

Dear Senator,

I am writing you in regards to the name of Dixie State University. As a fundraiser for the university, I assure you that not many people will feel the impact of this decision as much as I. I have been deeply entrenched in the process and have evaluated the implications at length. It has been a complicated process. I don't think I have ever examined an issue so heavily. Throughout this process, I have tried to be open-minded, challenge my assumptions, and check my biases. After careful analysis, deep introspection, and with nearly 20 years of marketing experience, I believe the university's future is much brighter without the name Dixie.

I am highly concerned about the harmful effects of cancel culture on society. I am a strong conservative with Southern Utah roots and a deep respect for our heritage. As a current steward of the historic institution they built, I feel a strong responsibility to honor their sacrifice. We do that best by following their lead, showing up every day, and doing what is in the university's best interest and its future. While cancel culture may have been the catalyst for this decision, it is not the reason. The Dixie name has served us well as a regional university, but it is time for us to burst through that ceiling! If we are, in essence, told to stay small, the impact will be detrimental. The message that sends to employees is not motivating. I fear we will lose many of our best people (those with trailblazing spirit), including President Williams. After working closely with him for five years and seeing the university's progress under his leadership, I can say that would be catastrophic. I have worked with great leaders throughout my life, and I can unequivocally say that President Williams is a rare and courageous leader that will do what is right regardless of consequence. He displays the very character that opposers of a name change are trying to honor. He is a true trailblazer, the type of leader the university needs in these turbulent times.

I strongly encourage you to support a name change so that we are unhindered in our efforts to continually build our beloved institution into a world-class university for generations to come.

Lance Brown
Development Officer
Dixie State University