
Student recruiters report that while they love Dixie State, they feel uncomfortable using the 'Dixie' name amongst diverse populations, and that out-of-state prospects are perpetually confused about the school's location

Affiliations



NWCCU Accrediting Body
University Licensing Partner
NCAA and WAC

No immediate threat to accreditation
While the accrediting body may have concerns about the 'Dixie' name, this will not affect the school's accreditation at this time

Licensing issues may worsen
It is unknown whether additional retailers will follow Dicks Sporting Goods in refusing to carry DSU merchandise, however, DSU's licensing partner does not believe this issue will subside any time soon

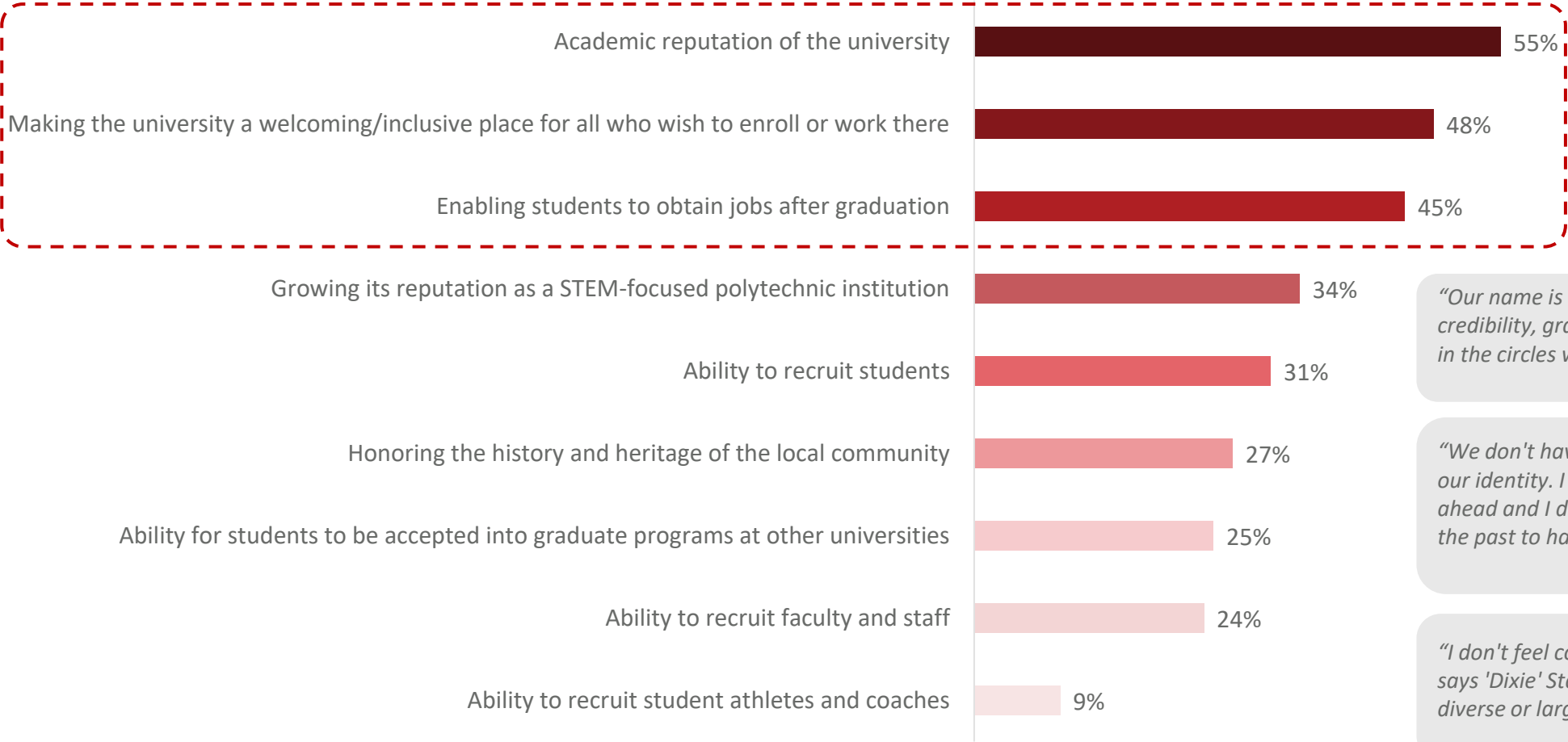
WAC/NCAA action not likely
Governing officials from the WAC and NCAA strongly oppose the school's inclusion of 'Dixie' in its name, but say their organizations will not likely consider punitive action on the matter



Reputation

Academic reputation is viewed as the most important factor for the future success of the university, followed by making it a welcoming and inclusive place, and jobs for graduates

Executive Summary | Which factors are most important to the future success of the university?*



“Our name is embarrassing and unlikely to suggest credibility, gravitas, or intellectual/scholarly ability in the circles where we’d like it to.”
-Current Faculty

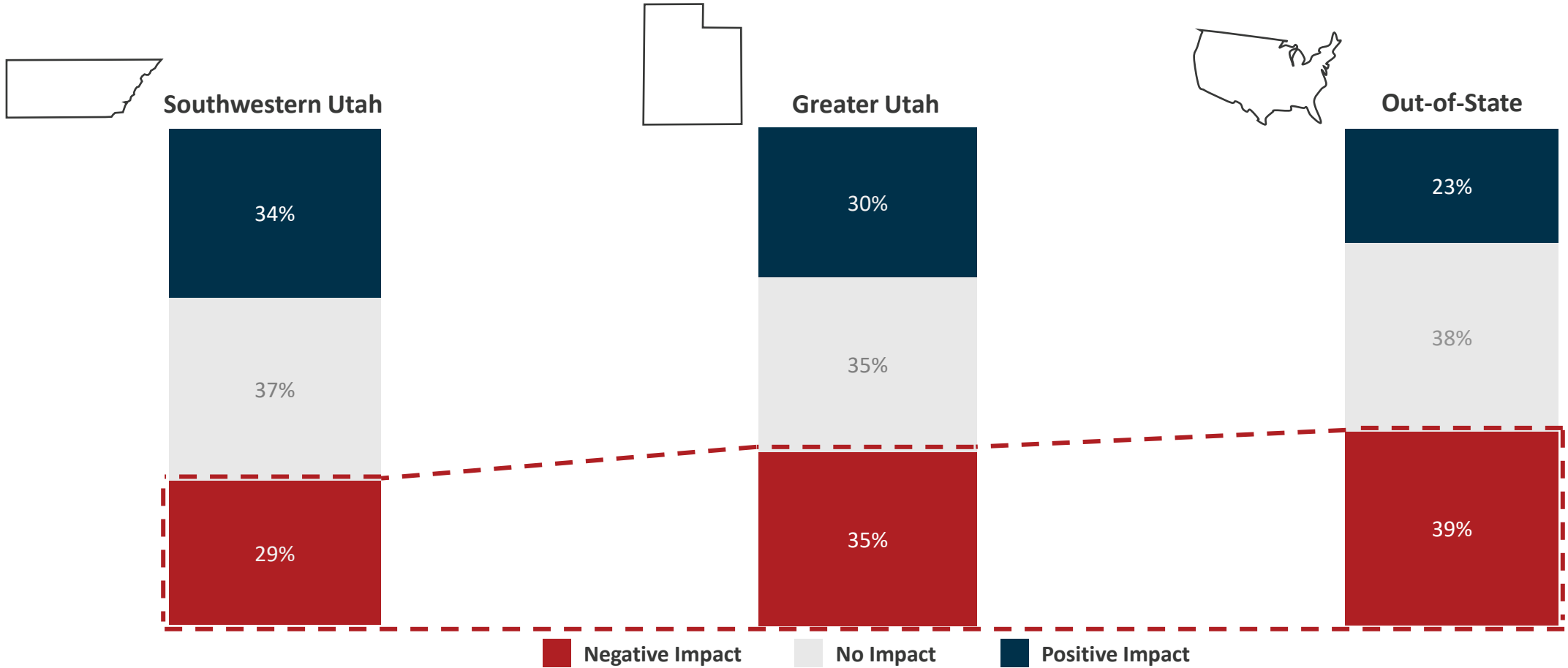
“We don’t have a name that reflects our mission or our identity. I think there is a wonderful future ahead and I don’t think we have to be anchored in the past to have a good future.”
-Board of Trustees Member

“I don’t feel comfortable putting up a banner that says ‘Dixie’ State University’ at high-schools with a diverse or large African American population.”
-Student Recruiter

While concerns exist across populations, if DSU keeps 'Dixie' in its name those more distant from Southwestern Utah are most likely to perceive negative impacts to the institution's reputation

Question | Impact on Dixie State's Reputation if 'Dixie' is Kept in the Name by Geography

REPUTATION

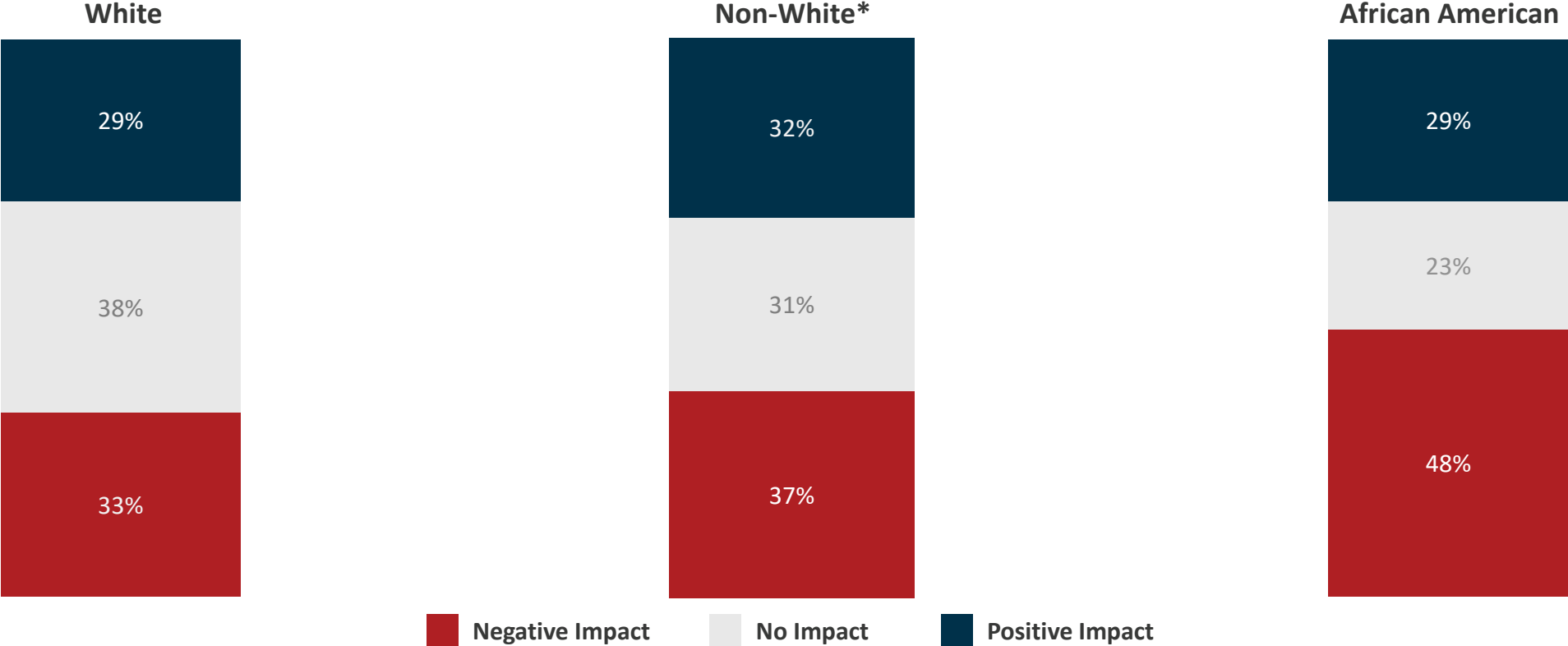


When examining perception by race/ethnicity, the impact of the term 'Dixie' on the University's reputation is most negatively pronounced among African Americans

Question | Impact on Dixie State's Reputation if 'Dixie' is Kept in the Name by Race/Ethnicity

REPUTATION

*"Those photos put in my head what I already assumed when I heard the name of the school."
-Governing Body Official, NCAA*



In-state prospective students are more inclined to believe that keeping the name will have a positive impact on reputation; faculty and staff feel otherwise, while current students are split

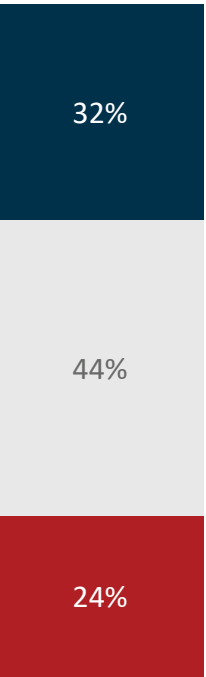
Question | Impact on Dixie State's Reputation if 'Dixie' is Kept in the Name Among Prospective Students and On-Campus Populations

REPUTATION

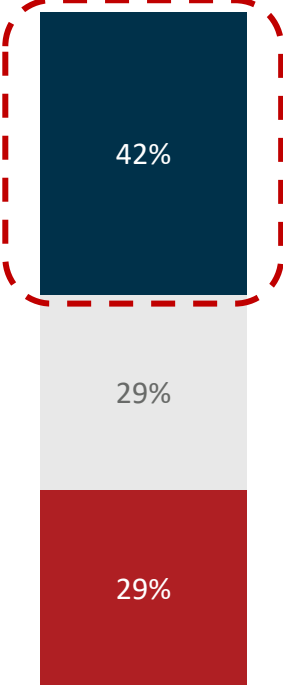


Prospective Students

Out-of-State

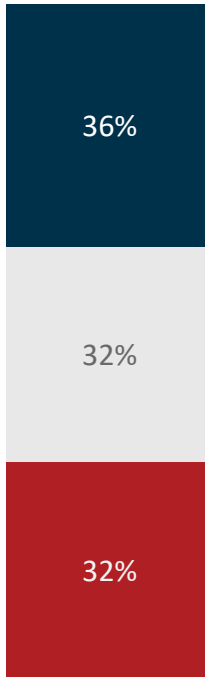


In-State

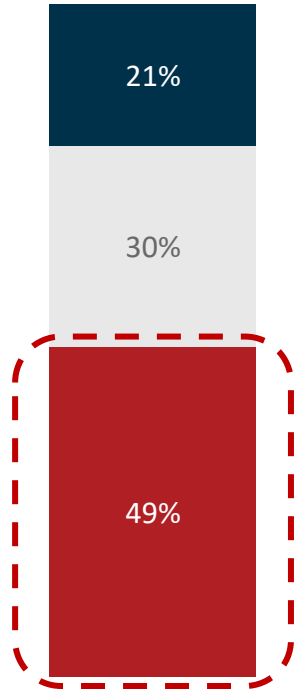


On-Campus

Current Students



Faculty & Staff



■ Negative Impact
 ■ No Impact
 ■ Positive Impact

Q35: If Dixie State University keeps the word 'Dixie' in its name as it continues to grow, recruits students from within and outside the region, competes in Division I athletics, and works to attract and retain top faculty and staff, what impact do you expect the 'Dixie' name to have on the following factors in the future?
 By Specific Populations (Out-of-State Prospective Students, n=157 | In State Prospective Students, n=164 | Current Students, n=739 | Faculty & Staff, n=298)

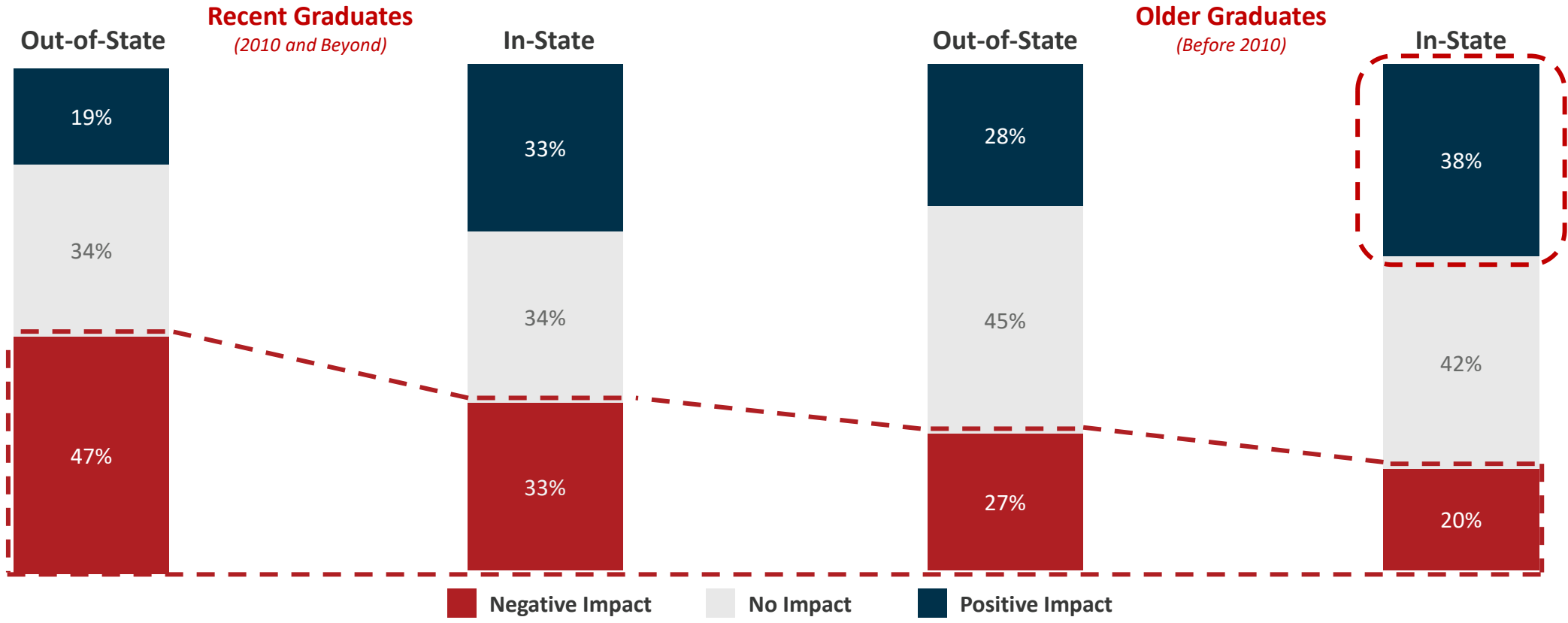
Recent alums are more likely to believe that the name may hold DSU back, while older, in-state alums are more likely to see the name helping the university's reputation

Question | Impact on Dixie State's Reputation if 'Dixie' is Kept in the Name Among Alumni

REPUTATION



Alumni



Interviewees consistently noted that for those living outside the region, and for some within the region, the word 'Dixie' is not synonymous with Southwestern Utah

Key Learnings From Qualitative Research (interviews) | Impacts on Reputation

Utah Board of Higher Education Members

Board members tended to focus more on attracting students from outside of the region and how to successfully enter regional and national stages

“The bigger question for me is how can you reach students beyond the borders of the state. Anything that would tend to impact us beyond our borders should be kept in mind.”

Academic Accrerator

The inclusion of 'Dixie' in the university's name has no bearing on accreditation

“I think it's a bit anachronistic. I appreciate history and community connection with that, but I think of it as an odd name. Primarily because of its geographical location, but also because it's impacting their ability to attract students.”

Employers and academic peers recognize the probability of a perception issue when leaving the region of Southwestern Utah

Key Learnings From Qualitative Research (interviews) | Impacts on Transcripts & Resume

DSU Major Employers

Local employers agreed that having the word 'Dixie' on a resume does not cause concern about job candidates in their hiring process

"I haven't heard of specific negative resume stories, but I'm imagining someone going outside of this region and having to explain that. Why put this burden on alumni to have to explain?"

Polytechnic Peers

Academic peers unanimously agreed that the university should consider changing its name

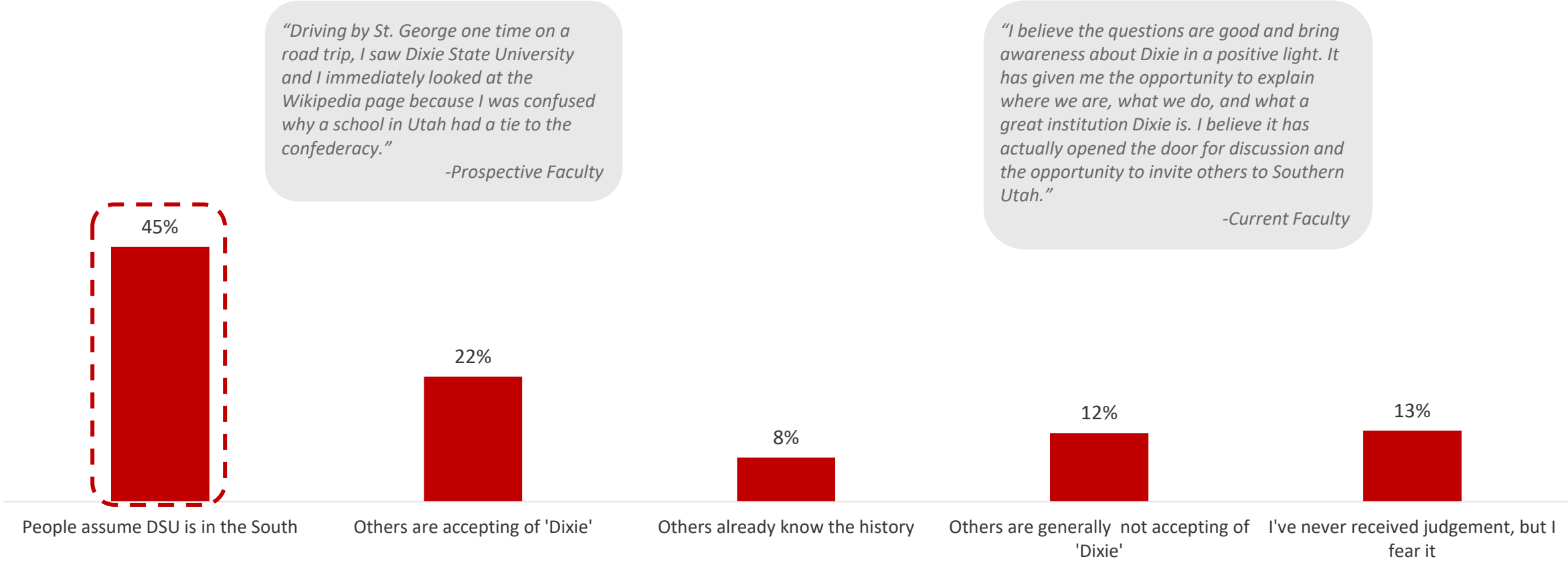
"I think their name is not indicative of their identity. Does 'Dixie State University' convey their polytechnic identity in a 30 second elevator pitch?"



