

DIXIE STATE UNIVERSITY NAME CHANGE RECOMMENDATION

UNANIMOUSLY APPROVED BY:

- ▶ DSU BOARD OF TRUSTEES
- ▶ UTAH BOARD OF HIGHER EDUCATION
- ▶ DSU STUDENT ASSOCIATION

- ▶ DSU PRESIDENT'S CABINET
- ▶ DSU UNIVERSITY COUNCIL

BACKGROUND

- ▶ The Southern Utah community has great respect for the local meaning of the word Dixie that represents the pioneering spirit of grit, sacrifice, and service
- ▶ The local name is not understood outside of the region and is causing major and unnecessary difficulties for the institution and its students
- ▶ For more than 50 years, DSU firmly tied its identity to symbols of the Civil War and Confederate South
- ▶ To understand the positive and negative impacts of the name, DSU commissioned an in-depth study

33% of Southern Utah residents

41% of Utahns

64% of respondents from our recruiting region

indicated that Dixie means the South/Confederacy to them



STUDENT IMPACT

- ▶ **22%** of recent alumni working outside of Utah has had an employer express concerns with the name
- ▶ **42%** of prospective students from our recruiting region and **22%** from Utah say the name makes them less likely to attend DSU
- ▶ **49%** of employees think keeping the name Dixie will have a negative impact on recruiting new faculty and staff



DIXIE NAME IMPRESSION

- ▶ Support for a brand name should be at or near **100%**
- ▶ **52%** of recent alumni who live outside of the state feel the name has a negative impact on the brand
- ▶ Attention on the University name detracts from the University's mission, offerings, and accomplishments
- ▶ **45%** of employees indicate others assume DSU is in the South

Percentage of people that feel uncomfortable wearing our apparel outside of Utah



17% of our community members

38% of Utahns

52% recruiting region

PRESERVING HERITAGE

- ▶ DSU has a rich history, and it is that very history that has allowed us to grow and thrive
- ▶ DSU is not attempting to remove the regional name or history of Dixie
- ▶ DSU supports all local organizations that retain the Dixie name
- ▶ DSU is applying to have the D on the Hill and the Dixie Rock included on the National Register of Historic Places

STATEWIDE IMPACT

- ▶ Dixie's name is receiving immense national attention, potentially affecting the state's reputation
- ▶ Following the DSU Board of Trustees' recommendation, DSU received the following media coverage:

652 mentions in print, online, radio, and TV

REACH

4 billion

AD VALUE EQUIVALENCY

\$68 million

STATES

36

- ▶ To view the entire report along with additional information, visit dixie.edu/namechange

