

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 4 – L (3)

DATE: March 27-29, 2018

SUBJECT

Naming Request – USD – Center for Business Analytics

CONTROLLING STATUTE, RULE, OR POLICY

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

BACKGROUND / DISCUSSION

The University of South Dakota (USD) requests authorization to name the POET Center for Business Analytics.

The Center for Business Analytics (CBA) in the Beacom School of Business at USD will build on an emerging area of faculty expertise to serve as a catalyst for additional research, education, and outreach in the use of analytics for data-driven decision making.

POET is an innovative South Dakota company and a national leader in the biofuel industry. POET regularly recruits Beacom School of Business students and see the need to invest in increased academic study and research in the field of business analytics. POET has committed to provide funding support (\$180,000 total over a three-year timespan) to help launch the Center for Business Analytics.

IMPACT AND RECOMMENDATIONS

Board staff recommend approval.

ATTACHMENTS

Attachment I – Naming Request Form: USD

Attachment II – Gift Acceptance Form: POET & USD – Center for Business Analytics

DRAFT MOTION 20180327_4-L(3):

I move to approve the request by the University of South Dakota to name the Center as the POET Center for Business Analytics.



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.

Date Request Submitted: February 26, 2018

Name of Institution: University of South Dakota

Current Name: N/A

Proposed Name: POET Center for Business Analytics

Effective Date and Duration of Proposed Name: December 2017; three year duration

Location on Campus: Beacom School of Business

Purpose of Facility, Space, or Program to be Named: The purpose of the POET Center for Business Analytics is to enhance study and academic engagement in the field of business analytics, support a professor of business analytics, and further development academic/business engagement in business analytics research.

If the naming request is the result of a gift, is the institution currently in possession of the gift? : Yes

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.)

N/A

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

The Center for Business Analytics (CBA) in the Beacom School of Business at USD will build on an emerging area of faculty expertise to serve as a catalyst for additional research, education, and outreach in the use of analytics for data-driven decision making. CBA will connect organizations with talented faculty and students to educate and exchange ideas and best practices on how to apply analytical methods for enhancing business and organizational performance. Excellence in business analytics is critical to remaining competitive in today's business climate and is essential to creating strong business strategy based on accurate understanding of data trends. Organizations and governments using business analytics effectively are enjoying increased profitability, faster decision-making and critical performance improvements.

CBA will have three areas of engagement: teaching, industry engagement, and research. CBA will advance the analytics capabilities of USD faculty and students through new program and curriculum development and real-world project-based learning. CBA will engage the business community through executive education, faculty & student consulting projects, and research symposiums. CBA will work with USD researchers to seek grants for novel research. CBA will provide resources for academic scholarship on critical analytics-related topics.

POET is an innovative South Dakota company and a national leader in the biofuel industry. POET regularly recruits Beacom School of Business students and see the need to invest in increased academic study and research in the field of business analytics. POET provided funding support for three years to help launch the Center for Business Analytics. The proposed Center name is POET Center for Business Analytics.

Authorization for Use of Name

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

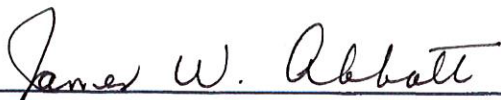
Kyle GilleyDigitally signed by Kyle Gilley
Date: 2018.03.21 09:07:15 -05'00'**3-21-18***Signature**Date***Kyle Gilley***Printed Name***Campus Authorization of Naming Request**

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.

*President/Superintendent Signature***3.21.18***Date*



UNIVERSITY OF
SOUTH DAKOTA
FOUNDATION

7005597

Gift Acceptance Form

Donor Name: POET

In support of the students, faculty, and future of the University of South Dakota I/we commit \$ 180,000

- ☐ **Endowment**—Use my gift to ensure perpetual support for the area designated.
☐ **Current Fund**—Use my gift for the most pressing needs of the University in the area designated.

Area of Support: Beacom School of Business

Fund Name: Business Analytics Center of Excellence

If your gift or 5 year pledge commitment is \$25,000 or more, you may establish an individually named fund.

Special Criteria: _____

Gift Payment

- ☐ One-time gift of \$ _____ made on or before _____
- ☒ This pledge will be paid over a period of Three years, starting on 2017, with installments to be paid as follows:
- | | |
|------------------------|------------------|
| Monthly: _____ | \$ _____ |
| Day of the Month _____ | Amount _____ |
| Quarterly: _____ | \$ _____ |
| Start Date _____ | Amount _____ |
| Annually: <u>June</u> | \$ <u>60,000</u> |
| Date _____ | Amount _____ |
- ☐ Other Payment Plan: _____

Additional Gift Information

- ☐ **JumpStart Gift**—I would like to jump-start the awarding of my endowed scholarship with a gift of \$ _____
- ☐ Every Year ☐ Until Fulfilled
- ☐ **Anonymous**—Please record my commitment to the University as anonymous
- ☐ **Matching Gift**—My gifts will be matched by _____
- in the amount of \$ _____ per gift payment
- ☐ Matching gift will be in addition to my pledge ☐ Matching gifts will be part of my pledge payments
(I intend to pay the committed amount in full if my match does not)
- ☒ **Reminder**—Please remind me of an upcoming pledge installment
- ☐ By Mail ☒ By Email

Signatures

Alyssa Broin

Donor Signature

Alyssa Broin

Donor Name

05/29/17

Date

Jeff Broin

Donor Signature

Jeff Broin

Donor Name

6/7/17

Date

Foundation Representative Signature

Foundation Representative Name

Date

Thank You

When you provide a check as payment, you authorize The University of South Dakota Foundation either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. For inquiries please call 1-800-521-3575 or 605-677-6703.