

**MINNESOTA STATE COLLEGES AND UNIVERSITIES  
BOARD OF TRUSTEES**

**Agenda Item Summary Sheet**

**Committee:** Advancement  
**Board of Trustees**

**Date of Meeting:** September 16, 2008

**Agenda Item:** Proposed Amendment 3.23 Naming Colleges and Universities (Second Reading)

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

**Cite policy requirement, or explain why item is on the Board agenda:**

This is the second reading of a proposed amendment to Board Policy 3.23, Naming Colleges and Universities.

**Scheduled Presenter(s):**

Linda Kohl, associate vice chancellor for Public Affairs.

**Outline of Key Points/Policy Issues:**

See attached.

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**BOARD OF TRUSTEES  
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

**BOARD ACTION**

**Proposed Amendment Policy 3.23 Naming Colleges and Universities**

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**Background**

8 This amendment adds a new Subpart D to Part 2 of the policy, which makes approval of a  
9 college or university name change an amendment to proposed Board policy 1A.11 with no  
10 further action of the board required. This will keep proposed Board policy 1A.11 consistent with  
11 future board-approved name changes.  
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**Proposed committee motion**

16 The Advancement Committee recommends that the Board of Trustees approve the  
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**Proposed board motion**

21 The Board of Trustees approves proposed amendment to Policy 3.23 Naming Colleges and  
22 Universities.  
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**BOARD OF TRUSTEES  
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

<b>PROPOSED AMENDMENT POLICY 3.23</b>	
Chapter 3.	Educational Policies
Section 3.23	System and Office Operations

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**Proposed Amendment Policy 3.23 Naming Colleges and Universities**

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

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All state universities or colleges must clearly and prominently identify the institution as a part of the Minnesota State Colleges and Universities system in campus entrance signage, publications, advertising and marketing materials, Web site, letterhead and other forms of communication intended for external audiences. Such identification shall be in accordance with system procedures.

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**Part 2. Name Change.**

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Subpart A. Request for name change. If a state college or university requests a change to its official name, or if a new institution is created through merger or other means, the college or university president shall forward the proposed name to the Chancellor for recommendation to the Board. The Board shall establish a name after receiving a recommendation from the Chancellor.

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

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Subpart B. Name requirements. The proposed name may reflect the mission of the institution and should enhance the image of the college or university and Minnesota State Colleges and Universities.

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

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Each accredited institution may have only one name, regardless of the number of individual campuses that make up the institution.

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Subpart C. Name change not required. This policy does not direct any institution to change its name.

57 Subpart D. Policy amendment. Approval of a name change by the board under this policy shall  
58 constitute an amendment of Board policy 1A.11 to reflect the approved name, with no further  
59 action of the board required.

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Related Documents:

**Procedure 3.23.1 Tagline Procedure for Board Policy 3.23**

**Part 1. Purpose.** This procedure establishes requirements for the implementation of Policy 3.23.

**Part 2. Implementation.** Colleges and universities must use the phrase "A member of the Minnesota State Colleges & Universities System" as a tagline, as provided in this procedure.

Subpart A. Publications. Publications intended for external audiences, including, but not limited to, student recruitment materials, annual reports, alumni magazines, legislative publications, brochures, newsletters, news releases and event programs, shall include the tagline on the front or back cover, or other prominent position.

Subpart B. Stationery. Letterhead stationery shall include the tagline. Use on stationery items such as envelopes, fax cover sheets, note cards and business cards is optional.

Subpart C. Advertising and marketing materials. All print and visual advertising, such as newspaper, magazine and television ads, shall include the tagline. The tagline is optional for radio advertising, billboards and other outdoor advertising.

Subpart D. Web site. The college or university Web site home page or other prominent page shall contain the tagline.

Subpart E. Entrance signs. The main entrance sign for each campus, center or other ongoing location of the college or university at which signage is used shall contain the tagline.

Subpart F. Campus construction project signs. A sign erected to identify a capital construction project shall contain the tagline.

**Part 3. Exigent circumstances.** The Office of the Chancellor may waive the tagline requirement under limited circumstances, such as extraordinary expenses, space limitations or use of alternate methods of system identification.

**Part 4. Guidelines.** The Office of the Chancellor shall issue guidelines addressing usage of the tagline.

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*Approval Date: 03/18/03,*

*Effective Date: Effective date: Subparts A. through D and F are effective for materials published or printed after April 1, 2003. Materials prepared, printed or published before the effective date that do not include the tagline may continue to be used after April 1, 2003. Subpart E is effective January 1, 2004.*

*Date & Subject  
of Revisions:*

Date of Implementation: 10/18/94,

Date of Adoption: 10/18/94,

Date & Subject of Revisions: 06/19/02 - deleted all previous language  
xx/xx/xx – added subpart D to Part 2.