

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs

AGENDA ITEM: 5 – J

DATE: May 11-12, 2016

SUBJECT: DSU Naming Request – Beacom Institute of Technology

Dakota State University requests authorization to name the information technology building the “Beacom Institute of Technology.” The effective date of the name would be June 1, 2016.

Miles and Lisa Beacom pledged \$2,500,000 toward the construction of the institute of technology building and have a long and distinguished history of furthering the interests of the university and its foundation. Miles and Lisa Beacom have established an endowment at Dakota State University that is at \$930,000. They support the Miles and Lisa Beacom Annual Scholarship, have contributed to several established endowments at DSU, and in 2015 pledged \$200,000 to DSU athletics. In total, their gifts to DSU stand at more than \$5.3 million. Additionally, Mr. Beacom is an alumnus of the university.

Board Policy No. 1:27 (2) and (3) state the pertinent standards for naming:

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,

(Continued)

Draft Motion 20160511_5-J: I move to approve Dakota State University’s request to name the information technology building the “Beacom Institute of Technology.”

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- 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.

For the reasons described above and further detailed in the attached correspondence, the university recommends approval of the proposed name under these guidelines without hesitation or reserve.



To: José-Marie Griffiths, President

From: Stacy Krusemark, Vice President of Business and Administrative Services

Re: Recommendation for naming the Beacom Institute of Technology

The recommendation for naming the new technology building the Beacom Institute of Technology has been reviewed and I would ask that you recommend the request to the Board of Regents for approval.

The Beacom Institute of Technology

In 2014, Miles and Lisa Beacom made a \$2.5million pledge toward the construction of a building on the campus of Dakota State University that would further the university's mission of infusing technology along the entire curriculum. An additional \$2.5million pledge was received from T. Denny Sanford.

The Beacoms made a one-to-one challenge pledge in 2015 in honor of the Beacom family where they matched donations from donors who established new endowments or who gave gifts to their existing endowments. DSU completed the challenge in June of 2015, with the Beacoms fulfilling their matching pledge.

Miles is a 1981 graduate of Dakota State, and the CEO of First PREMIER Bankcard. Under his leadership, the PREMIER organization has grown to over 3,000 employees at locations throughout South Dakota. The credit card base also grew from 30,000 accounts to over 3.5 million accounts, and was recognized as the 9th largest issuer of MasterCard® and Visa® cards in the nation in 2007. Miles has started five companies while at PREMIER; two have been sold to out-of-state companies. He has been with First PREMIER since 1993.

Miles is dedicated to serving Sioux Falls and the greater South Dakota community. He has served on the Board of Directors of the Sioux Falls Area Community Foundation, Catholic Foundation of Eastern South Dakota, United National Corporation, the Board of Governors of the University of South Dakota Beacom School of Business, and the Sioux Falls Catholic School System. Miles is also a member of the DSU Foundation Board of Trustees.

Miles and Lisa believe in giving back and that a strong education is a necessity. Along with the gifts they have made to Dakota State, they have established scholarship endowments at the University of South Dakota and the Sioux Falls Catholic School System. They are supporters of the United Way, Sanford Health, Avera McKennan, St. Lambert Parish, Children's Home Society, Ronald McDonald House, the Cathedral restoration, Special Olympics, Crazy Horse, Make-A-Wish, Blood Run, and the tennis and ice facilities at the Sanford Sports Complex.

Miles was recognized by his alma mater in 1993 as an Outstanding Alumnus and as Distinguished Alumnus in 2000. In 2006, the University of South Dakota named its School of Business in honor of Miles. In 2009 he was inducted to the Lincoln High School Hall of Fame.

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

Approved by:

José-Marie Griffiths, President

3-7-16
 Date



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: 3/7/2016

Name of Institution: Dakota State University

Current Name: NA

Proposed Name: Beacom Institute of Technology

Effective Date and Duration of Proposed Name: June 1, 2016 -- life of building

Location on Campus: New IT Building located south of Heston Hall

Purpose of Facility, Space, or Program to be Named: New academic IT building

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

See attached.

Authorization for Use of Name

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

Miles K. Beacon
Signature

3-10-16
Date

Miles K. Beacon
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 unity 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 involving 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.

J. M. Gujral
President/Superintendent Signature

3-10-16
Date