Recruitment and Marketing

Faculty and Staff indicate that in the higher education field, colleagues often assume that Dixie State University is in the Southern United States

Question | Faculty and Staff Experiences at Academic Conferences and within Academic Circles



“Driving by St. George one time on a road trip, I saw Dixie State University and I immediately looked at the Wikipedia page because I was confused why a school in Utah had a tie to the confederacy.”
 -Prospective Faculty

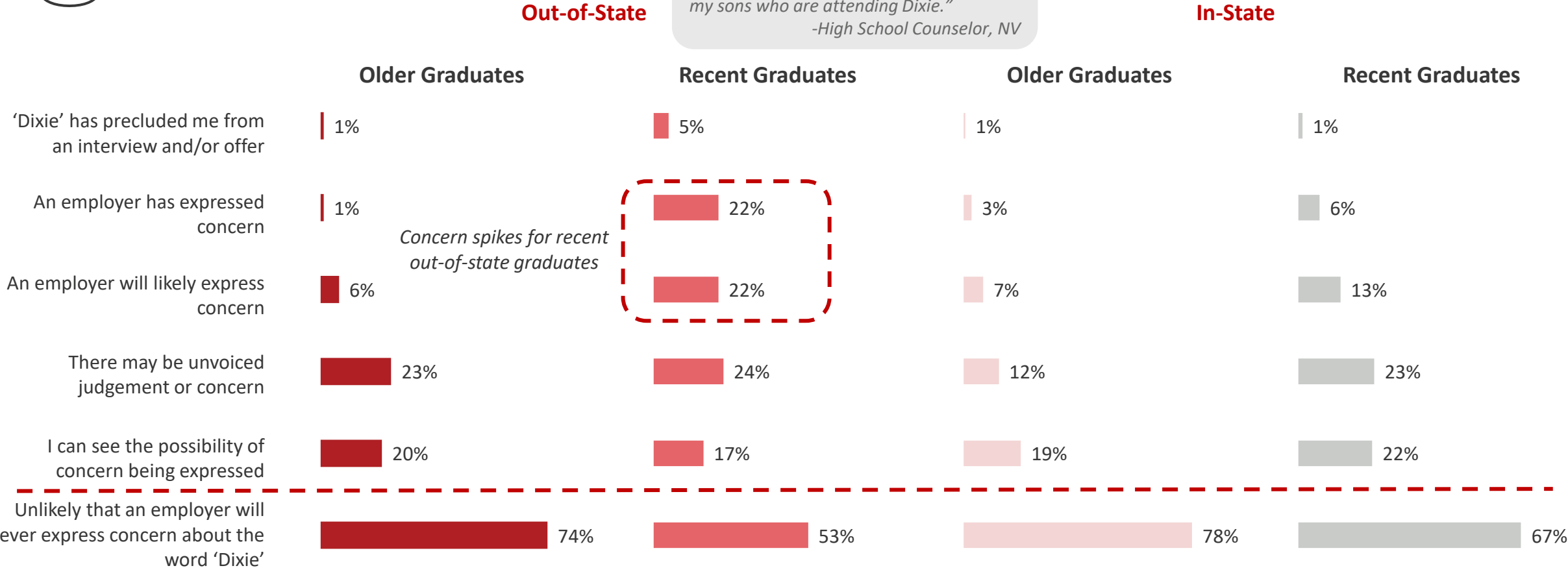
“I believe the questions are good and bring awareness about Dixie in a positive light. It has given me the opportunity to explain where we are, what we do, and what a great institution Dixie is. I believe it has actually opened the door for discussion and the opportunity to invite others to Southern Utah.”
 -Current Faculty

About half of recent, out-of-state graduates and a third of recent in-state graduates at least see the possibility of concern or unvoiced judgment about the term 'Dixie' on their resume

Question | Select all that Apply Regarding the Inclusion of the Word 'Dixie' on Your Resume and/or Transcript



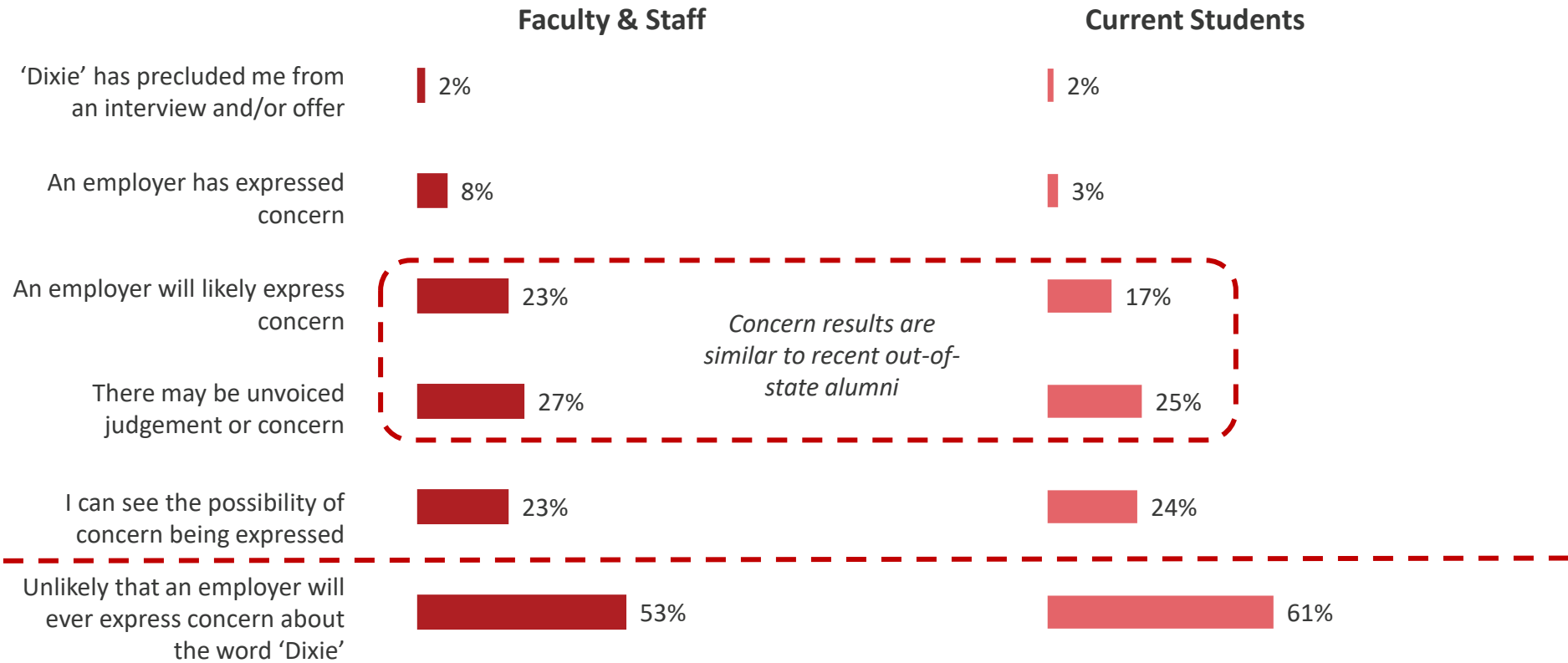
"I can't imagine these discussions will just go away and with all those images out there, I'm afraid this will be a problem for my sons who are attending Dixie."
-High School Counselor, NV



Q44: Please select all that apply regarding the inclusion of the word 'Dixie' on your resume and/or transcript.
By Specific Populations (Recent Out-of-State Alumni, n=58 | Recent In-State Alumni, n=316 | Older Out-of-State Alumni, n=93 | Older In-State Alumni, n=376)

Like alumni, some faculty/staff and current students see potential issues down the road with the term 'Dixie' on their resume or transcript, possibly making it more difficult to obtain employment

Question | Select all that Apply Regarding the Inclusion of the Word 'Dixie' on Your Resume and/or Transcript

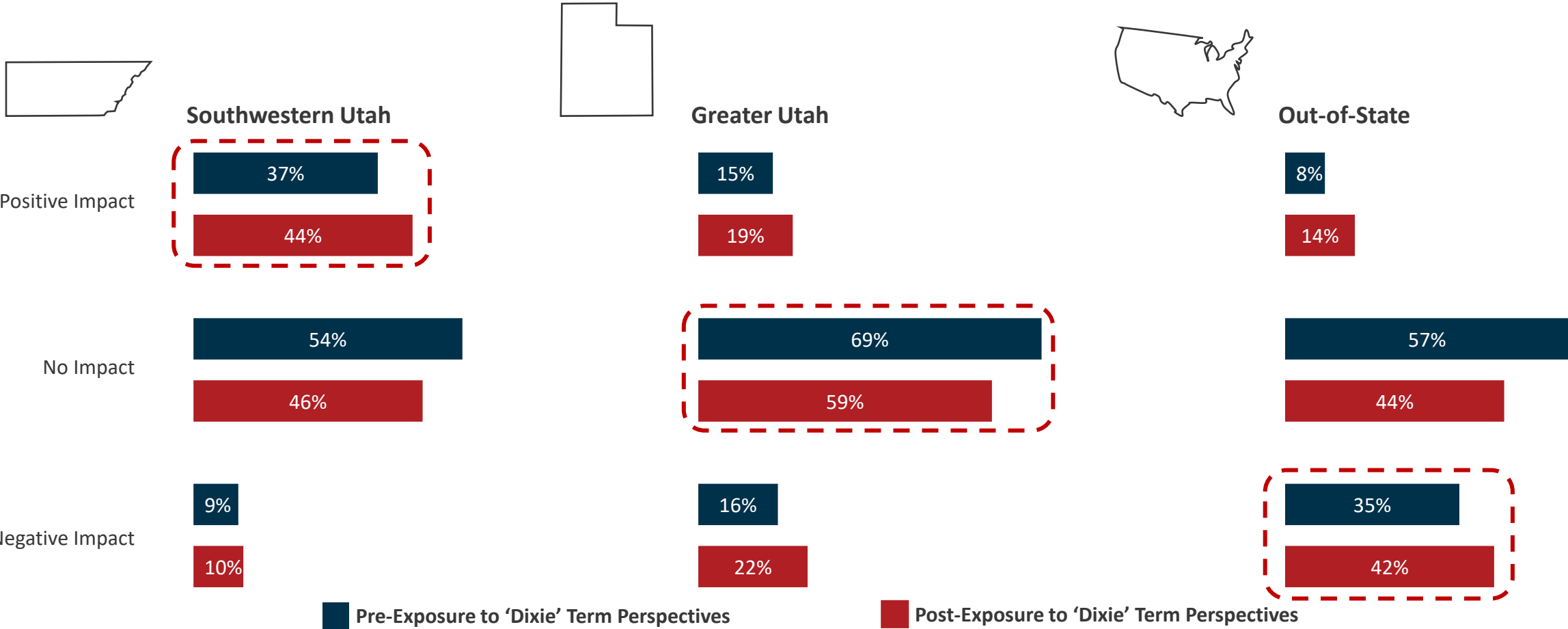


"At conferences I would get shocked looks and comments like 'why would you work for a school like that'. My response would be that I love the people and how the institution operates."
-Current Faculty

"As a STEM major who wants to be a PhD, I'm concerned that people will assume I'm from a racist organization because of the connotation that 'Dixie' holds."
-Current Student

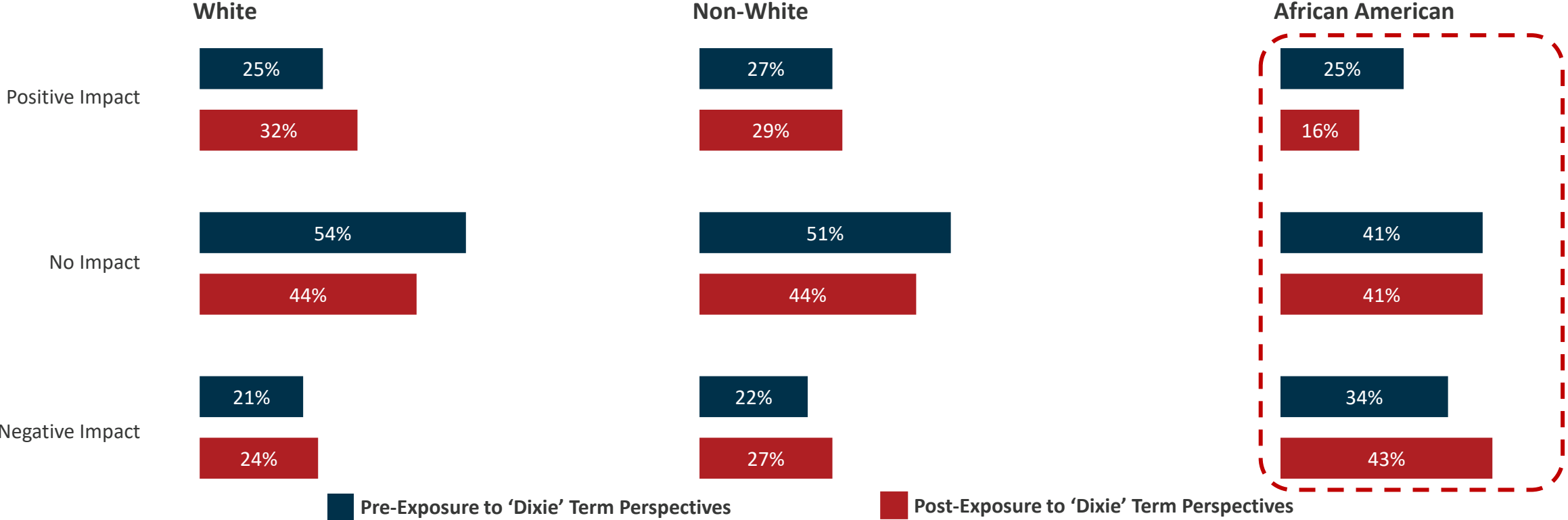
The 'Dixie' name has a positive influence on willingness to attend in Southwestern Utah, is mostly neutral across greater Utah, and is relatively negative among those outside of Utah

Question | Impact on Willingness to Attend or Encouragement of Attendance by Geography



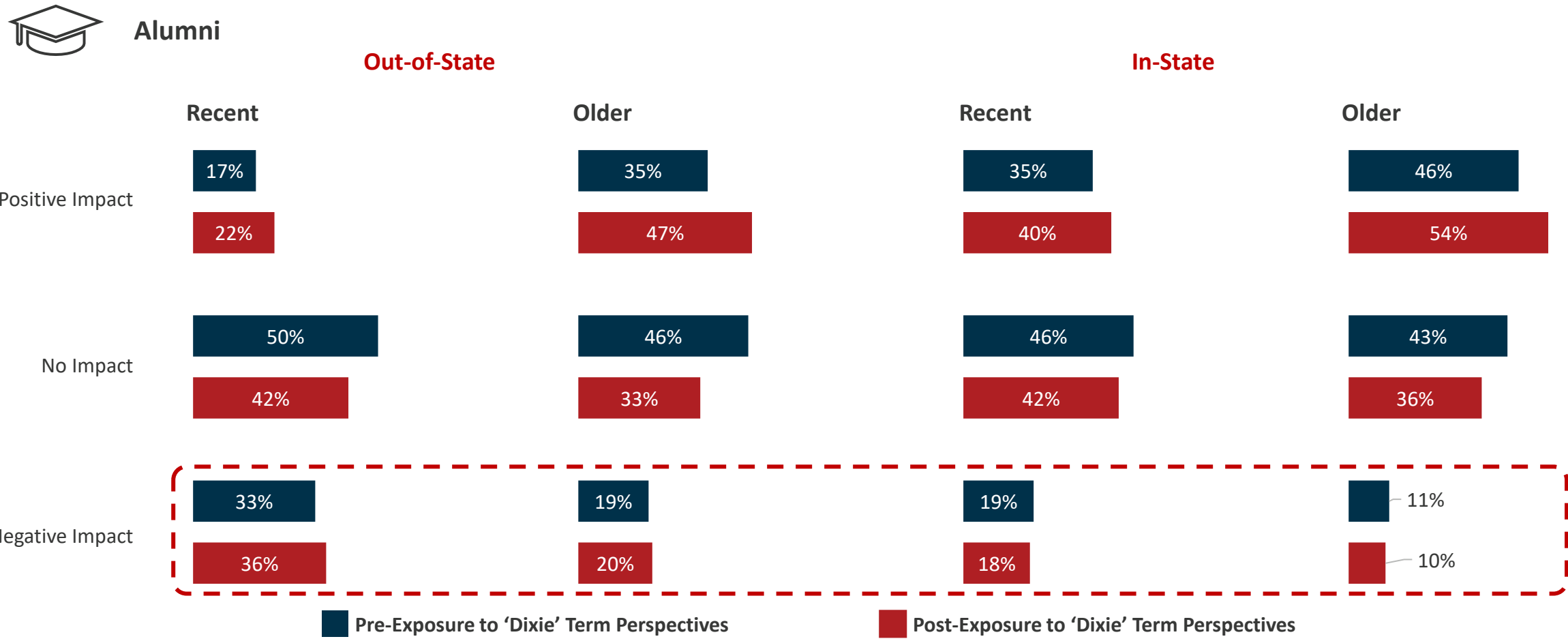
While largely unimpactful across most races/ethnicities, having the term 'Dixie' in the school's name has a relatively strong negative impact among African Americans

Question | Impact on Willingness to Attend or Encouragement of Attendance by Race/Ethnicity



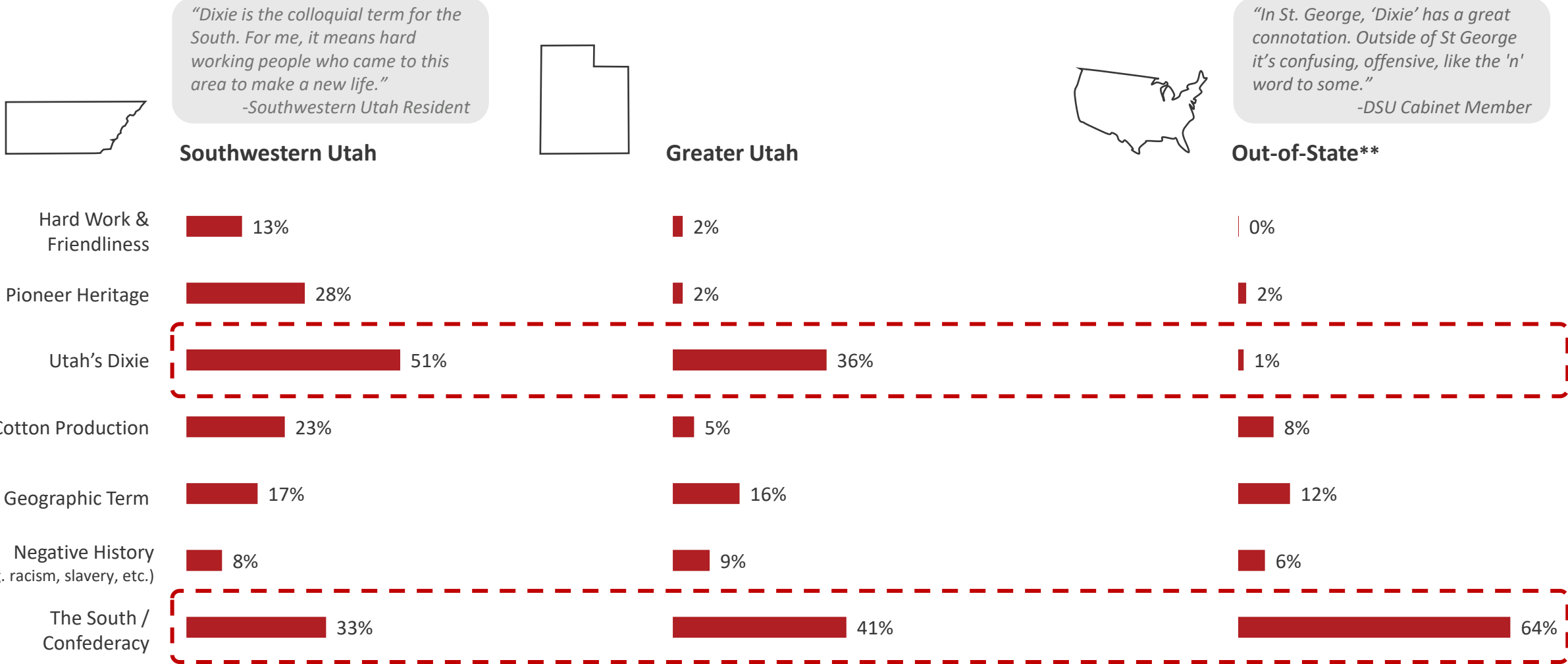
Out-of-State, recent alumni have reservations about the name, but in-state, older alumni see a strong positive impact from the term on their willingness to encourage others to attend DSU

