

SOUTH DAKOTA BOARD OF REGENTS

Budget and Finance

**AGENDA ITEM: 8 – E
DATE: August 3-5, 2021**

SUBJECT

NSU Naming Request

LEGAL BASIS FOR EXECUTIVE SESSION

[SDCL § 1-25-2\(3\)](#)

(3) Consulting with legal counsel or reviewing communications from legal counsel about proposed or pending litigation or contractual matters.

CONTROLLING STATUTE, RULE, OR POLICY

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

BACKGROUND / DISCUSSION

Northern State University (NSU) requests authorization to name the football field within the new football stadium as Thares Field. The new Dacotah Bank Stadium, which is located on the southeast corner of campus within the Regional Sports Complex, is currently under construction and slated for completion in August 2021.

BOR Policy 1:27, Section 5, states, “Under ordinary circumstances, serving Regents, elected officials, and institution employees are not eligible for naming.” Section 6 goes on to state, “The Board may make exceptions to the standards and practices ordinarily required under this policy where, in its discretion, circumstances justify such departures to serve what it deems to be in the best interests of the particular school or the system.”

Jim and Tracy Thares have been leaders in the Aberdeen community for years, and have helped lead the comprehensive Education Impact Campaign for the last four years, which has resulted in over \$60 million in gifts in support of the construction of four transformation facilities on the campus of NSU and the South Dakota School for the Blind and Visually Impaired. The Regional Sports Complex is part of this campaign. Furthermore, Jim and Tracy Thares have made a substantial gift to NSU and the Educational Impact Campaign. Naming of the football field within the new Dacotah Bank Stadium as Thares Field recognizes this gift and their many years of significant support to Northern State University.

DRAFT MOTION 20210803_8-E:

I move to grant an exception to BOR Policy 1:27 and approve the request from Northern State University to name the football field within the new Dacotah Bank Stadium as “Thares Field”.

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 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 RECOMMENDATION

The naming request from NSU requires an exception to Board Policy 1:27 (naming after serving Regent), which the Board has the authority to allow. Given the circumstances noted above, Board staff recommends granting an exception to the aforementioned policy restriction, and approving the naming request.

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.

Date Request Submitted: 5-21-2021

Name of Institution: Northern State University

Current Name: currently under construction

Proposed Name: Thares Field

Effective Date and Duration of Proposed Name: August, 2021 and in perpetuity

Location on Campus: Southeast corner of campus

Purpose of Facility, Space, or Program to be Named: Football field within the new football stadium

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.)

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

Jim and Tracy Thares have been tremendous leaders in the Aberdeen community for many years. They have helped lead the comprehensive Educational Impact Campaign for the last four years which has resulted in over \$60 million in gifts in support of the construction of four transformational facilities on the campus of NSU and the South Dakota School for the Blind and Visually Impaired. In addition, Jim and Tracy have made a substantial gift to NSU and the Educational Impact Campaign. In recognition of Jim and Tracy's gift and their many years of significant support of Northern State University, we are requesting to name the new football field located within Dacotah Bank Stadium: Thares Field.

Authorization for Use of Name

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



 Signature

5/17/21

 Date

JIM THARES

 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.

Veronica Paulson

 President/Superintendent Signature

5/20/2021

 Date