



MINNESOTA STATE
Board of Trustees

AGENDA ITEM SUMMARY

NAME: Outreach and Engagement

DATE: March 19, 2024

TITLE: Proposed Amendment to Policy 3.23 Naming Colleges and Universities (First Reading)

Action

Review and Discussion

This item is required by policy

PRESENTERS

Noelle Hawton, Chief Marketing and Communications Officer

PURPOSE

Board Policy 3.23 Naming Colleges and Universities provides guidance for when colleges or universities wish to change the institution's legal name. However, Board Policy 3.23 does not currently offer guidance to schools that plan to keep their legal name but rebrand to a nickname. The proposed amendments add this guidance to policy.

BACKGROUND INFORMATION

Over the last several years two schools – one college and one university – have rebranded to a shortened “nickname,” adopting the new brand for all identity and marketing purposes, while using their full name minimally for legal purposes. Board policy does not require such rebrands to come before the board.

Recently more institutions began considering nickname rebrands and it became clear that the nickname approach needed structure and guidelines, similar to those put in place for institutions that change their legal name.

The proposed amendments include this guidance and formatting changes to create consistency between sections of the policy.

RECOMMENDED ACTION (FIRST READING DRAFT)

The Outreach and Engagement Committee recommends that the Board of Trustees approve the proposed amendment to Policy 3.23 Naming Colleges and Universities.

Date Presented to the Outreach and Engagement Committee: *March 19, 2024*

Date Presented to the Board of Trustees: *First reading – no action taken.*

Date of Implementation: *TBD*

**MINNESOTA STATE
POLICY DISCUSSION DOCUMENT
11/16/2023**

PROPOSED AMENDMENT TO POLICY 3.23 NAMING COLLEGES AND UNIVERSITIES

~~Single Strikethrough~~ – proposed deletion of current language

Single Underlining – proposed new language

1 **3.23 Naming Colleges and Universities**

2

3 **Part 1. Identification with Minnesota State Colleges and Universities**

4 All colleges and universities must clearly and prominently identify the institution as a part of
5 Minnesota State Colleges and Universities in campus entrance signage, publications, advertising
6 and marketing materials, website, letterhead, and other forms of communication intended for
7 external audiences. Identification must be in accordance with system procedures.

8

9 **Part 2. Name Change**

10

11 **Subpart A. Request for name change**

12 If a college or university requests a change to its official name, or if a new institution is
13 created through merger or other means, the college or university president shall forward
14 the proposed name to the chancellor for recommendation to the Board of Trustees. The
15 board shall establish a name after receiving a recommendation from the chancellor.

16

17 A college or university seeking to change its name, or a new institution seeking to create a
18 name, shall clearly state the rationale for the name change or new name. The college or
19 university shall consult with key stakeholders within the campus or campuses and the
20 surrounding communities. The rationale for the name change and the results of the market
21 research and consultation must be presented to the chancellor at the time the request is
22 made.

23

24 **Subpart B. Name requirements**

25 The proposed name may reflect the mission of the institution and should enhance the
26 image of the college or university and Minnesota State.

27

28 The proposed name must not reflect the name of any individual, corporation, or other non-
29 governmental entity.

30

31 Each accredited college and university may have only one name, regardless of the number
32 of individual campuses that make up the college and university.

33

34 The proposed name change: ~~must include~~

- 35 • must include “Minnesota” and/or “State,”
- 36 • must include a descriptor (college or university),
- 37 • must include an identifier name (e.g., a community, city, region, or descriptor of
- 38 location), and
- 39 • ~~the optional reflection of~~ can optionally reflect a mission (e.g., community or
- 40 technical).

41

42 If “Minnesota State” is not in the name, the college or university’s official logo must include

43 a system affiliation identifier, as outlined in System Procedure 3.23.1, and be used at all

44 times.

45

46 **Subpart C. Name change not required**

47 This policy does not direct any institution to change its name.

48

49 **Subpart D. Policy amendment**

50 Approval of a name change by the board under this policy constitutes an amendment of

51 Board Policy 1A.11 to reflect the approved name, with no further action of the board

52 required.

53

54 **Subpart E. “Nickname” Branding**

55 Colleges and Universities that rebrand to an abbreviated “nickname” but keep their full

56 legal name:

- 57 • must include a descriptor (college or university),
- 58 • must include an identifier name (e.g., a community, city, region, or descriptor of
- 59 location), and
- 60 • can optionally reflect a mission (e.g., community or technical).

61

62 If “Minnesota State” is not in the nicknamed brand, the college or university’s official logo

63 must include a system affiliation identifier, as outlined in System Procedure 3.23.1.

Related Documents:

- System Procedure 3.23.1 System Affiliation Identifier

Policy History:

Date of Adoption: 10/1/94

Date of Implementation: 10/18/94

Date of Last Review: 09/21/16

Date & Subject of Amendments:

Xx/xx/2023 – Full review, added new Part 2, Subp. E Nickname Branding.

11/18/20 – Updated the language in Part 2, Subpart B regarding the inclusion of an identifier name and the system affiliation identifier. Applied the new writing and formatting styles.

9/21/16 - Amended Part 2, Subpart A to eliminate the requirement that colleges and universities conduct market research when considering a name change. Amended Subpart B to offer naming convention guidance consistent with brand standards adopted by the board on June 21, 2016. Additional wording and formatting changes throughout for consistency and clarity.

9/17/08 - adds a new Part 2, Subpart D which makes approval of a college or university name change an amendment to proposed Board policy 1A.11 with no further action of the board required.

Additional [HISTORY](#)