Question | Impact on Willingness to Attend or Encouragement of Attendance by Alumni



Those outside of Utah associate 'Dixie' with the South and recognize Utah's 'Dixie' far less often, particularly when compared to those within Utah

Question | What Does 'Dixie' Mean to You by Geography*



"Dixie is the colloquial term for the South. For me, it means hard working people who came to this area to make a new life."
-Southwestern Utah Resident

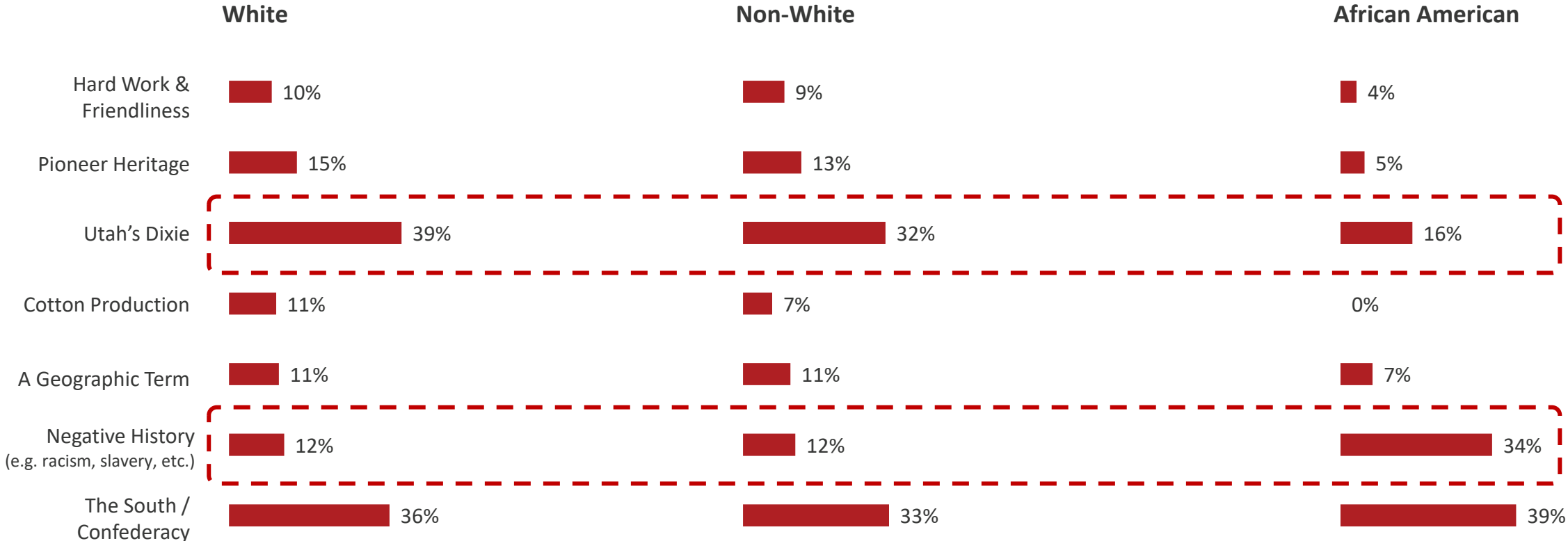
"In St. George, 'Dixie' has a great connotation. Outside of St George it's confusing, offensive, like the 'n' word to some."
-DSU Cabinet Member



*Responses that mentioned multiple aspects were counted for all categories to which they applied.
 **Out of State responses that did not fall under the above seven categories were not included. Therefore the population's data intentionally does not sum to 100%
 Q20: The word 'Dixie' holds a range of meanings. To some, 'Dixie' is associated with different regions in the United States. 'Dixie' may also symbolize a specific time in history, a set of values, certain practices, or one's heritage. To start, please tell us - what does the word 'Dixie' mean to you?
 By General Population (SW Utah, n=313 | Greater Utah, n=297 | Out-of-State, n=791)

A similar dispersion occurs with race/ethnicity, but with a pronounced trend toward the negative history of the South instead of the geographic location

Question | What Does 'Dixie' Mean to You by Geography by Race/Ethnicity*



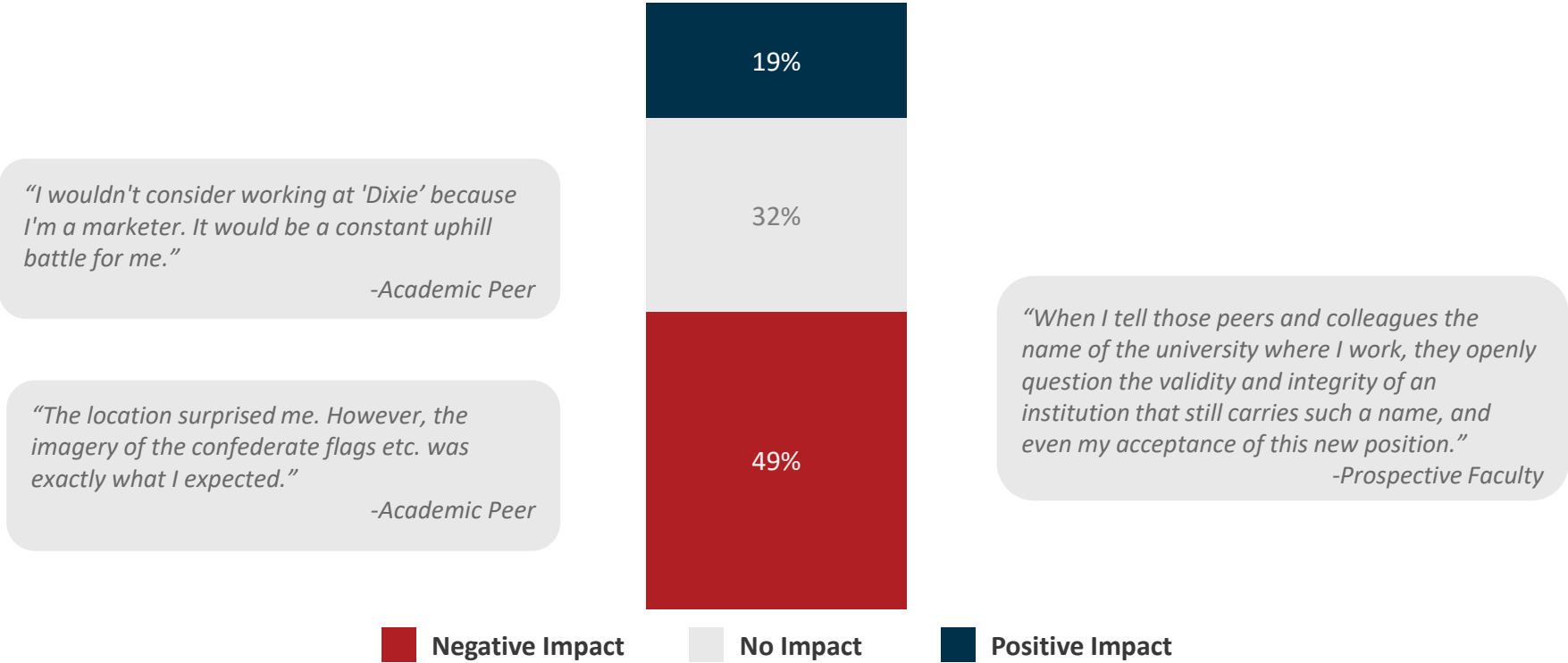
*Responses that mentioned multiple aspects were counted for all categories to which they applied. Only responses that applied to the above categories were included and therefore certain population groups do not sum to 100%
 Q20: The word 'Dixie' holds a range of meanings. To some, 'Dixie' is associated with different regions in the United States. 'Dixie' may also symbolize a specific time in history, a set of values, certain practices, or one's heritage. To start, please tell us - what does the word 'Dixie' mean to you?
 By Race/Ethnicity (White n=2,841 | Non-White, n=526 | African American Only, n=56)

Almost half of current staff and faculty believe that the 'Dixie' name will have a negative impact on future staff recruitment

Question | Impact on Faculty & Staff Recruitment if 'Dixie' is Kept in the Name Among Faculty & Staff



Faculty & Staff



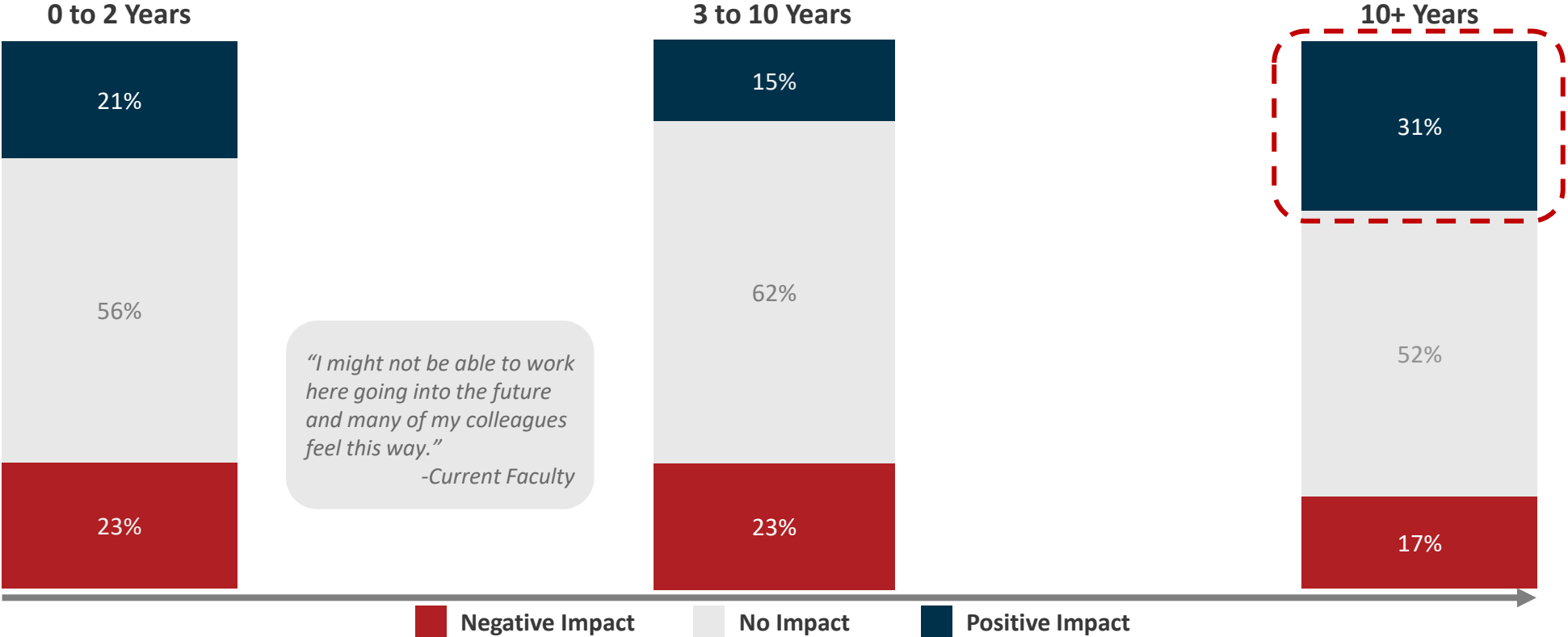
Faculty and Staff with 10+ years at the institution are most likely to say that keeping the 'Dixie' name will have a positive impact on their desire to continue working there

Question | Impact on Continued Employment if 'Dixie' is Kept in the Name Among Faculty & Staff by Tenure

CONTINUED EMPLOYMENT



Faculty & Staff



"I might not be able to work here going into the future and many of my colleagues feel this way."
-Current Faculty

Tenure at Dixie State

■ Negative Impact ■ No Impact ■ Positive Impact

41% of prospective students believe that keeping the 'Dixie' name will have a negative impact on out-of-state recruitment and 54% say it will have a positive impact on in-state recruitment

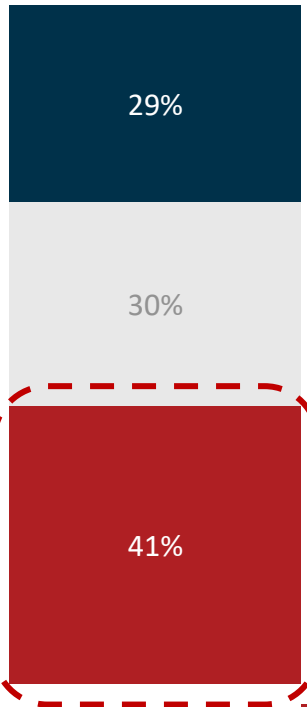
Question | Impact on In and Out-of-State Student Recruitment if 'Dixie' is Kept in the Name Among Prospective Students

STUDENT RECRUITMENT



Prospective Students

Out-of-State Recruitment

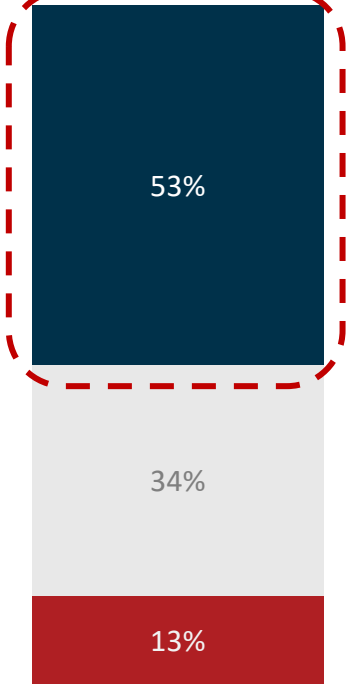


"I have had numerous potential students from out-of-state be hesitant to join the University because of the negative connotations associated with the name 'Dixie.' I believe this has negatively impacted our recruiting efforts."
-Current Faculty

"Recruiting in California, the first thing people think is the South and specifically, Alabama."
-Student Recruiter

"A lot of the college students and faculty members the University may want to recruit would be hesitant to even look into it; to even consider coming to that school because it's called 'Dixie.'"
-Community Leader

In-State Recruitment



"I don't really think of a college being defined by the name. I like to look at the programs and other opportunities that the university can provide."
-Prospective Student, In-State

■ Negative Impact ■ No Impact ■ Positive Impact

Some on campus suggest the name is having a negative impact on athlete recruitment, in particular nearly half of faculty and staff see a negative impact on student athlete recruitment

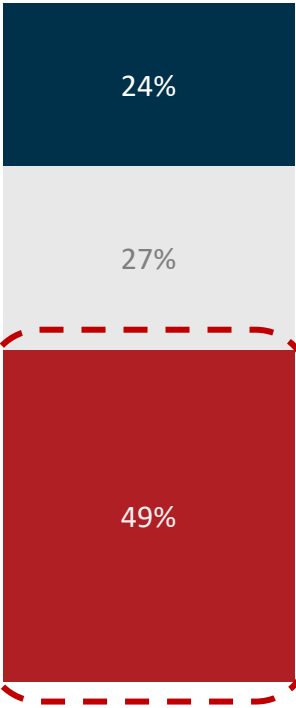
Question | Impact on Student Athlete Recruitment if 'Dixie' is Kept in the Name Among On-Campus Populations

STUDENT ATHLETE RECRUITMENT



On-Campus

Faculty & Staff

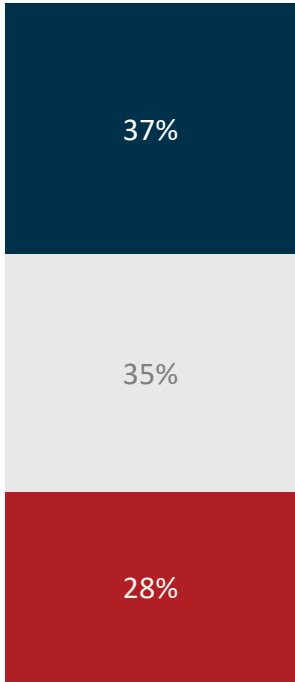


"If I had a student athlete asking me about Dixie State's history, it'd be hard for me not to take that very seriously."
-WAC Athletic Director

"I don't envision 'Dixie' causing an issue for their inclusion in our conference. I fear what may happen to them if they're on national TV and the sports anchor brings up this history..."
-Athletic Governing Body

"To me, it's all about the fact that people are taking exception to the name and it's prohibiting them from coming - student athletes, faculty, staff etc."
-Community Leader

Current Students



"I don't think the word 'Dixie' will ever influence an athlete's willingness to come here, but I do think that having 'Dixie' on our uniforms as we go into new regions is a compelling consideration."
-Current Student Athlete

■ Negative Impact ■ No Impact ■ Positive Impact

Many prospective students do not raise issue with the word 'Dixie', but both recruiters and counselors can see this being a topic in the future

Key Learnings From Qualitative Research (interviews) | Recruiting

High School Counselors

Generally in-state counselors do not think students will take exception to the word 'Dixie'. There is a shift of perception when speaking to some out-of-state counselors

"My high school students are not negatively influenced by 'Dixie' because they're enveloped in other things." (In-State)

"Kids here have never had an issue with the name. Schools in East Las Vegas with more diverse student bodies would likely have an issue with this name though." (Out-of-State)

Dixie State University Recruiters

The college recruiters interviewed have not had negative experiences but envision that changing in the future

"I'd say that at the end of the day prospective students don't care about 'Dixie', but their parents do."

"Nobody really knows about 'Dixie' and the negative connotations around it. If all the students knew what I knew, then I think we would be in trouble and that would be very hard to defend."

Both diversity officers and athletic governing body representatives agreed that 'Dixie' either does exclude or may exclude prospective students

Key Learnings From Qualitative Research (interviews) | Welcoming Nature & Inclusivity

USHE Diversity Officers

Diversity officers who were interviewed unanimously agree that 'Dixie' is not inclusive and welcoming of all groups

"I'm an alum too and I want a school that is inclusive. Maintaining the name 'Dixie' isolates and sends a message of exclusiveness."

Athletic Governing Body

'Dixie' currently has no bearing on the university's inclusion in athletic conferences, but there is relatable precedence within higher education and athletics

"By not changing the name, that speaks to the university trying to uphold some of their history whether consciously or unconsciously, which will dictate who decides to attend or work there."

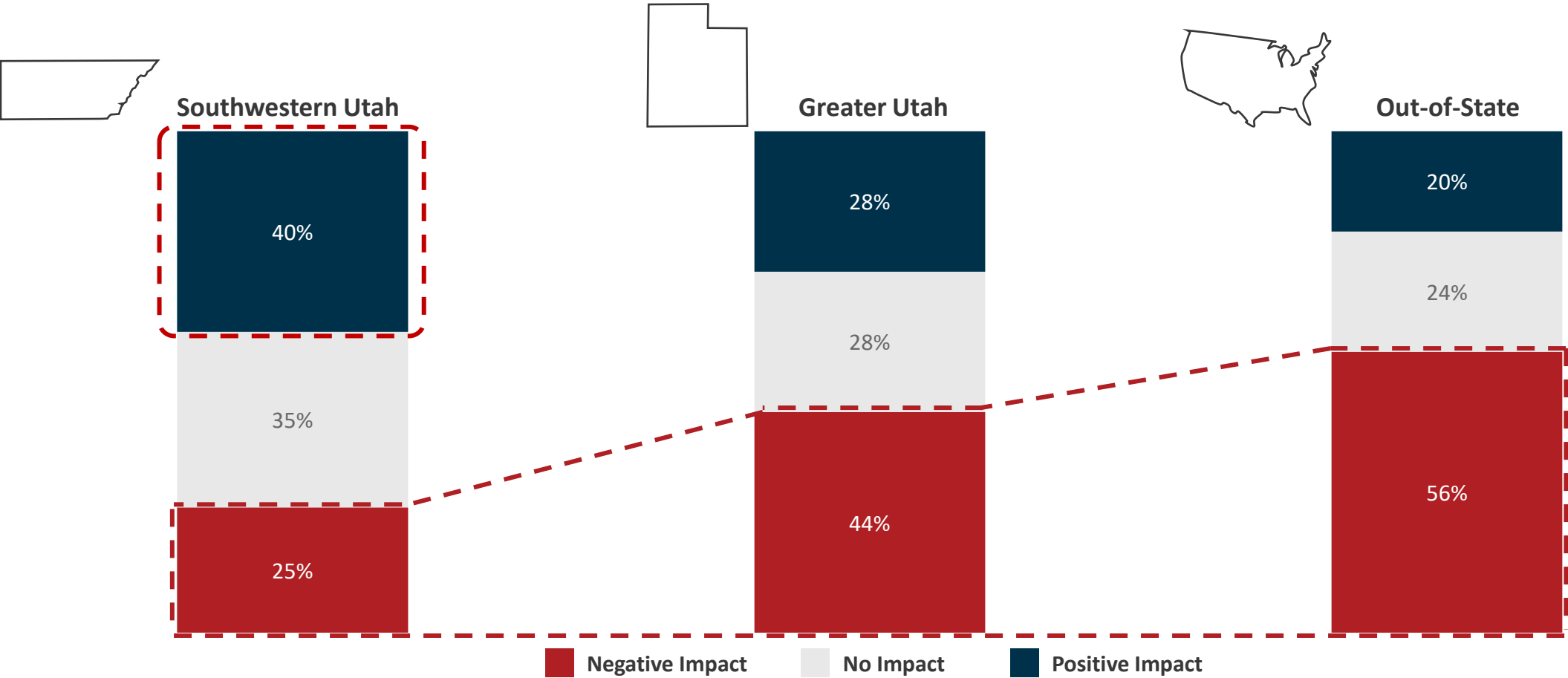


Brand

Looking at general brand recognition alone, the populations outside of Southwestern Utah see a relatively strong negative impact from the inclusion of the word 'Dixie'

