

**SOUTH DAKOTA BOARD OF REGENTS**

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

**AGENDA ITEM: 5 – S**  
**DATE: December 9-10, 2020**

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**SUBJECT**

**DSU Naming Request – The Paulson Cyber Incubator and Entrepreneurial Center**

**CONTROLLING STATUTE, RULE, OR POLICY**

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

**BACKGROUND / DISCUSSION**

Dakota State University (“DSU”) requests authorization to name the newly established cyber incubator and entrepreneurial center as The Paulson Cyber Incubator and Entrepreneurial Center (“PCIEC”). The PCIEC will provide a tech-transfer, entrepreneurship, and business start-up center that will work with both intellectual property from the Madison Cyberlabs and the student CEO group at DSU.

The PCIEC will be named after Matt Paulson, a DSU alumnus, entrepreneur, private equity investor, and author. Mr. Paulson owns MarketBeat, a financial media company, and has invested in more than 60 small businesses and startups. In 2020, Mr. Paulson was recognized by DSU as the Outstanding Alumni for Professional Achievement, and also received the Small Business Champion of the Year award from the South Dakota Small Business Administration. Both Matt Paulson and his wife, Karine Paulson, have signed a gift agreement with DSU totaling a sum of \$300,000 to the Dakota State University Foundation and Alumni Association. The gift is designated as a sponsorship gift and will be used to directly fund the PCIEC. The proposed name would be effective for five years upon approval by the Board.

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:

(Continued)

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**DRAFT MOTION 20201209\_5-S:**

I move to approve the request from Dakota State University to name the newly established cyber incubator and entrepreneurial center as The Paulson Cyber Incubator and Entrepreneurial Center, effective for a period of five years.

- 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 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 DSU meets the requirements of Board Policy 1:27, and therefore, Board staff recommends approval.

### **ATTACHMENTS**

Attachment I – Naming Request Form



# 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:** November 6, 2020

**Name of Institution:** Dakota State University

**Current Name:** \_\_\_\_\_

**Proposed Name:** The Paulson Cyber Incubator and Entrepreneurial Center (PCIEC)

**Effective Date and Duration of Proposed Name:** Upon Board Approval, for a period of five years.

**Location on Campus:** The building is on the North edge of the DSU campus

**Purpose of Facility, Space, or Program to be Named:** The PCIEC will provide a tech-transfer, entrepreneurship and business start-up center working both with intellectual property from the Madison Cyberlabs and with the student CEO group on campus.

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

**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.)**

The signed gift agreement is attached.

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

We are seeking to name the incubator and entrepreneurial center after Mr. Matt Paulson. In addition to being a DSU alum, Matt is an entrepreneur, a private equity investor and an author. His company, MarketBeat, is an Inc. 5000 financial media company that empowers individual investors to make better trading decisions by providing stock market news, real-time financial data, and best-in-class research tools. MarketBeat was recognized as the fastest-growing privately held company by Inc. Magazine in 2016 and has since been recognized by Barron's, Entrepreneur Magazine and several other publications for its continued growth and success. With more than 1.5 million subscribers and 15 million monthly page views, MarketBeat is arguably South Dakota's widest-reaching vertical media company. Matt has invested in more than 60 small businesses and startups, including Buffer, Dollar Shave Club, Lime, Lyft, Ripple, Robinhood, and Wikia. In 2016, he brought together 31 investors to launch Falls Angel Fund, the first new angel investment fund in Sioux Falls in more than a decade. In 2019, he was selected as one of the inaugural 4 under 40 by the Sioux Falls Young Professionals Network (YPN). Paulson was named DSU's Outstanding Alumni for Professional Achievement in 2020 and in Sept 2020 he was named the Small Business Champion of the Year by the South Dakota Small Business Administration.

**Authorization for Use of Name**

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

Matt Paulson  
 \_\_\_\_\_  
*Signature*

November 6, 2020  
 \_\_\_\_\_  
*Date*

Matt Paulson  
 \_\_\_\_\_  
*Printed Name*

**Campus Authorization of Naming Request**

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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.

José-Marie Griffiths  
 \_\_\_\_\_  
*President/Superintendent Signature*

November 9, 2020  
 \_\_\_\_\_  
*Date*