

**SOUTH DAKOTA BOARD OF REGENTS**

**Budget and Finance**  
**Consent**

**AGENDA ITEM: 8 – L**  
**DATE: June 26-28, 2018**

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**SUBJECT**

**SDSU Naming Request – Raven Precision Agriculture Center**

**CONTROLLING STATUTE, RULE, OR POLICY**

[BOR Policy 1:27 – Naming of Institutional Facilities, Programmatic Units or Funded Academic Honors](#)

**BACKGROUND/DISCUSSION**

South Dakota State University (“SDSU”) requests authorization to name the Precision Agriculture Facility located at the intersection of North Campus Drive and Medary Avenue the “Raven Precision Agriculture Center,” in recognition of the \$5 million gift from Raven Industries via the SDSU Foundation. Additionally, an anonymous donor has made a \$3 million commitment to the project in support of Raven Industries’ pledge. The Raven Precision Agriculture Center will facilitate the education of students through the integration of computer technology with farm equipment, farm sensors, GPS navigation, satellite imagery, and drone imagery to revolutionize agricultural production. SDSU and Raven Industries share many core values and are national leaders in Precision Agriculture. The naming would take effect on July 1, 2018, and would last for the life of the project.

Board Policy No. 1:27 states the pertinent standards:

- 2. When naming a facility or programmatic unit for a person, family, or organization where there is a gift to the institution, consideration shall be given to the following factors:
  - A. the significance of the gift to the likely realization or success of a facility project or programmatic unit, based on the following guidelines:
    - i. A name proposed for a new facility or a facility to be renovated so as to recognize a gift to the institution may be considered when the gift represents a substantial component of the projects' total cost.
    - ...
    - v. Before recommending a name in honor of an individual, corporate, or commercial entity, institutions must avoid any appearance of commercial influence or conflict of interest

\*\*\*\*\*

**DRAFT MOTION 20180626\_8-L:**

I move to approve the request by South Dakota State University to name the Precision Agriculture Facility the “Raven Precision Agriculture Center.”

by taking additional due diligence. The naming for an individual associated with a corporation should be handled as any naming for an individual.

...

- B. the urgency or need for the project or program, or continuing support for the program,
  - C. the standing of the individual, family, or entity in the community or profession,
  - D. the nature and duration of the relationship of the proposed honoree to the university.
3. Prior to recommending to the Board the naming of a facility or programmatic unit for a person, family or organization, the president or superintendent shall have a reasonable assurance that:
- A. the proposed name will bring additional honor and distinction to the institution,
  - B. the recognition implied by the naming is appropriate for the behavior exhibited by the individual, family, or organization, and
  - C. any philanthropic commitments connected with the naming can be realized.

#### **IMPACT AND RECOMMENDATIONS**

The naming request from SDSU meets the requirements of Board Policy 1:27, and therefore, Board staff recommends approval by the Board.

#### **ATTACHMENTS**

Attachment I – Naming Request Form & Memo



## South Dakota Board of Regents

### Naming Request Form

*Request for Naming of Campus Facilities,  
Programmatic Units, or Funded Academic Honors*

Please send this completed form to [BORSEC@sdbor.edu](mailto:BORSEC@sdbor.edu).

Date Request Submitted: May 29, 2018

Name of Institution: South Dakota State University

Current Name: N/A

Proposed Name: Raven Precision Agriculture Center

Effective Date and Duration of Proposed Name: July 1, 2018 (Duration: the life of the project)

Location on Campus: Intersection of North Campus Drive and Medary Avenue

Purpose of Facility, Space, or Program to be Named: This center will facilitate the education of students through the integration of computer technology with farm equipment, farm sensors, GPS navigation, satellite imagery and drone imagery to revolutionize ag production.

If the naming request is the result of a gift, is the institution currently in possession of the gift? : No

If the naming request is the result of a gift agreement that provides the donor the right to name the facility, when and how was the Board apprised of such an agreement in advance? (Please submit the gift agreement with this form.)

President Dunn told Dr. Rush about the gift and naming at the December 2017 BOR meeting

Rationale for Proposed Name (include in the space below, or attach documentation):

Raven Industries has made a lead gift commitment of \$5m to the proposed Precision Agriculture facility. In addition, an anonymous donor has made a \$3m commitment to this project in support of Raven's lead gift. SDSU and Raven share many core values and are national leaders in Precision Agriculture. For the aforementioned reasons, recommend this facility be name the Raven Precision Agriculture Center.

**Authorization for Use of Name**

I, the undersigned, authorize the use of my name for the proposed naming request specified above.

  
 Signature

May 30, 2018  
 Date

Daniel A. Rykhus, CEO  
 Printed Name

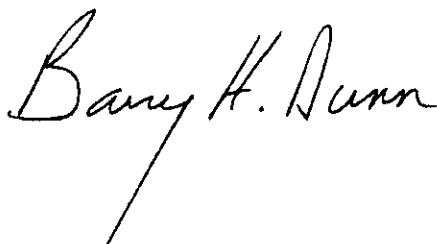
**Campus Authorization of Naming Request**

I, the undersigned President/Superintendent, have a reasonable assurance that the proposed name will bring additional honor and distinction to the institution, the recognition implied by naming is appropriate for the behavior exhibited by the individual, family, or organization, and any philanthropic commitments connected with the naming can be realized. I certify that this naming request meets the criteria required by Board of Regents Policy 1:27, which key requirements are stated below:

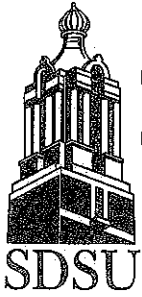
1. When naming a facility or programmatic unit for a person, family, or organization where there is no gift, the proposed honoree shall have achieved distinction in one or more of the following ways:
  - a. Serving the university in an academic or administrative capacity with high distinction, or
  - b. By contributing in other exceptional ways to the welfare and reputation of the university, to education, or the community in general.