Question | Impact on General Brand Recognition if 'Dixie' is Kept in the Name by Geography

GENERAL BRAND RECOGNITION

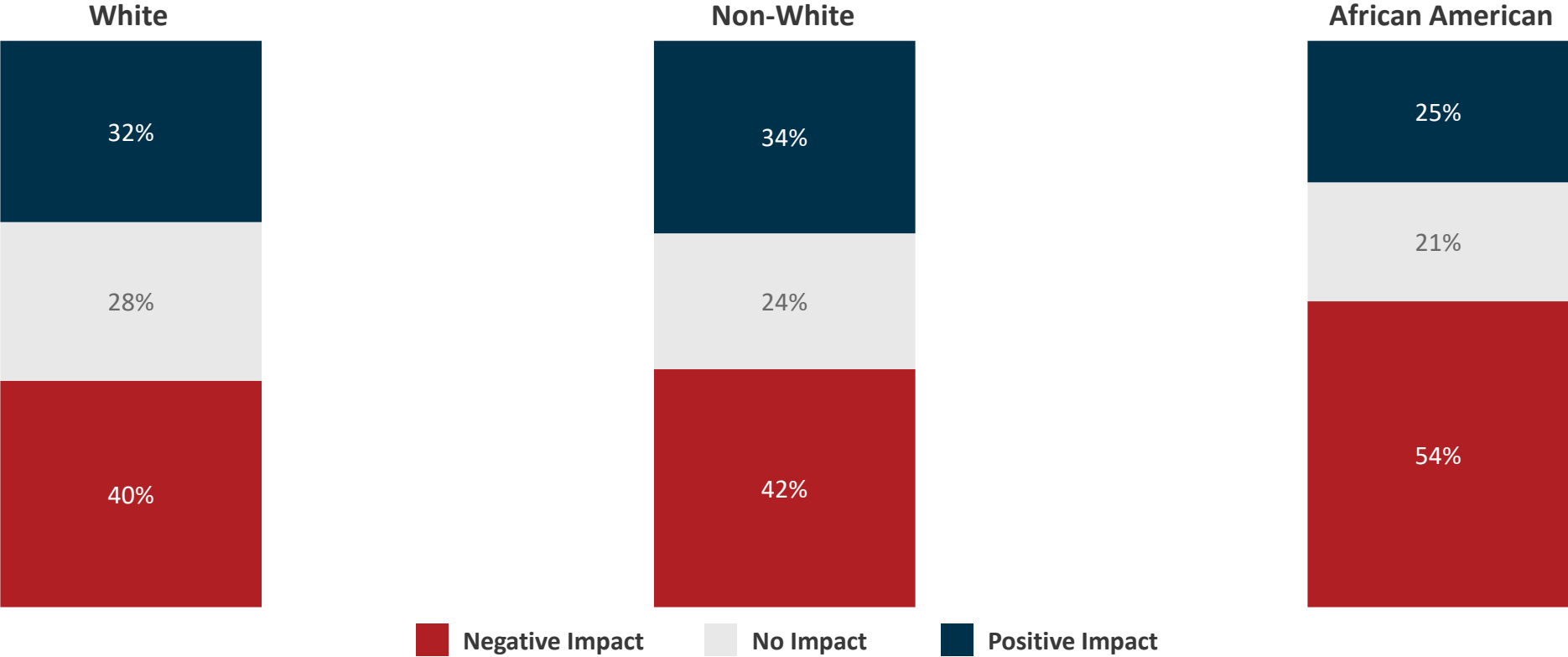


Non-white and African Americans see the most downside for brand recognition in keeping 'Dixie' in the name, but there is still a relatively large group that sees no impact or a positive impact

Question | Impact on General Brand Recognition if 'Dixie' is Kept in the Name by Race/Ethnicity

GENERAL BRAND RECOGNITION

*"I can't imagine people of color being willing to consider the university after seeing those photos."
-Prospective Faculty*



■ Negative Impact ■ No Impact ■ Positive Impact

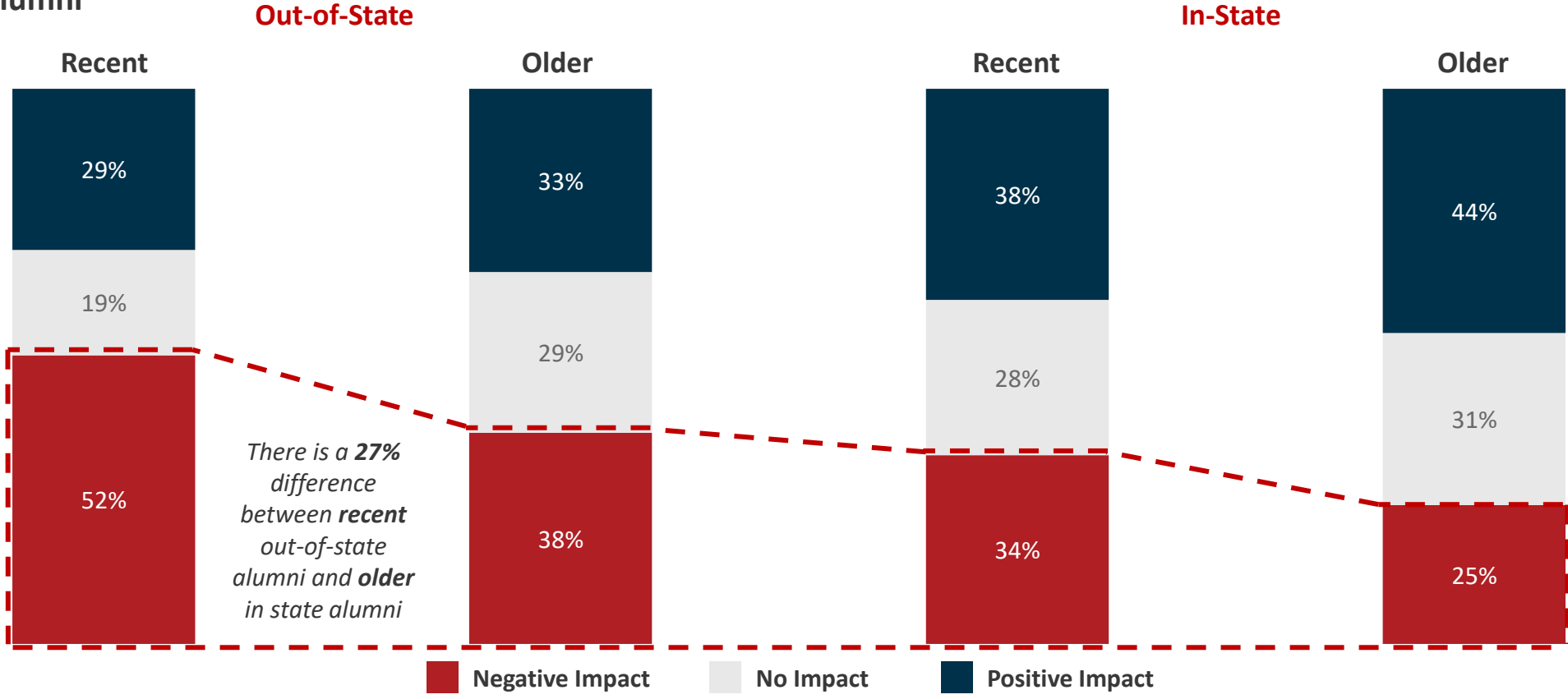
As seen with other factors, out-of-state, recent alums see the greatest potential for negative impact on brand recognition, whereas older, in-state alums see the largest upside on recognition

Question | Impact on General Brand Recognition if 'Dixie' is Kept in the Name Among Alumni

GENERAL BRAND RECOGNITION



Alumni



■ Negative Impact ■ No Impact ■ Positive Impact



Q35: If Dixie State University keeps the word 'Dixie' in its name as it continues to grow, recruits students from within and outside the region, competes in Division I athletics, and works to attract and retain top faculty and staff, what impact do you expect the 'Dixie' name to have on the following factors in the future?
 By Specific Populations (Recent Out-of-State Alumni, n=58 | Recent In-State Alumni, n=316 | Older Out-of-State Alumni, n=93 | Older In-State Alumni, n=376 | Faculty & Staff, n=298 | Current Students, n=739)

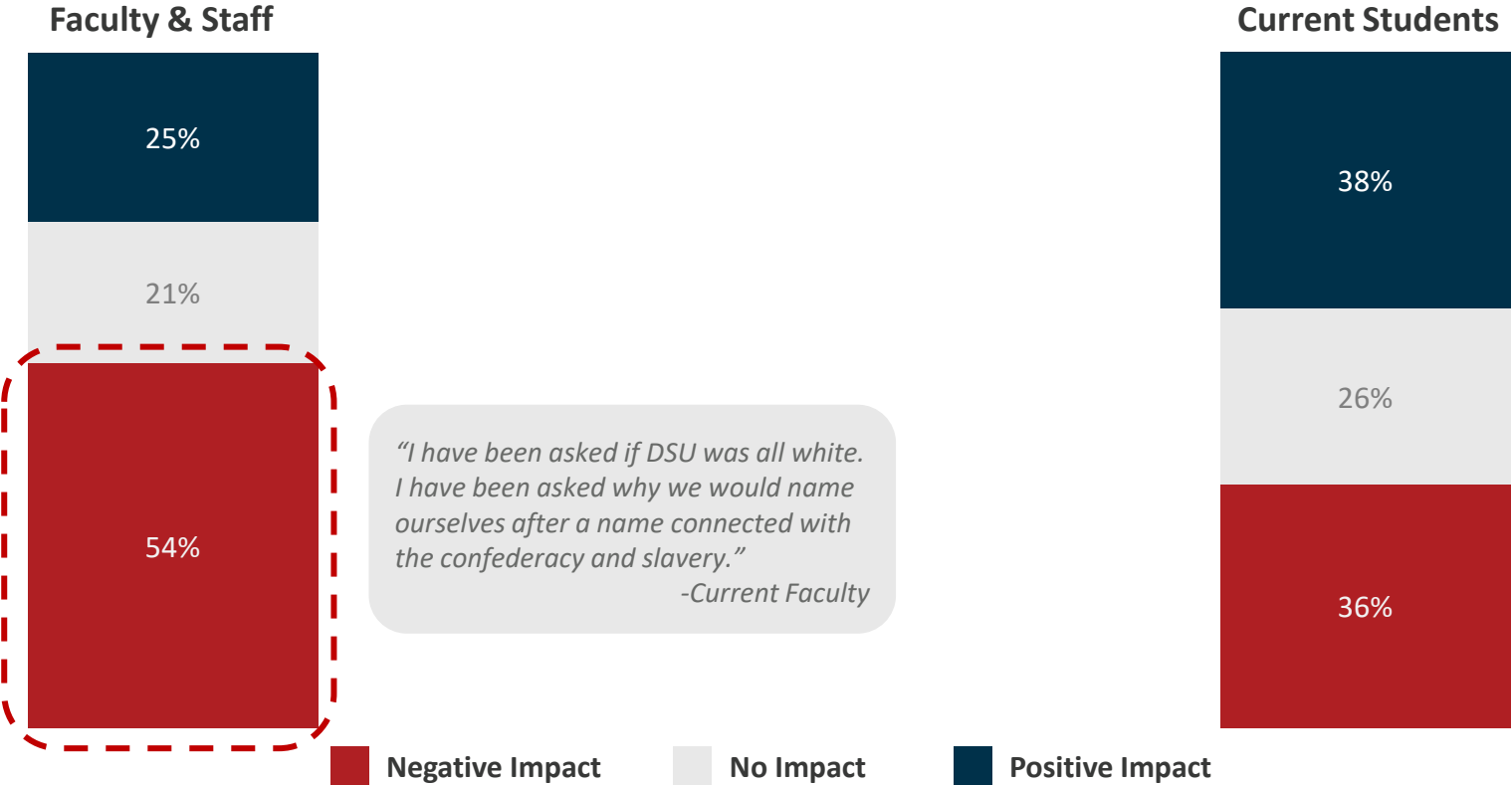
Current students are split on the impact of 'Dixie' on brand recognition, while faculty and staff feel strongly that keeping 'Dixie' will have a more negative impact on brand recognition

Question | Impact on General Brand Recognition if 'Dixie' is Kept in the Name Among On-Campus Populations

GENERAL BRAND RECOGNITION



On-Campus



"I have been asked if DSU was all white. I have been asked why we would name ourselves after a name connected with the confederacy and slavery."
-Current Faculty

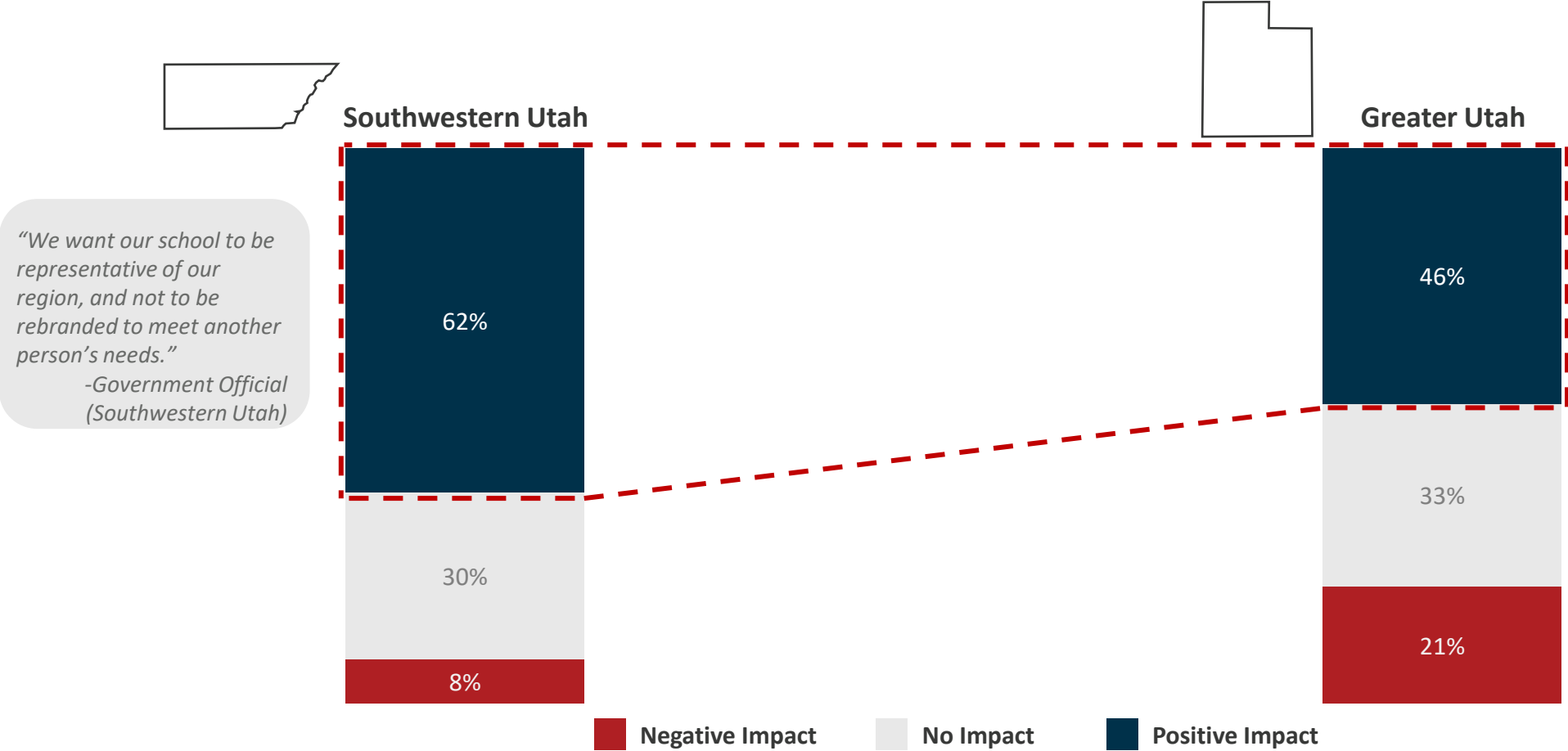
"I don't put a negative connotation on the word Dixie. To me Dixie symbolizes freedom, perseverance, hard work, and overcoming."
-Current Student

■ Negative Impact ■ No Impact ■ Positive Impact

The majority of those in Southwestern Utah see positive impact on in-state brand appeal if 'Dixie' is kept, and those in greater Utah feel similarly, albeit with more tempered expectations

Question | Impact on In-State Brand Appeal if 'Dixie' is Kept in the Name by Geography

IN-STATE BRAND APPEAL

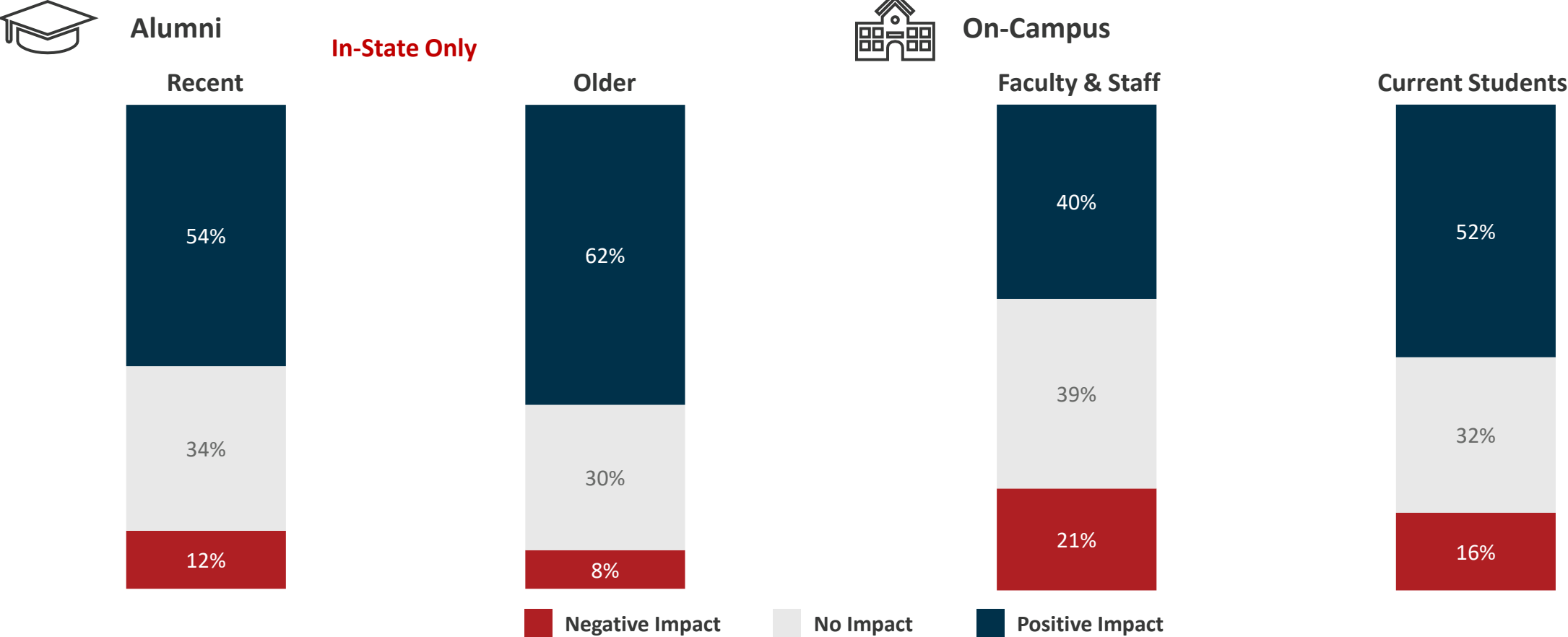


Q35: If Dixie State University keeps the word 'Dixie' in its name as it continues to grow, recruits students from within and outside the region, competes in Division I athletics, and works to attract and retain top faculty and staff, what impact do you expect the 'Dixie' name to have on the following factors in the future?
By General Population (SW Utah, n=313 | Greater Utah, n=297)

Alumni and staff living in Utah see limited downside to keeping 'Dixie' in the school's name on in-state brand appeal, with most actually seeing a positive impact on brand appeal within Utah

Question | Impact on In-State Brand Appeal if 'Dixie' is Kept in the Name Among Alumni and On-Campus Populations

IN-STATE BRAND APPEAL



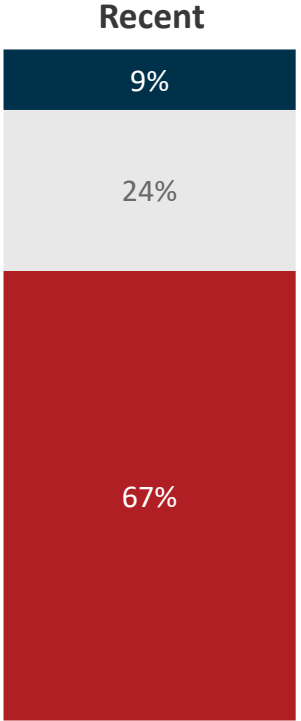
On the other hand, there are strong concerns about the long-term brand appeal outside of Utah if 'Dixie' is retained, particularly among recent graduates who are living outside of Utah

Question | Impact on Out-of-State Brand Appeal if 'Dixie' is Kept in the Name Among Alumni and by Geography

