

**SOUTH DAKOTA BOARD OF REGENTS**

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

**AGENDA ITEM: 4 – P**  
**DATE: March 30-31, 2021**

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**SUBJECT**

**USD Naming Request – The Delta Dental Oral Health Center**

**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 new dental hygiene clinic as the Delta Dental Oral Health Center. The clinic is located on USD’s main campus in the new School of Health Sciences building. The Delta Dental Oral Health Center will serve as the training and clinic space for USD’s dental hygiene program. As the state’s only dental hygiene program, USD prepares students for state-of-the-art health practice built on an interprofessional education foundation. The name change will take effect upon completion of the building, with no specified end date.

Delta Dental of South Dakota serves the state with the largest network of participating dental care providers. The company has been serving South Dakota since 1963 and focuses on promoting direct care for kids, supporting the dental workforce, and oral health education in the state. This partnership exemplifies USD’s commitment to developing industry partnerships, and to promote and benefit health care in South Dakota. Delta Dental has signed a gift agreement with the University of South Dakota for the amount of \$1 million, which establishes The Delta Dental Oral Health Center Fund.

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:

(Continued)

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**DRAFT MOTION 20201209\_4-P:**

I move to approve the request from the University of South Dakota to name the dental hygiene clinic in the new School of Health Sciences building as the Delta Dental Oral Health Center.

- 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 USD 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:** March 5, 2021

**Name of Institution:** University of South Dakota

**Current Name:** N/A

**Proposed Name:** The Delta Dental Oral Health Center

**Effective Date and Duration of Proposed Name:** Upon completion of the building with no specified end date

**Location on Campus:** connected to the Lee Med building on the south west side of campus

**Purpose of Facility, Space, or Program to be Named:** Dental Hygiene clinic space

**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.)** President Gestring discussed the progress of the gift with Dr. Maher at various stages of the process.

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

The University of South Dakota is seeking to name the dental hygiene clinic in the new School of Health Sciences building located on USD's main campus in Vermillion. Delta Dental Foundation will donate \$1 million to name the clinic the *Delta Dental Oral Health Center*, which will serve as training and clinic space for USD's dental hygiene program. As the state's only dental hygiene program, USD prepares students for state-of-the-art health practice built on an interprofessional education foundation.

Delta Dental of South Dakota serves the state with the largest network of participating providers. The company has been serving South Dakota since 1963 and focuses on promoting direct care for kids, supporting the dental workforce and oral health education in the state. This partnership exemplifies USD's commitment to developing industry partnerships to promote and benefit health care in South Dakota.

The gift agreement is attached and contains a clause that stipulates the money will be transferred to the USDF upon approval of the center naming by the South Dakota Board of Regents.