OR

2. When naming a facility or programmatic unit for a person, family, or organization where there is a gift to the institution, consideration has been given to the following factors:
  - a. The significance of the gift to the likely realization or success of a facility project or programmatic unit, based on the following guidelines:
    - i. A name proposed for a new facility or a facility to be renovated so as to recognize a gift to the institution may be considered when the gift represents a substantial component of the projects' total cost.
    - ii. A name proposed for an existing but presently untitled facility so as to recognize a gift to the institution may be considered when the gift represents a significant proportion of the value of the facility.
    - iii. A name may be proposed for a programmatic unit to recognize an endowed gift to the institution if the gift is similar to donations received for comparable naming at peer institutions, provided that any associated endowment will be sufficient to sustain the program or a substantial portion of it, since the naming shall be in effect for the life of the program.
    - iv. If a fund raising drive or a contractual agreement may involve naming that is subject to Board approval, the Board must be apprised of such initiatives in advance.
    - v. Before recommending a name in honor of an individual, corporate, or commercial entity, institutions must avoid any appearance of commercial influence or conflict of interest by taking additional due diligence. The naming for an individual associated with a corporation should be handled as any naming for an individual.
      - a. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express institutional appreciation should be modest in size and appropriate to the public university or school setting.
  - b. the urgency or need for the project or program, or continuing support for the program,
  - c. the standing of the individual, family, or entity in the community or profession,
  - d. the nature and duration of the relationship of the proposed honoree to the university.

  
 Signature

May 30, 2018  
 Date



South Dakota  
State University

Office of the President

Box 2201  
SDSU  
Brookings, SD 57007-2298  
Phone 605-688-4111  
FAX 605-688-4443

May 24, 2018

Dr. Mike Rush  
Executive Director  
South Dakota Board of Regents  
306 E. Capital Avenue, Suite 200  
Pierre, South Dakota 57071

**RECEIVED**

**MAY 29 2018**

Dear Dr. Rush:

In accordance with South Dakota State University's naming policy and the Board of Regents' Naming Policy 1:27 – "Naming of Institutional Facilities, Programmatic Units or Funded Academic Honors," I am forwarding for consideration by the Regents that the Precision Ag Center be named the *Raven Precision Agriculture Center*, effective July 1, 2018.

Details on the request are presented in the attached memo to Provost Dennis Hedge and me from Keith Mahlum, Chair of the SDSU Naming Committee.

I approve the naming request and ask that the Regents include this naming request in their agenda and consider approval of the naming of the building at their June 26-28, 2018 meeting.

Please contact me if you have any questions. Thank you for your consideration.

Sincerely,

Barry H. Dunn, Ph.D.  
President

BHD:lrs

cc Dennis Hedge, Provost/Vice President for Academic Affairs  
Keith Mahlum, Chair, SDSU Naming Committee  
✓Guilherme Costa, General Counsel, Board of Regents

Attachment

May 22, 2018

To: Barry H. Dunn, President  
Dennis Hedge, Provost

From: Keith Mahlum, Vice President for Development (SDSU Foundation)

RE: Recommendation for naming the Raven Precision Agriculture Center

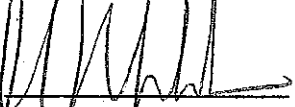
The South Dakota State University Naming Committee has reviewed and recommended approval of the request to name the Precision Agriculture Facility the **Raven Precision Agriculture Center**. In compliance with the university's naming policy and the Board of Regents Naming Policy 1:27, I am transmitting the request to you and ask that you recommend the request to the Board of Regents for approval.

**Raven Precision Agriculture Center**

Raven Industries, Inc. has made a \$5 million commitment to this project via the SDSU Foundation in support of the construction of this facility. Additionally, an anonymous donor has made a \$3 million commitment to the project in support of Raven's pledge. The request is to name the facility for the life of the project in recognition of this investment from Raven. The Raven Industries headquarters are in Sioux Falls. The company was established in 1956 and currently has approximately 1,150 employees (world-wide) representing three divisions (Applied Technology, Engineered Films and Aerostar). Raven is a leading technology company whose purpose is to Solve Great Challenges. Raven designs and manufactures: precision agriculture technology, high-performance specialty films, aerospace and situational awareness systems. Raven takes great pride in quality, service, innovation and peak performance. They are committed to solving great challenges and support their communities with time, energy, and resources. Raven and SDSU share a commitment to the future of Precision Agriculture, and Raven recognized the unique opportunity to partner with our university to develop the next generation of Precision Ag innovators. Their financial investment in this partnership reflects their strong belief that the demand for Precision Ag technology and solutions is rapidly growing across the globe. Raven's investment is also an investment in the current and future workforce of South Dakota.

Please let me know if you have any questions or would like additional information.

Approved by:



Keith Mahlum  
Vice President for Development

5/22/18  
Date