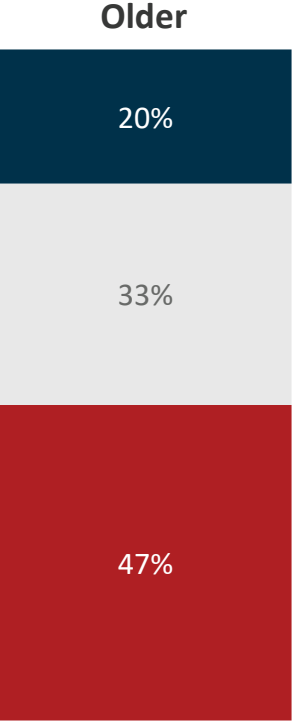
Out-of-State BRAND APPEAL



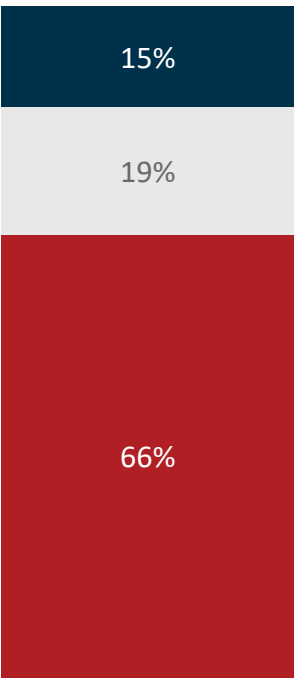
Alumni



Out-of-State Only



Out-of-State General Population



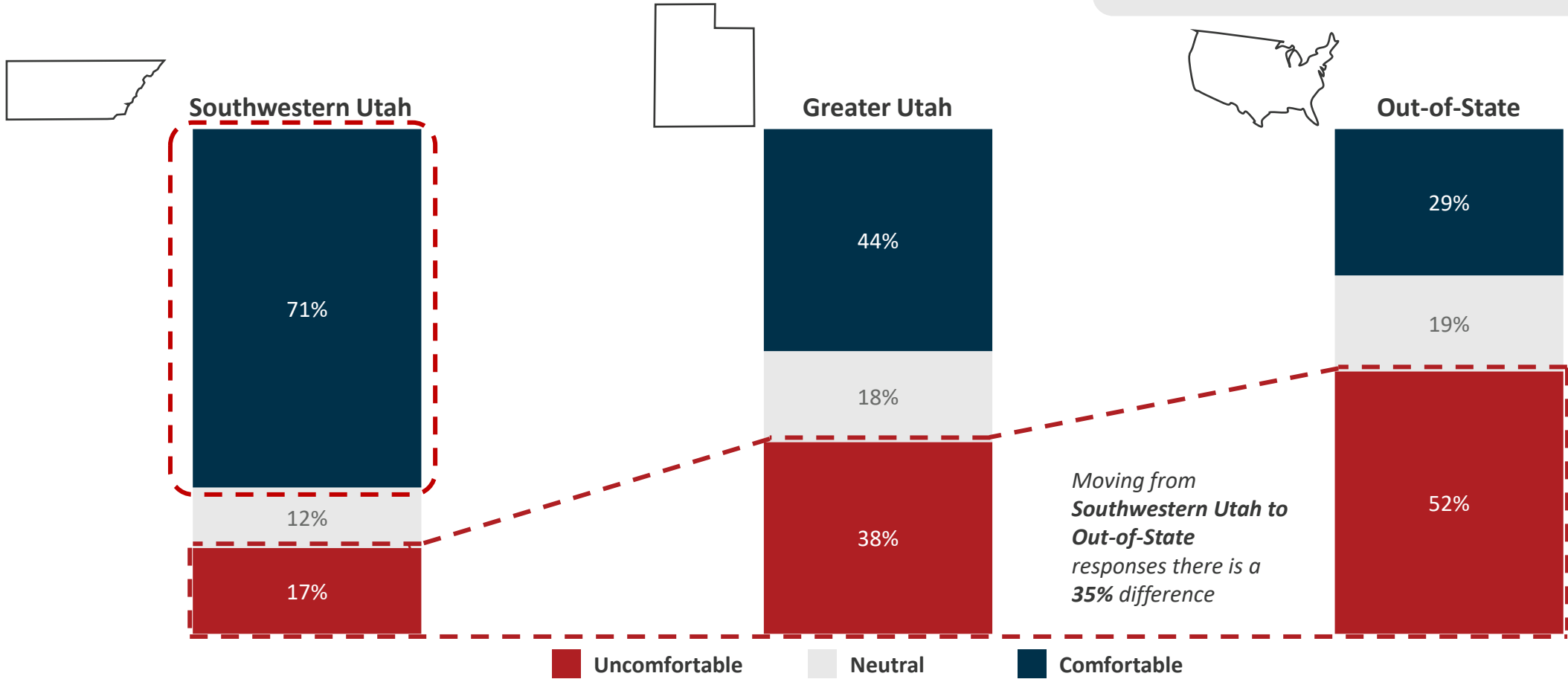
"A lot of the college students and faculty members the University may want to recruit would be hesitant to even look into it; to even consider coming to that school because it's called 'Dixie'."
-Community Leader

■ Negative Impact
 ■ No Impact
 ■ Positive Impact

The general population outside the state of Utah is relatively uncomfortable wearing 'Dixie' branded apparel, while those in Southwestern Utah are more comfortable

Question | Comfortability Wearing 'Dixie' Branded Apparel by Geography

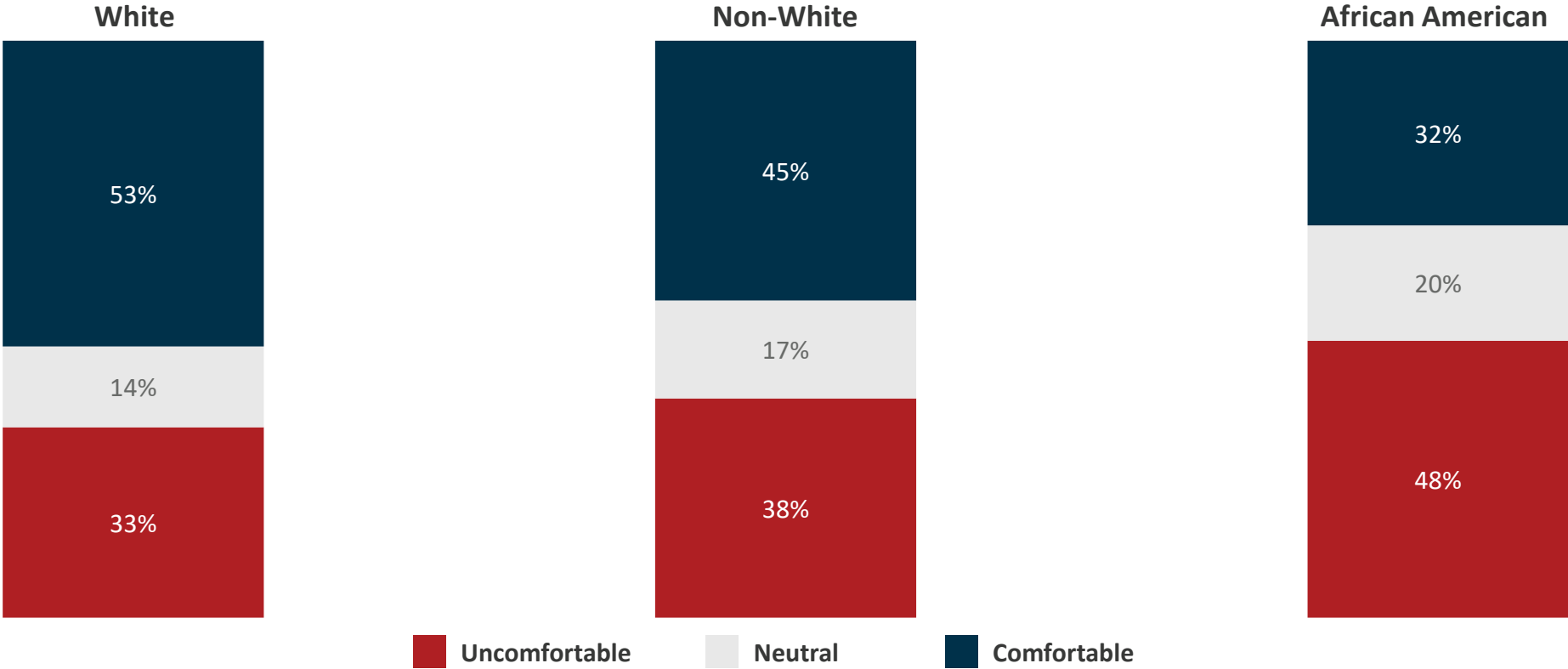
"I wouldn't wear the word 'Dixie' outside of the region because I want avoid negative perceptions of who I am and what I represent. Also, it would just be insensitive to others in my opinion."
 - Major Employer



About half of white people and a third of African Americans are comfortable wearing clothing with the term 'Dixie' on it when they are outside of Utah

Question | Comfortability Wearing 'Dixie' Branded Apparel by Race/Ethnicity

"My children are people of color. They currently attend Dixie because this is where they can afford to attend. They enjoy much of the academics here, but they definitely refer to the school as DSU and not as Dixie."
-Current Faculty



In-state, older alums are the most comfortable wearing 'Dixie' items, while faculty and staff are less comfortable wearing 'Dixie' clothing when outside of Utah

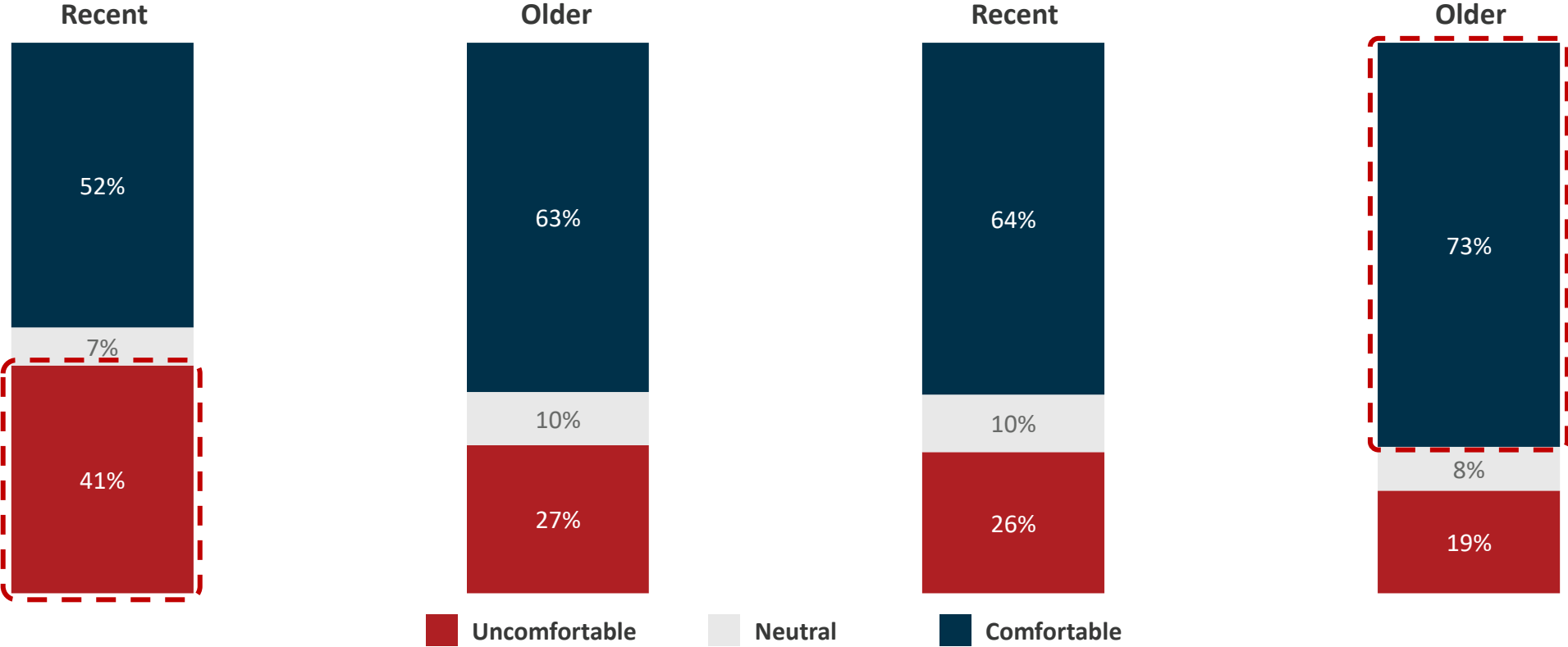
Question | Comfortability Wearing 'Dixie' Branded Apparel Among Alumni



Alumni

Out-of-State

In-State



About a third of out-of-state prospective students and a quarter of in-state prospective students would be uncomfortable wearing 'Dixie' branded apparel

Question | Comfortability Wearing 'Dixie' Branded Apparel Among Prospective Students, and On-Campus Populations

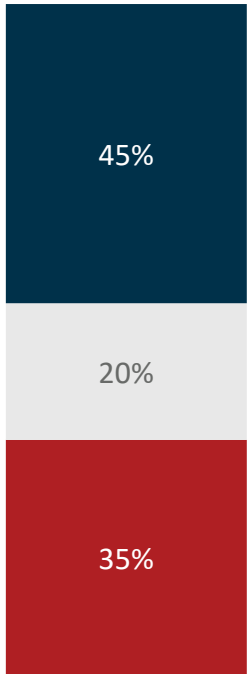


Prospective Students

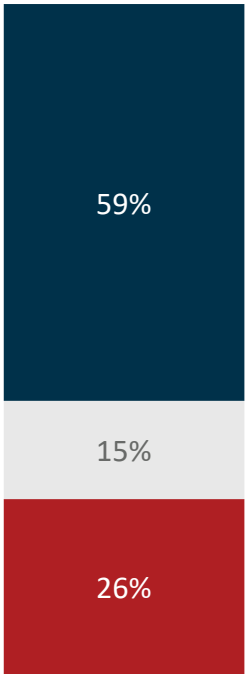


On-Campus

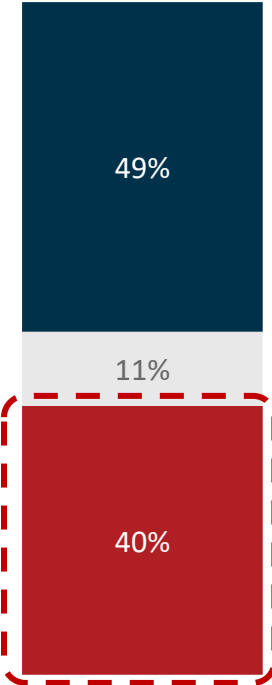
Out-of-State



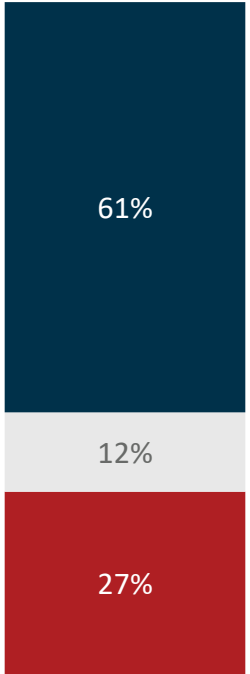
In-State



Faculty & Staff



Current Students



Uncomfortable Neutral Comfortable

Confusion about the university's location due to the name 'Dixie' were commonplace remarks from all stakeholder groups that were not previously familiar with the university

Key Learnings From Qualitative Research (interviews) | Brand

WAC Athletic Competitors

The perceptions are nuanced among athletic directors and SWAs, but all agreed the name is not ideal from an athletic branding and recognition perspective

“As a branding piece I’m imagining Dixie State going out-of-state and their competitors being confused about the university’s location. Personally, I think that in specific areas people will not like this name.”

DSU Licensing Partner

Currently 'Dixie' has not been excluded from many retailers. The licensing partner called-out this could change quickly change with one single event

“The largest risk is if an event occurs and tarnishes the word ‘Dixie’ on a national level. They’ll most likely lose support from more retail locations.”

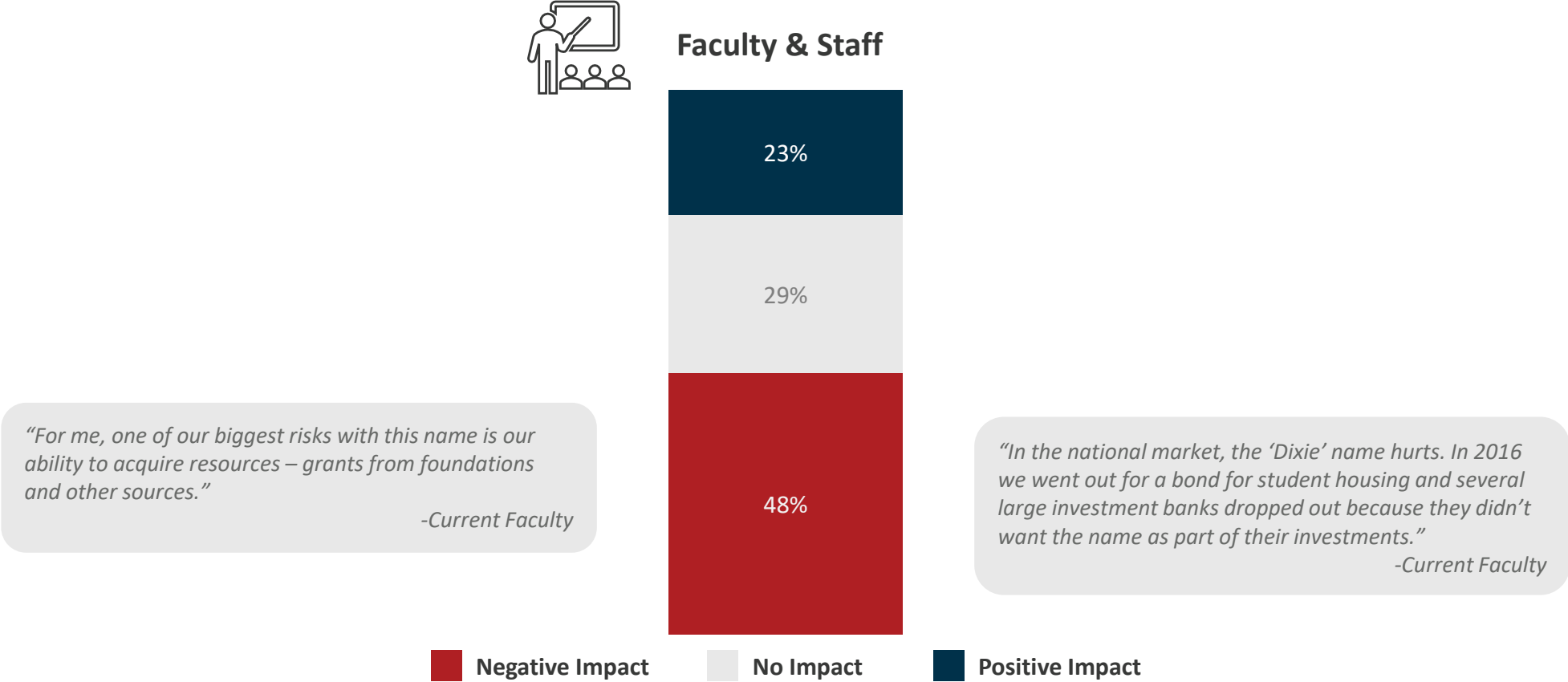


Support

Nearly 50% of faculty and staff believe keeping 'Dixie' in the institution's name will have a negative impact on the school's ability to obtain grants, donations, and partnerships

Question | Impact on Seeking Grants, Corporate Donations, and Partnerships if 'Dixie' is Kept in the Name Among Faculty & Staff

SEEKING GRANTS, CORPORATE DONATIONS, AND PARTNERSHIPS

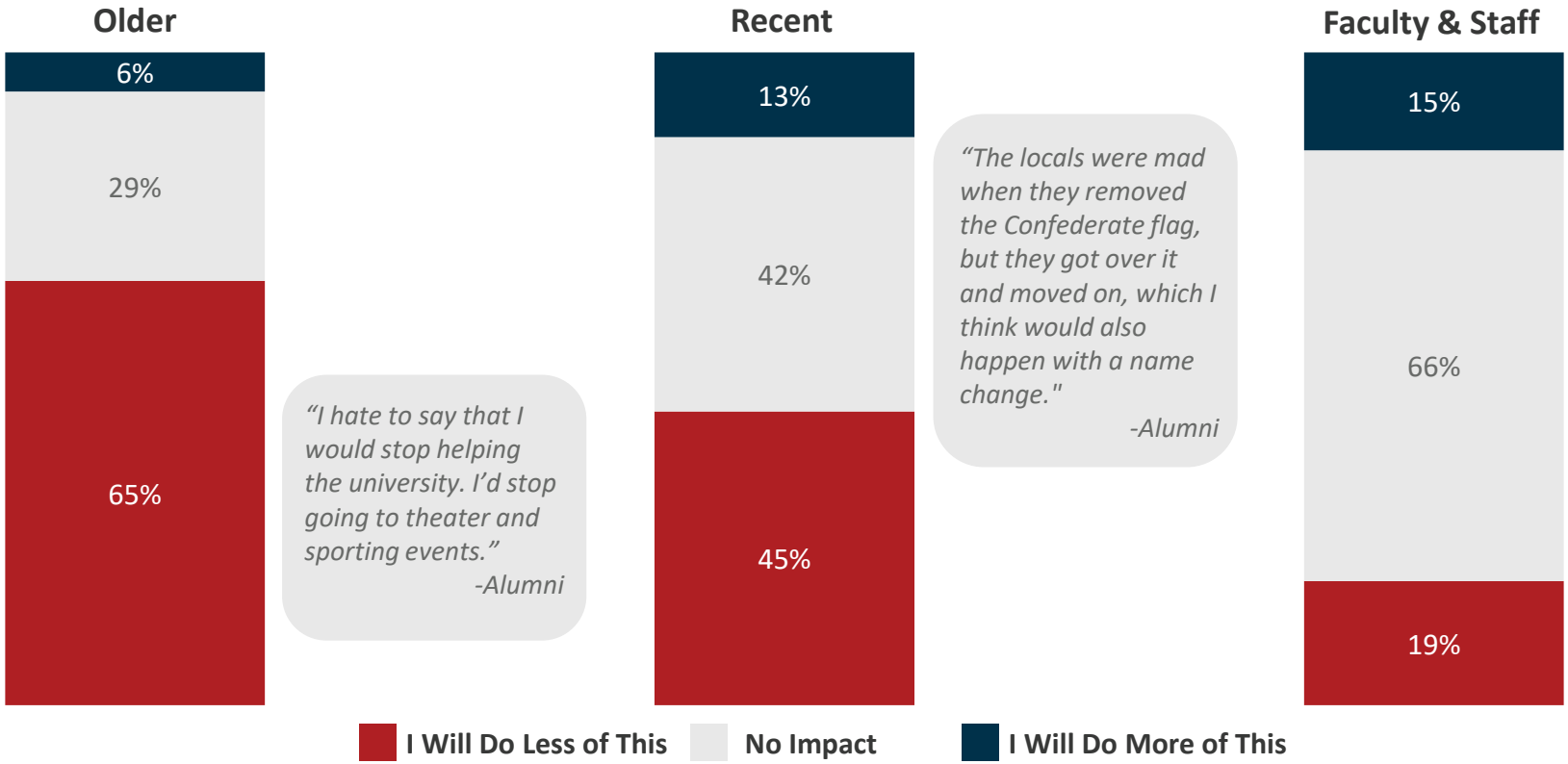


Among those who donate to scholarships funds, if 'Dixie' is removed, older alumni are most likely to consider reducing donations while faculty/staff say it would have no impact

Question | Impact on Individual Donation to Scholarship Funds if 'Dixie' is Removed from the Name Among Faculty & Staff and Alumni



Alumni



"I hate to say that I would stop helping the university. I'd stop going to theater and sporting events."
-Alumni

"The locals were mad when they removed the Confederate flag, but they got over it and moved on, which I think would also happen with a name change."
-Alumni

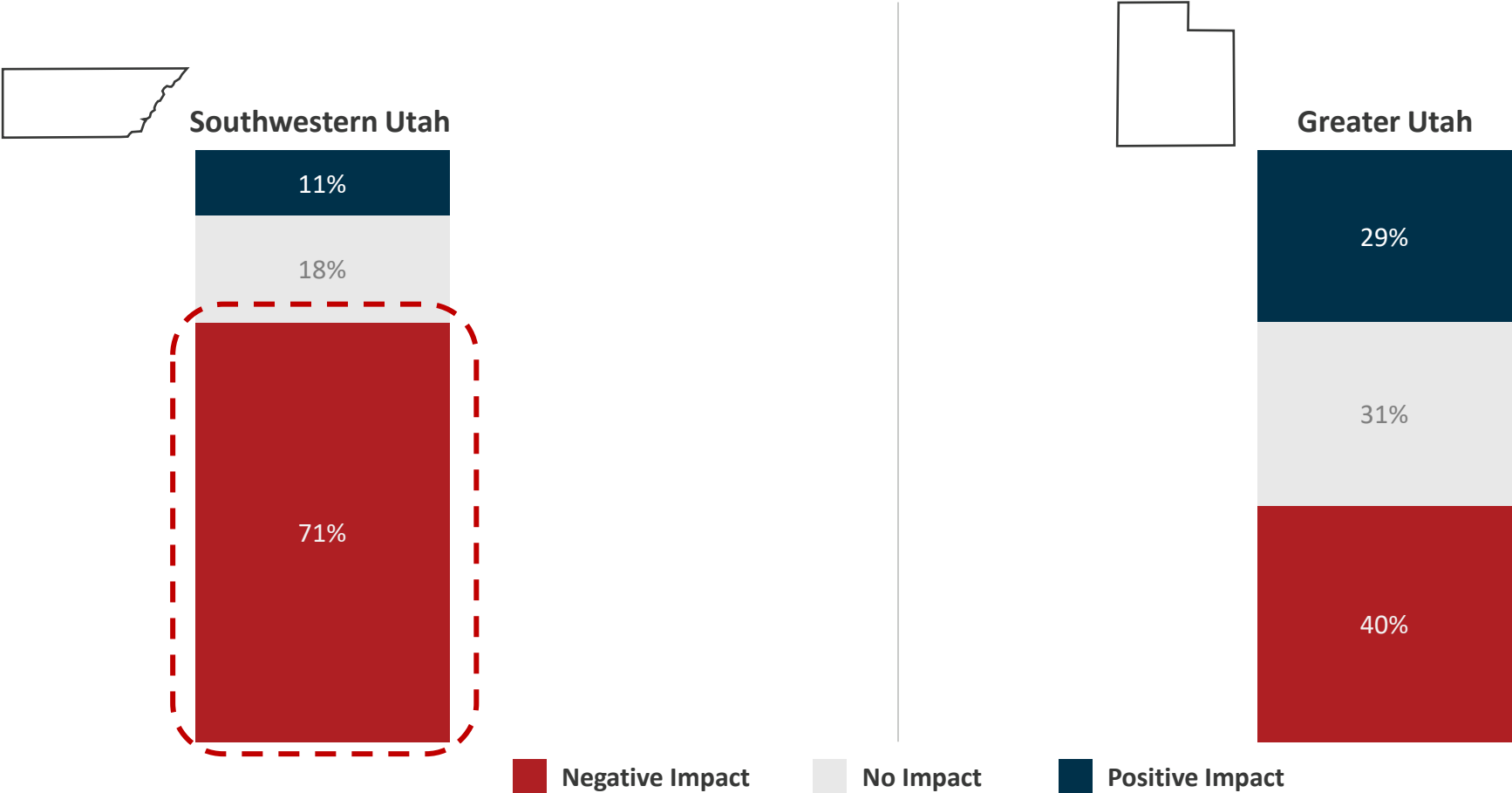
"I'm a current donor in both time and money – if they change the name, it will not affect my contributions(s)."
-Board of Trustees

I Will Do Less of This **No Impact** **I Will Do More of This**

The majority of residents in Southwestern Utah see the potential for reduced local and statewide support if 'Dixie' is removed from the name, while residents in greater Utah are less sure

Question | Impact on Local & Statewide Support if 'Dixie' is Removed from the Name by Geography

LOCAL AND STATE SUPPORT



■ Negative Impact ■ No Impact ■ Positive Impact

All Southwestern Utah interviewees stated a loss of community support is possible if ‘Dixie’ is removed from the university’s name; often this was cited as the largest risk to a change

Key Learnings From Qualitative Research (interviews) | Community Support

Community Leaders

Local leaders are split in their opinions, but all recognize there may be a large loss of community support if the name is changed

“As a business leader who needs a lot of donorship I recognize how fickle it is and I see a large issue with making a name change. Currently you still have a lot of donors who connect with the name strongly. I don't think it's time to make the name change now for that reason.”

Government Officials

All regional officials cited the local community as a key element to their decision-making process

“There needs to be a lot of community inclusion. It's about getting community leaders and trustees leading this push instead of the university itself.”

“Here’s what I’ll be asking if this hits the floor. Where's the community on this issue? Is the USBHE going to be a player in this? This isn't going anywhere unless there is community support.”

Generally, donor interviewees place student achievement and well-being in front of their feelings about the name. Foundation donors took greater pause to the retention of ‘Dixie’

Key Learnings From Qualitative Research (interviews) | Financial Support

**Corporate Donors
&
Athletic Sponsors**

Among donor interviewees the majority stated the name does not personally affect their donor status. Common reasons being that students come first, and the community’s response are what matters

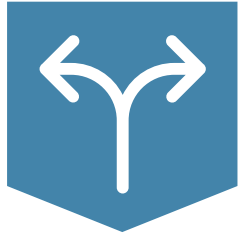
“The decision to keep or change the name doesn’t have any bearing on our donation status. The only possibility of a shift is if people speak out against the name in masses.”

“Our contributions are more about filling the stands so that people will actually see our advertising. But if the name changes, and the community is negative about that, I’m not sure we would want to participate.”

Foundation Donors

There is a common thread that the university’s history is at odds with the mission & vision of many Utah based foundations

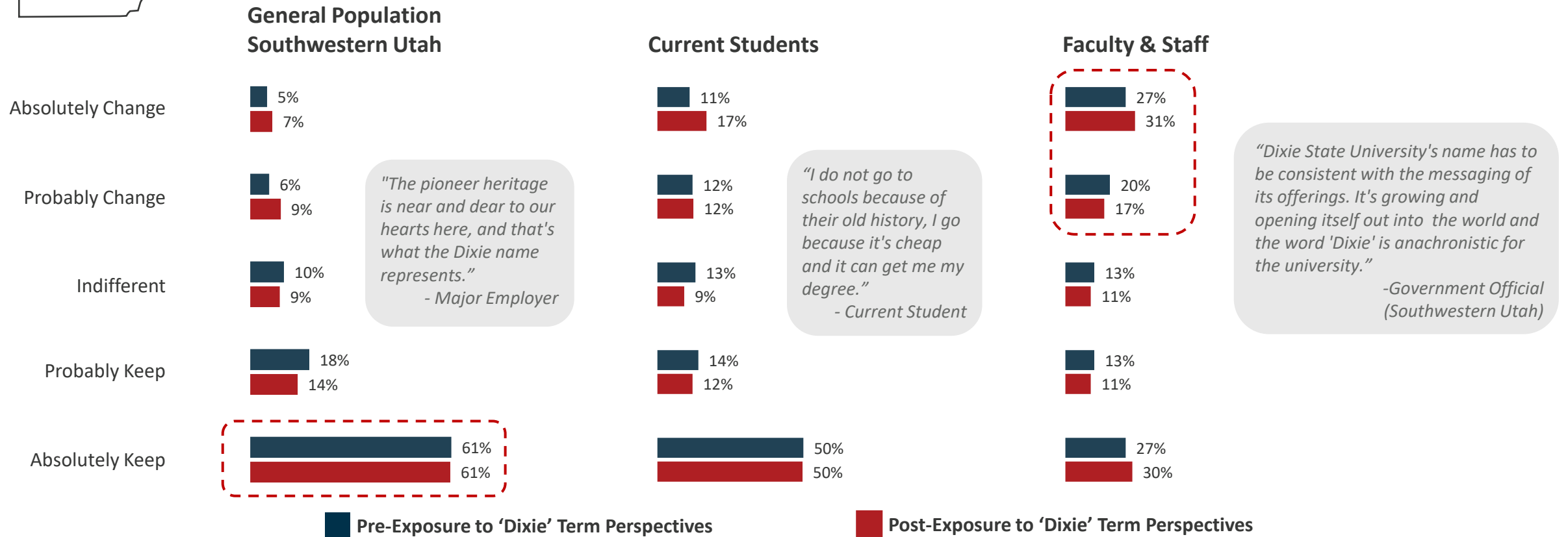
“As a foundation that is trying to desperately help communities regarding diversity and belonging, keeping this name would be a critical stumbling block to us considering a gift.”



Name Recommendation

Amongst locals, the general population mostly prefers that DSU should retain its 'Dixie' name, but nearly half of Faculty and Staff think the University should remove 'Dixie' from its name

Question | Should DSU Keep or Remove the Word 'Dixie' in its Name Among Local Populations



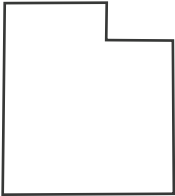
"The pioneer heritage is near and dear to our hearts here, and that's what the Dixie name represents."
- Major Employer

"I do not go to schools because of their old history, I go because it's cheap and it can get me my degree."
- Current Student

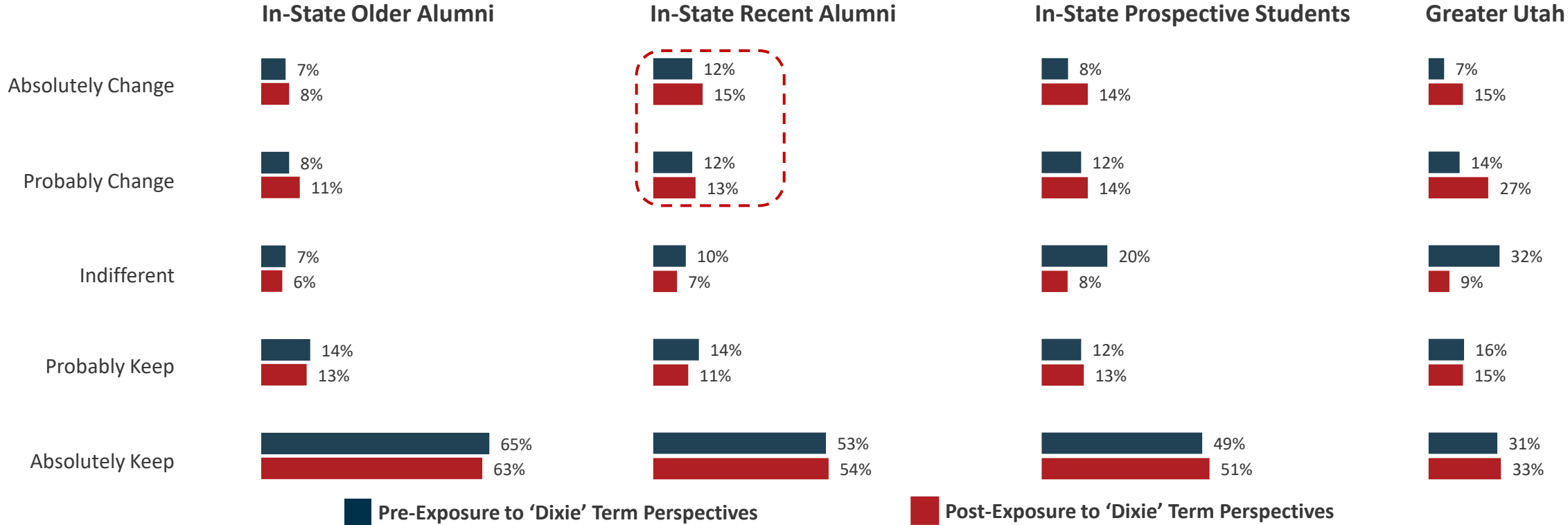
"Dixie State University's name has to be consistent with the messaging of its offerings. It's growing and opening itself out into the world and the word 'Dixie' is anachronistic for the university."
-Government Official (Southwestern Utah)

Amongst Utah residents, recent DSU graduates are most likely to believe the University should remove 'Dixie' from its name

Question | Should DSU Keep or Remove the Word 'Dixie' in its Name Among Additional In-State Populations



*"My daughter was uncomfortable being affiliated with 'Dixie' when she went out for graduate school interviews - they assumed it was in the South and asked if it was an 'all white' school."
- National Advisory Council Member*

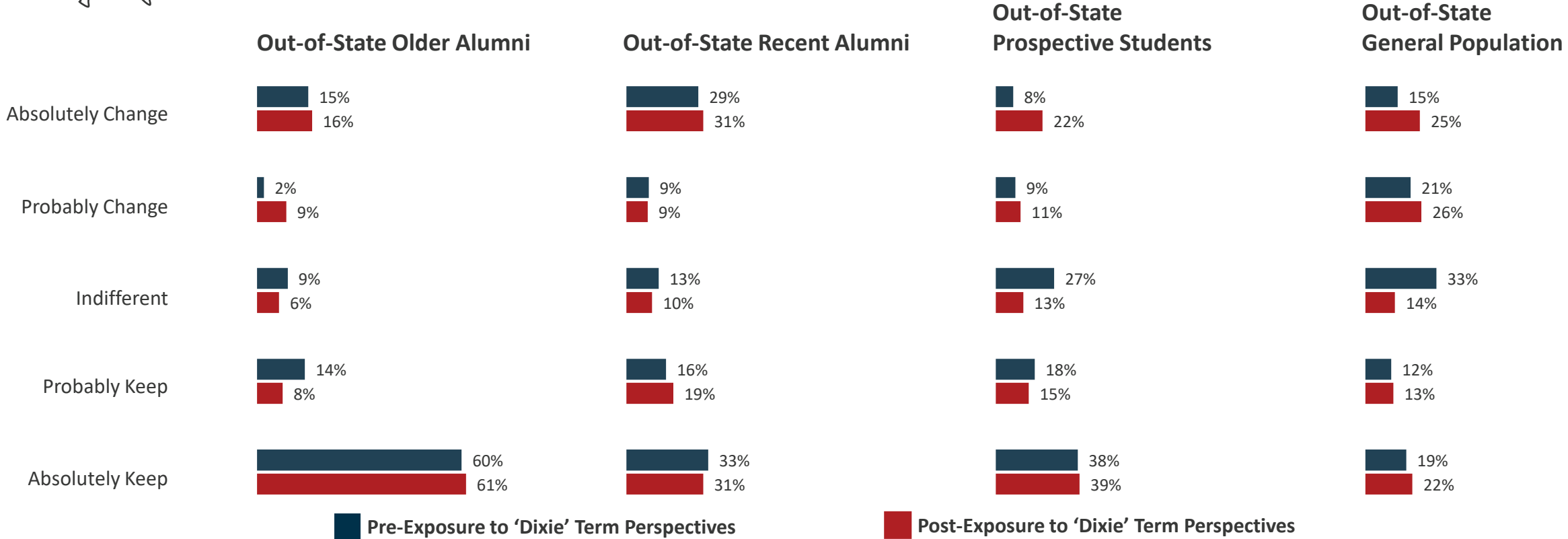


Amongst out-of-state alumni, recent graduates are far more likely to believe the University should remove 'Dixie' from its name than those who graduated more than ten years ago

Question | Should DSU Keep or Remove the Word 'Dixie' in its Name Among Additional Out-of-State Populations



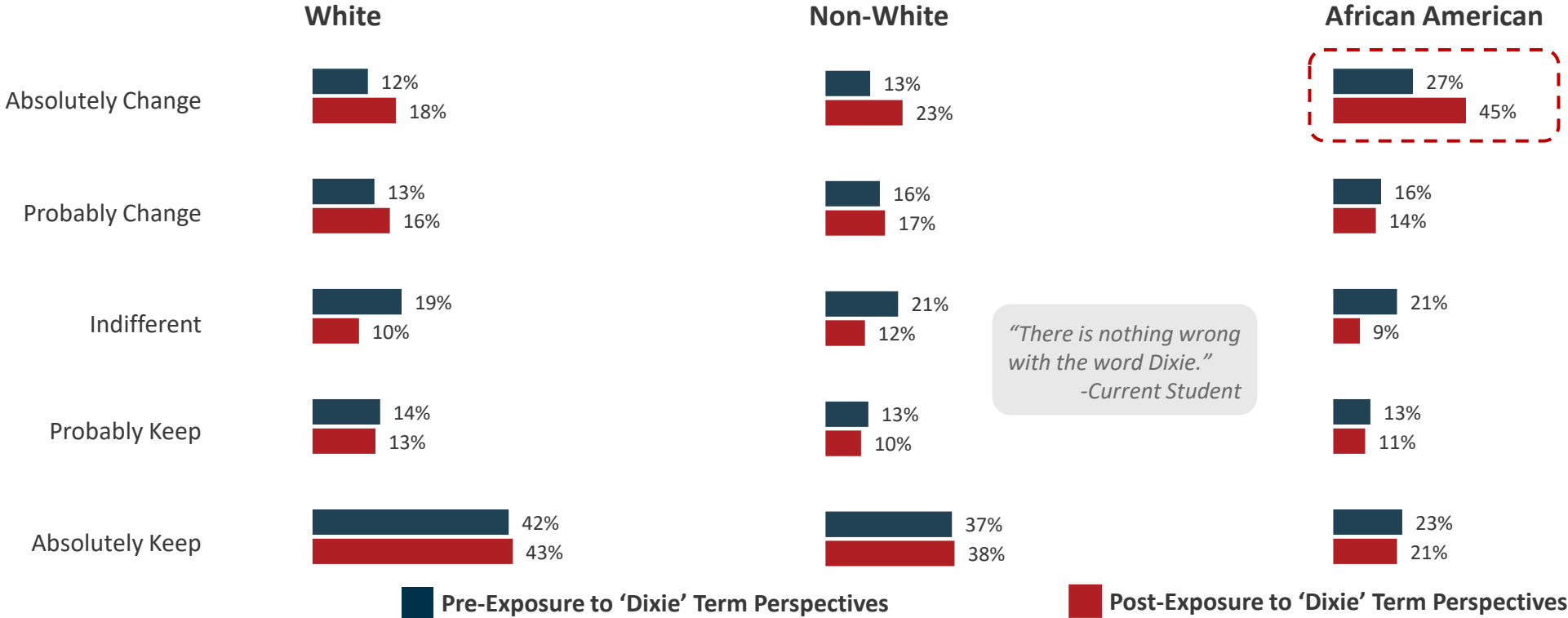
*"As someone with a degree from a school with this in its name, it has been brought up in job interviews and questioned when I wear Dixie merch. I wish I didn't have to explain that it's not "that" Dixie."
-Alumni, Out-of-State*



*Survey participants targeted for specific counties in CA, NV, AZ, ID, CO, HI where largest portion of DSU out-of-state students reside
 Q26/37: Do you think the Utah State Legislature should vote to keep the word 'Dixie' in the university's name, or remove the word 'Dixie' from its name and consider a different name for the university?
 By Specific Populations (Recent Out-of-State Alumni, n=58 | Older Out-of-State Alumni, n=93 | Out-of-State Prospective Students, n=157 | Out-of-State, n=791)

African Americans stand apart as being the most in favor of removing 'Dixie' from the University's name.

Question | Should DSU Keep or Remove the Word 'Dixie' in its Name by Race/Ethnicity



*"There is nothing wrong with the word Dixie."
-Current Student*

*"Considering my background, Dixie state just does not sound like a school that would be a relatable place for me."
-Prospective Student, In-State*

Those outside of Utah who have low familiarity with DSU start largely indifferent, but become relatively more compelled to change the name after evaluating various perspectives on the topic

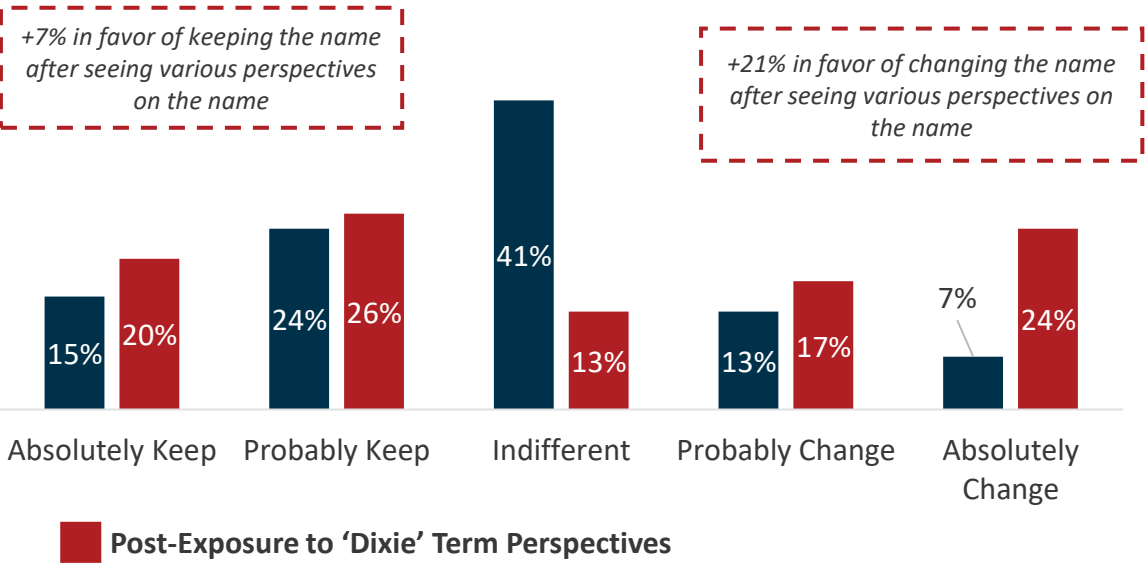
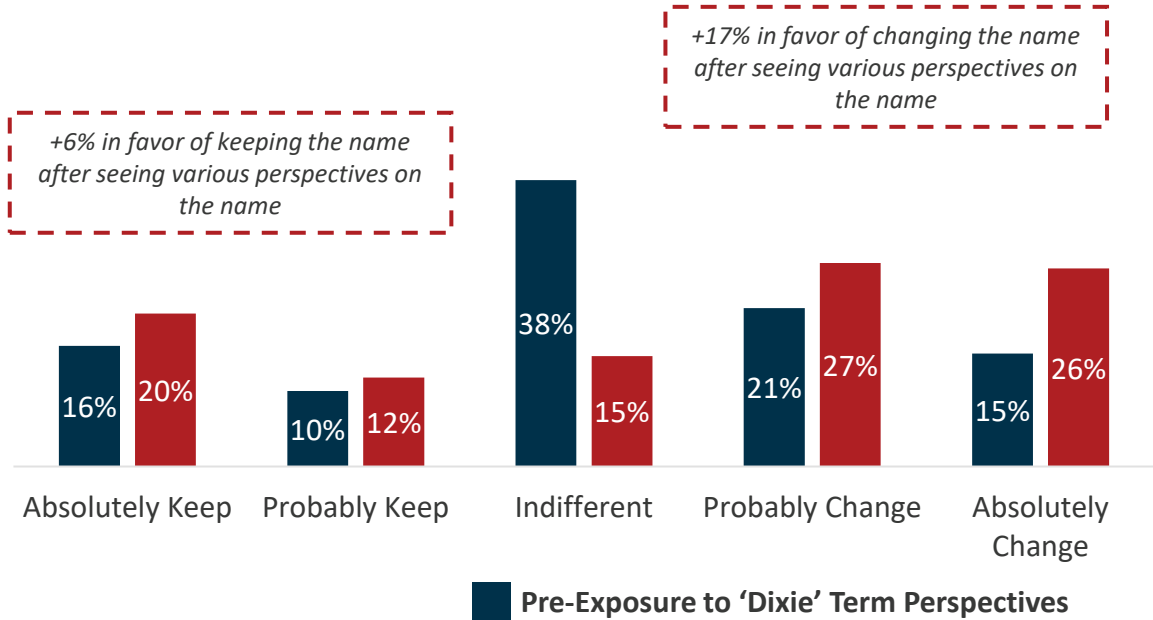
Question | Should DSU Keep or Remove the Word 'Dixie' in its Name Among Specialty Low Familiarity Populations



Out-of-State (Low Familiarity*)



Out-of-State Prospective Students (Low Familiarity*)





Perspectives

Within the survey, populations were exposed to several perspectives both supporting the use of the term 'Dixie' and raising potential issues with the term

Legend Level-Setting | Perspectives At-A-Glance

Perspectives of Support



Dixie Spirit & Pride

"The definition of the word 'Dixie' is different in Southwestern Utah than the rest of the United States. The term 'Dixie' is connected to the region's original pioneering cotton mission in 1857. Today, the word 'Dixie' commemorates and remembers the rich past of sacrifice, determination, and generosity cultivated by those pioneers who settled the land. Those who take offense to the use of the word 'Dixie' in this region simply do not understand its unique history and once educated, they will come to understand how important this term is to the region."

Fear of a 'Snowball' Effect

"If the University considers removing the word 'Dixie' from its name, it would be bending to the political trends and social pressure coming from outside the region. Some fear that if 'Dixie' is removed from the University's name the effects may ripple into the greater community by signaling that the entire region should be compelled to change its name and identity, private businesses should change their names, and the historic 'D' on the hill should be removed, among other changes to the heritage of the region."



Don't Fix What Isn't Broken

"Over the last decade Dixie State University has undergone tremendous growth. In 2013 the institution achieved University status. Since 2015, enrollment has increased from 8,500 to over 12,000 students, representing substantial growth. The University has entered the national stage in intercollegiate athletics by transitioning to Division I status and joining the Western Athletic Conference. The University is flourishing and is now more diverse than it has been at any other point in its 100+ year history. All these successes indicate that the 'Dixie' name may not be a significant deterrent to growth and progress, and therefore, the word 'Dixie' need not be removed from the name of the University."



Perspectives of Issue

Not Regional Anymore

"As Dixie State University steps onto the national stage and commits to fulfill its mission as an open-education, inclusive, STEM-focused institution that has joined Division I athletics for the first time in its history, the university should consider its national audience for whom the word 'Dixie' has a range of meanings and connotations. The word 'Dixie' is problematic and will limit the institution's ability to attract and retain faculty, staff, students, student-athletes, grants, donations, and partnerships from outside regions where the university's name and its origins are not well known."



Cannot Hide From The Past

"It is documented that the University's 'Dixie' name was associated with the Confederate South because of the University's history in naming its yearbook 'The Confederate', having a mascot named 'Rodney The Rebel', designating the Confederate flag as the official flag of the college, hosting an annual 'mock' slave auction and slave day, among other examples. While these examples took place at various times between 1952-2009, they are still easily referenced and found on the internet. Keeping the name not only invites searches for this information, it has in the past, and may in the future turn away prospective students, faculty, staff, and donors who may perceive that by keeping the name 'Dixie', the institution does not renounce those past actions and associations."



Obstacles Are Increasing

"Regardless of what 'Dixie' may mean in the historical context of Southwest Utah where the University is located, the word 'Dixie' is often associated with slavery and racism in other places. Additionally, it is not feasible to educate prospective students, faculty, staff, potential employers, and many others across the United States about the region's local interpretation of the word 'Dixie'. Problematic trends will likely grow over time, such as recent alumni not receiving equal job consideration when entering the workforce for having 'Dixie' on their resume, third-party organizations declining to bid on work for the University due to the 'Dixie' name, retailers refusing to carry Dixie State University branded apparel, among other issues."

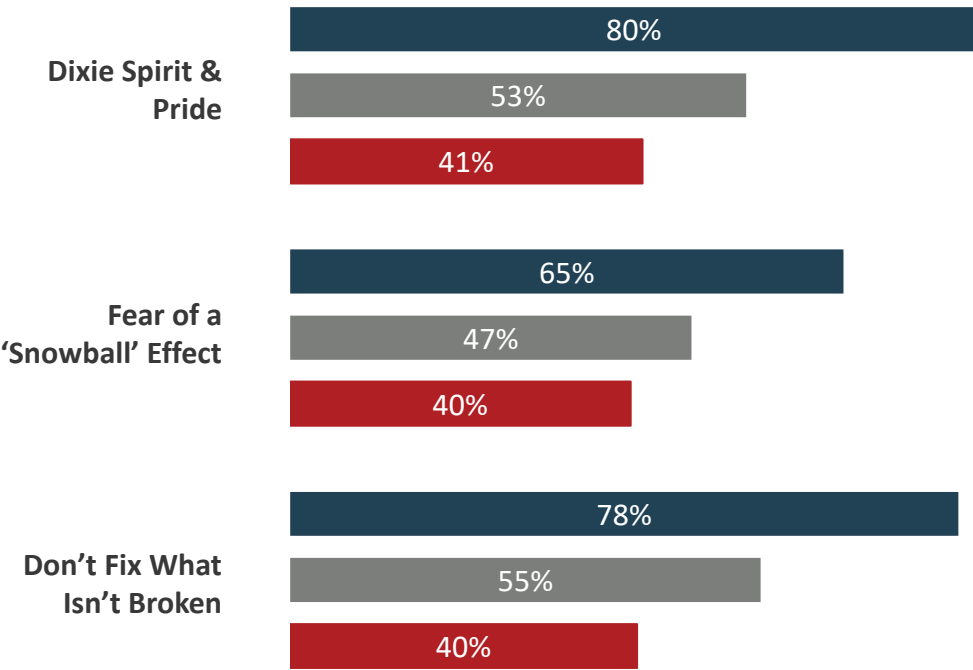


In Southwestern Utah, the idea of pride and support for the history of the region resonates strongly, while people outside of Utah are most likely to have concerns around DSU's past

Question | To What Degree Do These Perspectives Resonate with You by Geography*

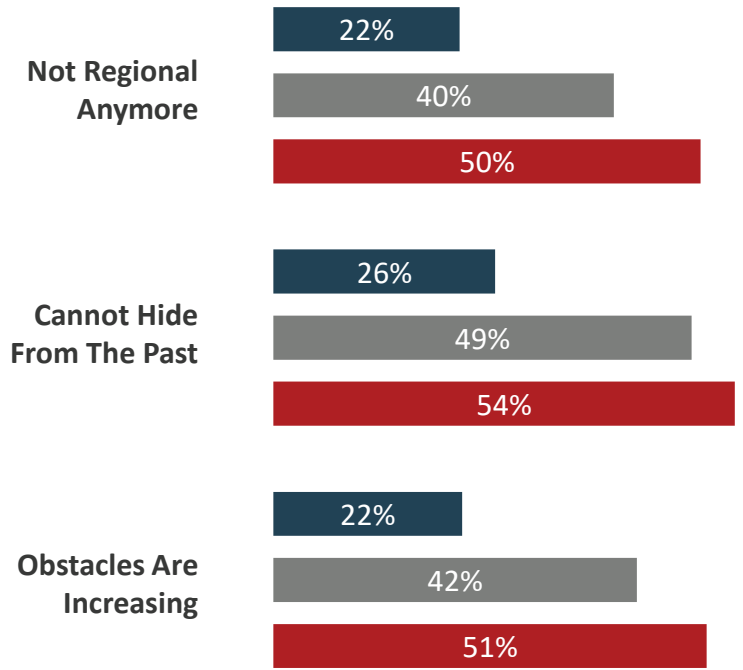


Support Perspectives



"This rugged pioneer spirit with these genuine hearts. I've talked to my constituents a lot and it's about the ethos of the pioneer spirit."
-Government Official

Issue Perspectives



"Even if the university was not founded on the beliefs of the Southern Confederacy, they still built their image using pictures of men in chains and Civil War scenes in the past. Therefore, they to me represent, a throwback to the meaning of the word 'Dixie' and it should be removed from their name."
- Out-of-State General Population

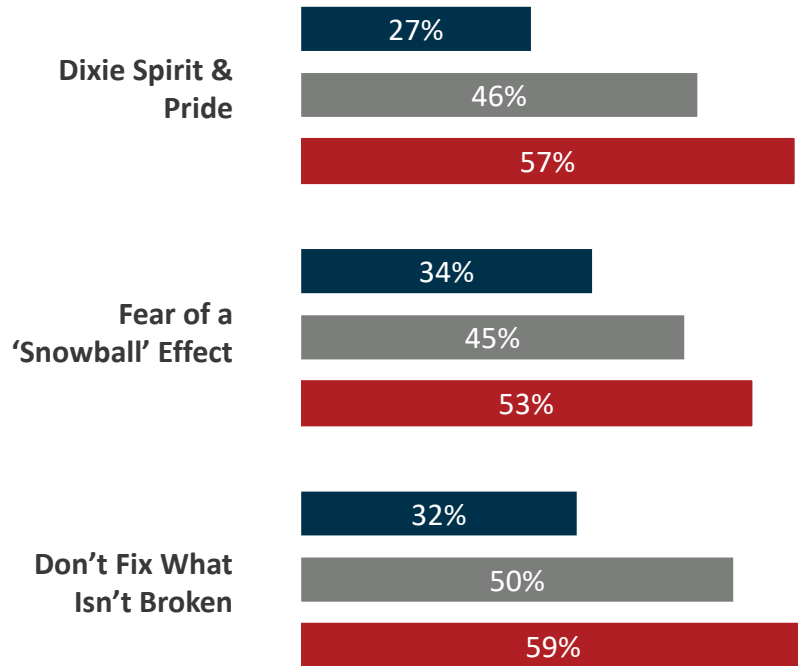
"It's hard to justify that argument given the growth the university has experienced over the past ten years."
- Major Employer

African Americans align much more with the 'issue' perspectives, white people see more merit in the 'support' perspectives, and non-white people see merit on both sides

Question | To What Degree Do These Perspectives Resonate with You by Race/Ethnicity *



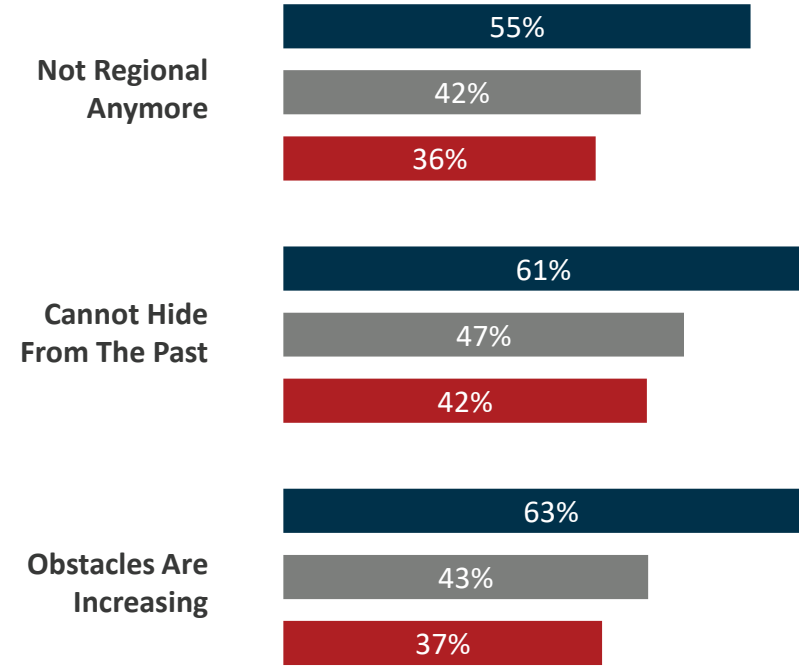
Support Perspectives



"If the legislature removes Dixie from the University's name, it will be in a leadership position and may encourage local businesses to make the same change."

-Southwestern Utah Resident

Issue Perspectives



"Those photos - 'tasteless' is not even the right word. Those photos put in my head what I already assumed when I heard the name of the school."

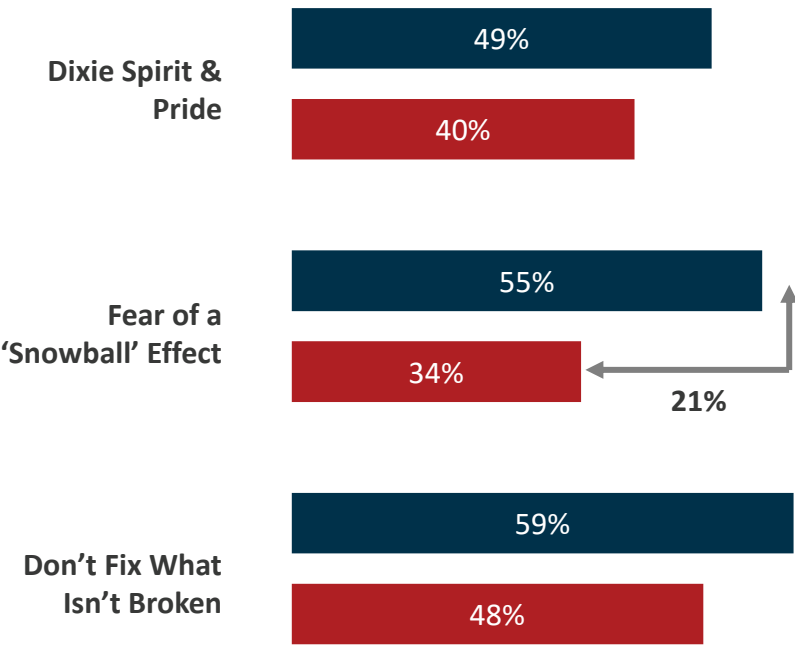
-Athletic Governing Body

In-state prospective students are more concerned with a 'snowball' effect and more in favor of other support perspectives; out-of-state prospects recognize future obstacles

Question | To What Degree Do These Perspectives Resonate with You Among Prospective Students*

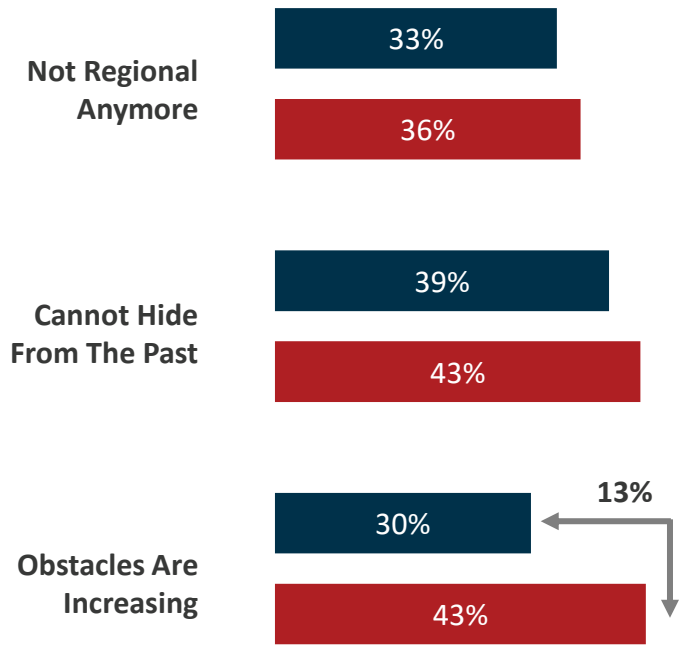


Support Perspectives



"The name has not been a problem, but moving forward, I think it will be. The Seniors are very in-tune with the things they are hearing, especially with social media, and sometimes they pick up things about Dixie on social media."
 -High School Counselor, UT

Issue Perspectives



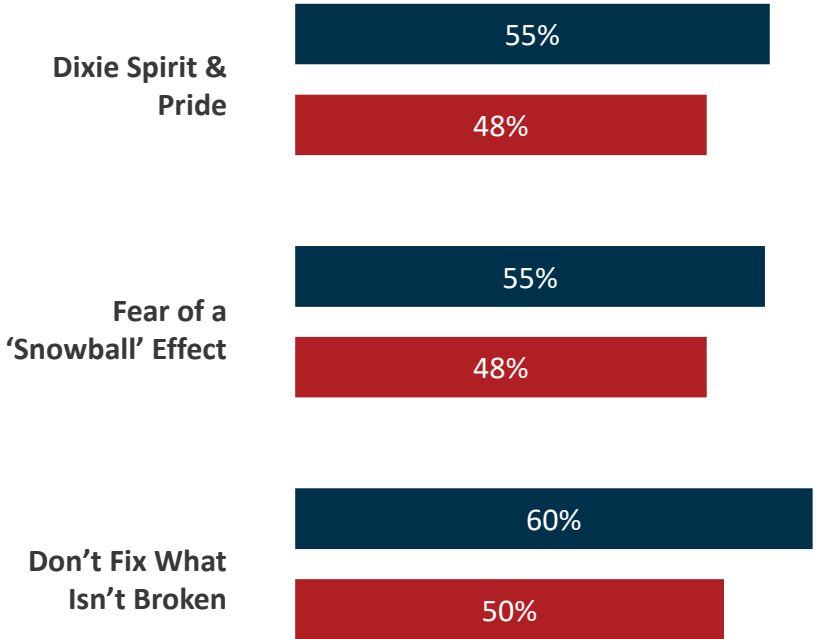
"It might make me think that the university is insensitive to the history of this country and the association of the word Dixie."
 -Prospective Student Out-of-State

Current students and faculty/staff see merit in both sets of perspectives, but faculty and staff are more concerned with expansion outside of the region and future obstacles

Question | To What Degree Do These Perspectives Resonate with You Among On-Campus Populations*

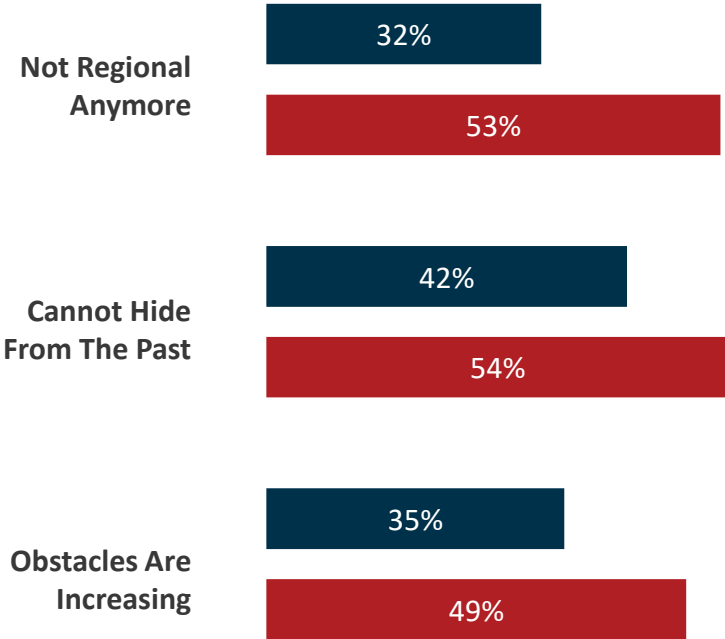


Support Perspectives



"The conversation will never stop. You either address it or continue to deal with the ramifications of having the Dixie name. I think the fallout will only get worse - at some point you have to bite the bullet."
- WAC Athletic Director

Issue Perspectives



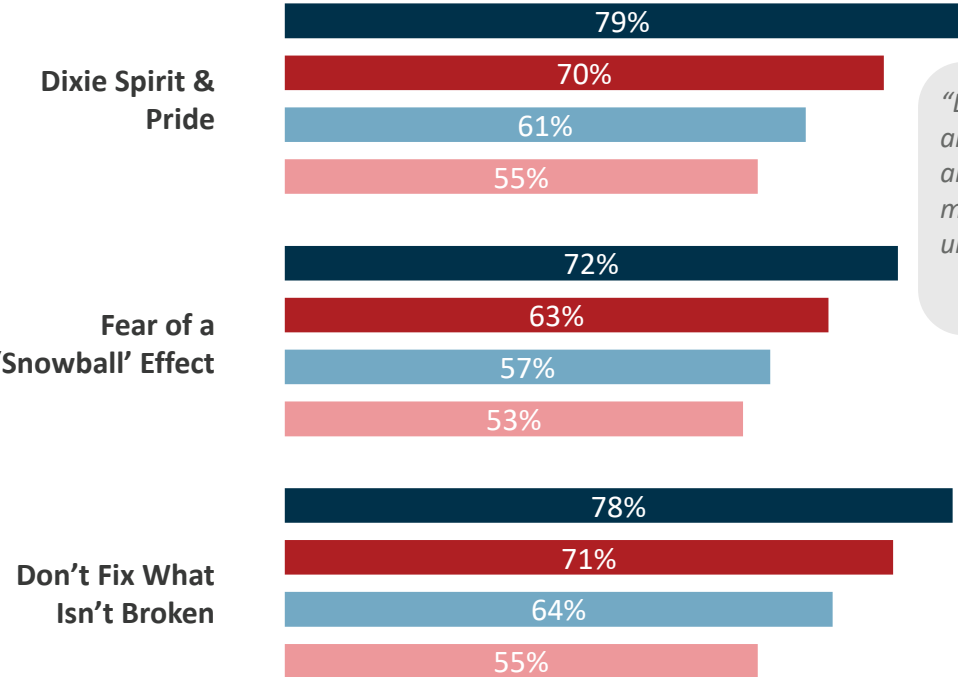
"The word 'Dixie' is at odds with the word 'polytechnic'. Dixie connotes that it's non-technical university rooted in the past and that's powerful to me."
- Academic Peer

Whether in Utah or outside of Utah, older alumni see merit in the perspectives for keeping the name, but out-of-state are much more likely to see reasons for concern

Question | To What Degree Do These Perspectives Resonate with You Among Alumni*

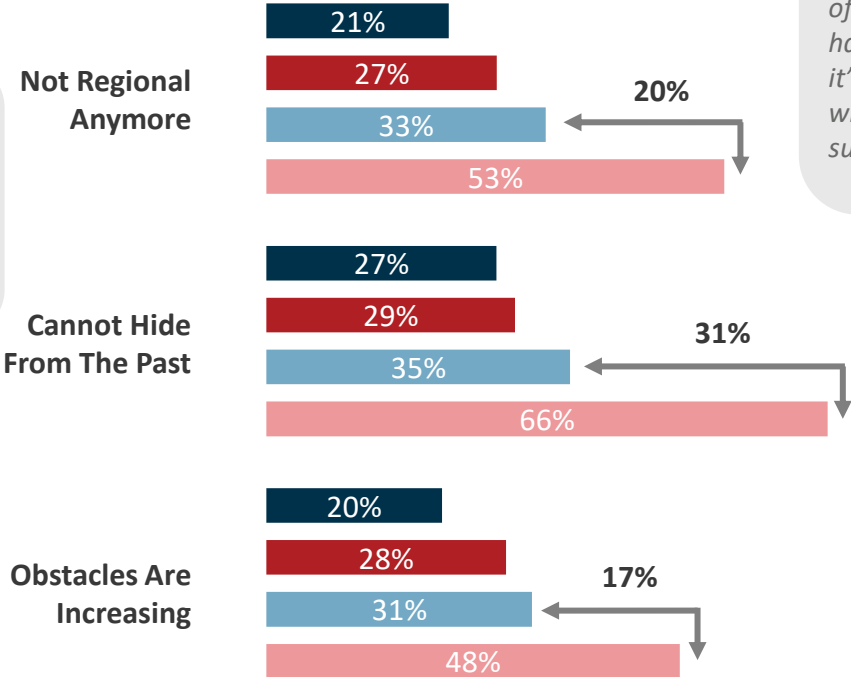


Support Perspectives



*"Dixie is heritage, my ancestors settled the area, pride, and great memories from my university time."
-Alumni, In-State*

Issue Perspectives

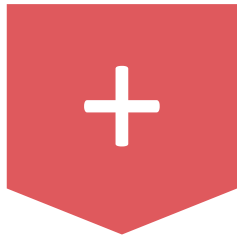


*"I'm currently in the South and do not tell people that I have graduated from DSU because of the implications that Dixie has. I grew up in St. George so it's not like I am unfamiliar with the people or the stories surrounding the name."
- Alumni, Out-of-State*

*The percentage of those with whom is resonates was determined by those who selected "Agree (4)" or "Strongly Agree (5)"

Q26_1-Q31_r1: The above perspective resonates with me
By Specific Populations (Recent Out-of-State Alumni, n=58 | Recent In-State Alumni, n=316 | Older Out-of-State Alumni, n=93 | Older In-State Alumni, n=376)

Thank You



Appendix: Supplementary Data

The 'Dixie' name has sizeable, positive and negative effects on all brand equity contributors – the name of a brand rarely has significant effect in either direction

Executive Summary | Brand Equity and the 'Dixie' Name

Brand Loyalty

Does the brand **reduce** marketing spend?
Does the brand **attract** new customers?

Brand Awareness

When **visible** does the brand **create positive awareness**?
Are consumers **attracted** to the brand **when familiar**?



The 'Dixie' name can contribute positively to brand equity, most notably in Southwestern Utah i.e. 'Dixie' is strongly associated with the region, brings positive awareness, and is generally attractive to those who are familiar with the school, or with Southwestern Utah



The 'Dixie' name contributes negatively to brand equity for many, especially outside of Southwestern Utah where 'Dixie' is associated with the American South and the Confederacy, can bring very negative awareness, and is unappealing or distasteful to many

Brand Associations

Is the brand **positively associated** with other things?
How do associations with the brand **position** it?

Perceived Quality

How does the brand **influence reputation**?
How does the brand **impact perceived quality**?

**Brand
Equity**

Out-of-State alumni believe the word 'Dixie' harbors negative connotations and will negatively affect the university's reputation at a higher rate than in-state alumni

Question | Impact on Dixie State's Reputation if 'Dixie' is Kept in the Name Among Alumni

REPUTATION



Alumni



■ Negative Impact ■ No Impact ■ Positive Impact

A more pronounced trend occurs regarding brand recognition if the word 'Dixie' is retained in the university's name

Question | Impact on Dixie State's Brand Recognition if 'Dixie' is Kept in the Name Among Alumni

GENERAL BRAND RECOGNITION

 Alumni



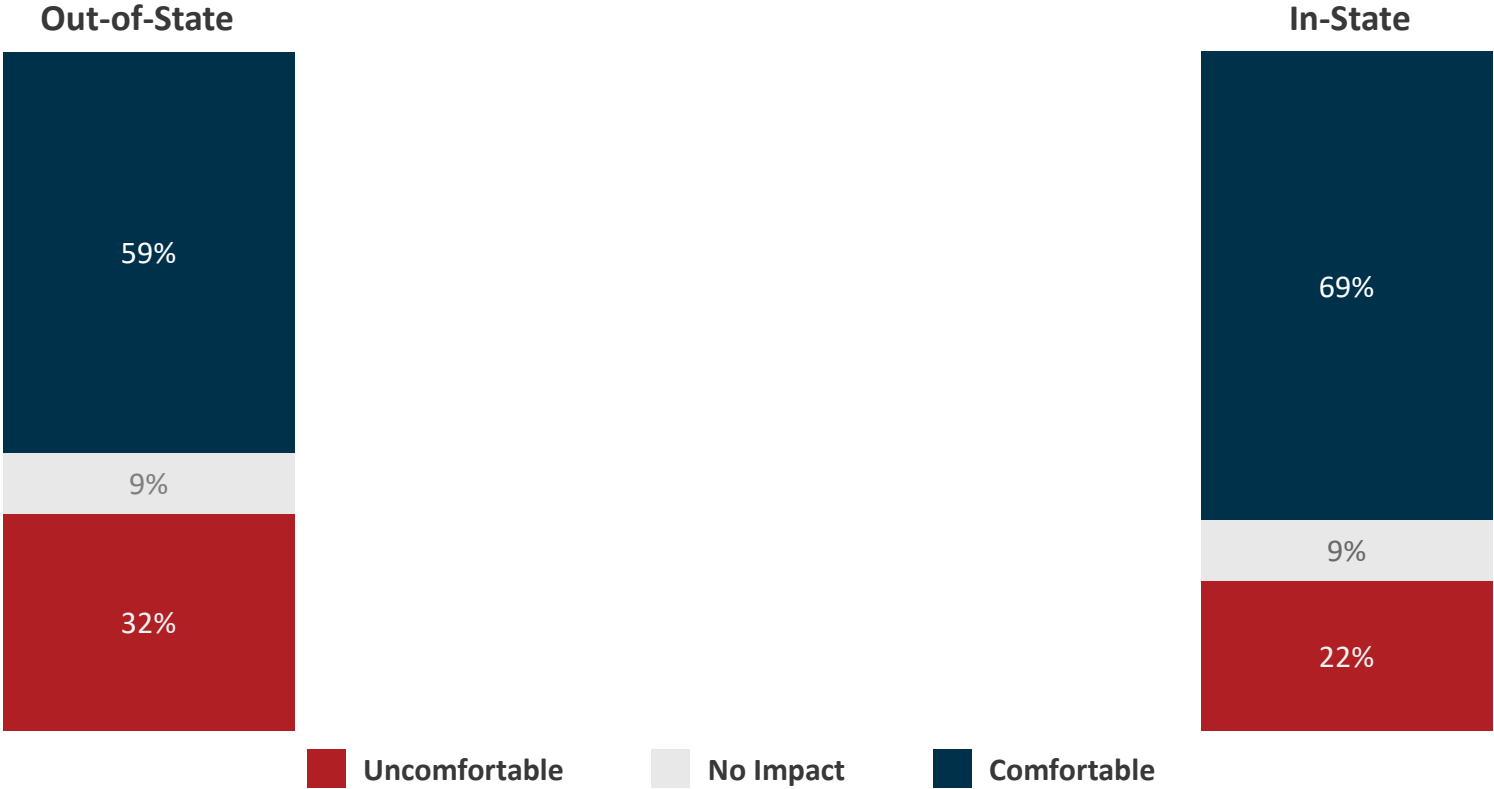
Out-of-State alumni are more likely to feel uncomfortable wearing 'Dixie' branded apparel than in-state alumni

Question | Comfortability Wearing 'Dixie' Branded Apparel Among Alumni

BRAND COMFORT



Alumni



Removing the word 'Dixie' from the university's name will negatively impact in-state parents' willingness to pay tuition

Question | Impact on Tuition Payment if 'Dixie' is Removed in the Name Among In-State Parents

TUITION



Parents



Methodology Deep Dive

'Dixie' Name Perceptions Survey

Faculty & Staff, Current Students, Prospective Students, and Alumni

The above populations were all provided directly by Dixie State University in late September 2020. Invitations to complete the survey were randomly distributed to each population until sufficient sample sizes were reached allowing for sub-population analyses of results.

Responses recorded for each population were as follows: faculty & staff n=298, current students n=791, prospective students, n=321, and alumni, n=843. Within the presentation's results these populations are segmented into more granular sub-sections for a nuanced understanding of the impacts and implications surrounding the continued use of the word 'Dixie' in the university's name. Prospective students were specifically targeted within the university's growth regions (e.g. Clark County, NV, Maricopa County, AZ, San Bernardino County, CA etc.). Additionally, prospective students were defined as those who had previously expressed interest in post-secondary education.

General Population (Southwestern Utah, Greater Utah, Out-of-State)

The three above populations' perspectives were collected through a partnership with a global online market research firm. In total, there were 1,402 'general population' responses included within the final report. These responses are segmented by geographic location (Southwestern Utah, Greater Utah, out-of-state) throughout the final report. Southwestern Utah is defined as respondents who live within the Utah counties of Washington, Kane, Iron and Garfield. Out-of-State responses followed a similar methodology as prospective out-of-state students by specifically targeting university growth regions (e.g. Clark County, NV, Maricopa County, AZ, San Bernardino County, CA etc.)

Survey Perceptions Section and Randomization

Within the survey there are a total of six commonplace perceptions; 'For' (3) and 'Against' (3) changing the university's name. Each of these were presented in random order for all survey participants to ensure one perception does not influence the overall outcome of results. Moreover, these perceptions were formulated after one-hundred and two in-depth interviews and eight focus groups were conducted to ensure that the correct perspectives were being shared.

Focus Groups & In-Depth Interviews

Focus Groups | Faculty & Staff, Current Students, and Coalition Groups

Coalition participants were selected by each advocacy groups' leadership. On-campus population participants were randomly selected through an internally provided list by Dixie State University's Cabinet. Invitees for both faculty and staff and current students were intentionally invited by both department and gender to best provide parity when possible. In total there were eight focus groups conducted: faculty and staff, n=3, current students, n=3, and coalition groups, n=2.

In-Depth Interviews | Community, Donors & Sponsors, Gov. & Administration, Affiliations, Academia, and Recruitment

In total there were twenty-two discrete stakeholder groups interviewed. Lists of stakeholder groups were provided by Dixie State University. Invitees in every group were invited with the intention of parity by gender and age when possible (e.g. Alumni were invited by their respective graduation decade to provide a wide range of perspectives amongst this sub-population). In total there were 102 in-depth interviews conducted: community n=25, donors & sponsors n=10, government & administration n=29, affiliations n= 9, academia n=17, recruitment n=12.

In-Depth Interview & Focus Groups | Perspective and Risk Alternating

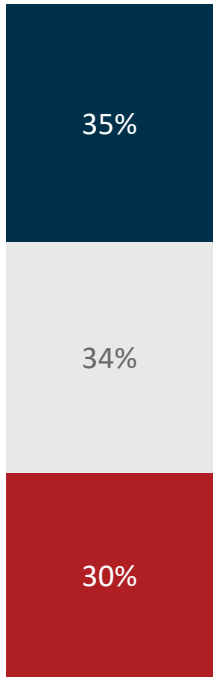
In preparation for interviews, Cicero Group created a script to ensure objectivity and a consistent presentation across all interviewee and focus group participants. As a part of the interview, common perspectives for and against a name change and photos associated with those argument were shared with all participants. The order of these common perspectives were switched between interviews to introduce information and concepts in a randomized manner. Moreover, interviewees were asked about common risks to consider, which was also alternated between interviews.

When combining all survey populations, compared with geographic location, age is less correlated with perceived impact on reputation

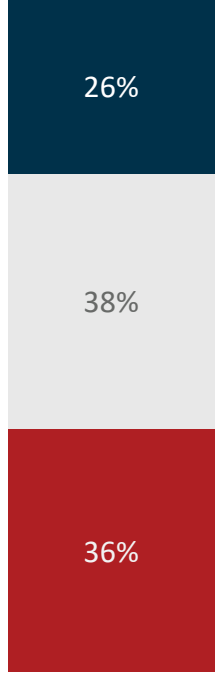
Question | Impact on Dixie State's Reputation if 'Dixie' is Kept in the Name by Age

REPUTATION

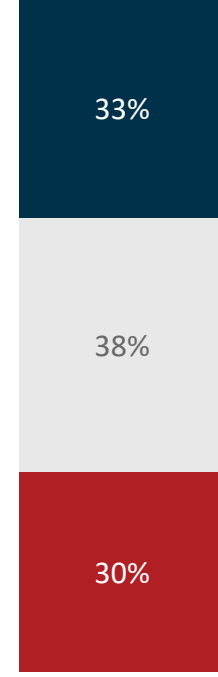
15-24 Years Old



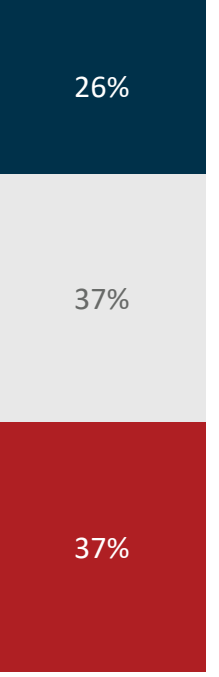
25-44 Years Old



45-64 Years Old



64+ Years Old

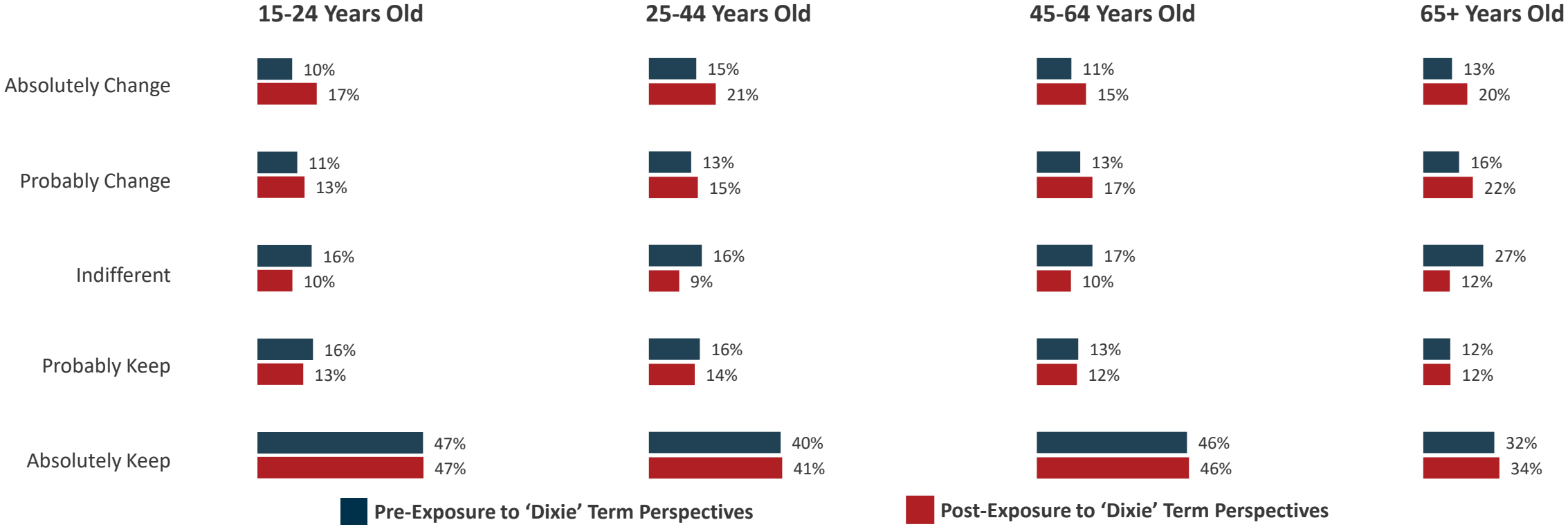


■ Negative Impact **■ No Impact** **■ Positive Impact**

Q35: If Dixie State University keeps the word 'Dixie' in its name as it continues to grow, recruits' students from within and outside the region, competes in Division I athletics, and works to attract and retain top faculty and staff, what impact do you expect the 'Dixie' name to have on the following factors in the future?
By Age (15-24, n=914 | 25-44, n=823 | 45-64, n=656 | 65+, n=843)

All age categories are slightly more persuaded by the 'change the name' perspectives than the 'keep the name' perspectives

Question | Should Keep or Remove the Word 'Dixie' from its' Name by Age



Among all research participants, age 65+ are the most likely to be 'uncomfortable' wearing apparel which includes the word 'Dixie'

Question | Comfortability Wearing 'Dixie' Branded Apparel by Age

