

**FISCAL NOTE**  
**Requested by Legislative Council**  
**01/08/2015**

Bill/Resolution No.: HB 1155

- 1 A. **State fiscal effect:** *Identify the state fiscal effect and the fiscal effect on agency appropriations compared to funding levels and appropriations anticipated under current law.*

	2013-2015 Biennium		2015-2017 Biennium		2017-2019 Biennium	
	General Fund	Other Funds	General Fund	Other Funds	General Fund	Other Funds
Revenues						
Expenditures			\$106,600			
Appropriations						

- 1 B. **County, city, school district and township fiscal effect:** *Identify the fiscal effect on the appropriate political subdivision.*

	2013-2015 Biennium	2015-2017 Biennium	2017-2019 Biennium
Counties			
Cities			
School Districts			
Townships			

- 2 A. **Bill and fiscal impact summary:** *Provide a brief summary of the measure, including description of the provisions having fiscal impact (limited to 300 characters).*

Prohibits UND from implementing a new athletic nickname and logo before 7/1/2017.

- B. **Fiscal impact sections:** *Identify and provide a brief description of the sections of the measure which have fiscal impact. Include any assumptions and comments relevant to the analysis.*

Additional expenses incurred fielding questions and responding to suggestions and nominations; and, continued decline in revenue from sales of branded merchandise.

3. **State fiscal effect detail:** *For information shown under state fiscal effect in 1A, please:*

- A. **Revenues:** *Explain the revenue amounts. Provide detail, when appropriate, for each revenue type and fund affected and any amounts included in the executive budget.*

Anticipated continued decline in revenue from sales of branded merchandise, which has been steadily declining since 2012. Revenue loss is undeterminable at this time.

- B. **Expenditures:** *Explain the expenditure amounts. Provide detail, when appropriate, for each agency, line item, and fund affected and the number of FTE positions affected.*

Approximately additional 34 hours per week of personnel time (\$53,300 per year) spent fielding inquires about the nickname and logo issue, receiving and responding to suggestions and nominations for new nicknames and logos, and cataloguing and recording that information for approximately another two years.

- C. **Appropriations:** *Explain the appropriation amounts. Provide detail, when appropriate, for each agency and fund affected. Explain the relationship between the amounts shown for expenditures and appropriations. Indicate whether the appropriation or a part of the appropriation is included in the executive budget or relates to a continuing appropriation.*

None

**Name:** Laura Glatt

**Agency:** ND University System Office

**Telephone:** 701-328-4116

**Date Prepared:** 01/10/2015

**2015 HOUSE EDUCATION**

**HB 1155**

# 2015 HOUSE STANDING COMMITTEE MINUTES

Education Committee  
Pioneer Room, State Capitol

HB 1155  
1/12/2015  
21822

- Subcommittee  
 Conference Committee

Committee Clerk Signature

## Explanation or reason for introduction of bill/resolution:

Relating to the university of North Dakota athletic nickname and logo; to provide for retroactive application; and to declare an emergency.

Attachment # 1, 2, 3, 4,5

## Minutes:

**Chairman Nathe:** Opened the hearing on HB 1155.

**Representative Scott Louser:** District 5. Introduced the bill. The bill before you, while receiving some substantial attention, really only accomplishes one thing in changing the word January to July and the number 2015 to 2017 we effectively extend the moratorium of no nickname or logo at the University of North Dakota. What this bill does not do is bring back a nickname or a logo that has been retired. It does not bring forward a suggestion for a new name or logo. During the 2011 Special Session the Legislature passed and ultimately repealed and replaced with a three year moratorium ending January 1, 2015. During that time questions about what next surfaced. Who, what, where, when, why,? We've now passed January 1 and the University of North Dakota seems to be in limbo. Much consternation lead to the decisions of this committee and the Legislative Assembly three years ago. It is my suggestion that during this time University of North Dakota has not lost conference affiliation the Big Sky or otherwise, has not been sanctioned by the NCAA , has not lost accreditation for any of its' academic program, and enrollment of the school as well as attendance at it's events has not suffered. New buildings have enhanced the campus and merchandise sales have been strong. Not having a nickname did not hurt the UND hockey team last spring. In fact there is much discussion about other schools potentially not competing against UND due to a nickname. As it turns out and we have seen this with NDSU the reason those schools may not want to play North Dakota schools is probably more due to the difficult time they have to feeding our teams as anything else. I have put a lot of thought into this concept, I ask the committee members to think of a couple nicknames of prestigious schools, Harvard and Stanford. Harvard is the Crimson and Stanford is the Cardinal. Both colors, ask yourself what the logo for Harvard and

Stanford is. The logo for Harvard is an H and for Stanford an S. Logo for the University of North Dakota is the interlocking ND. I think it's safe to say the debate may not focus on a logo, the Cleveland Browns in the NFL have a blank helmet with no logo. So let's address the nickname, not having a nickname has been a unique identifier for out of state, The state and our citizens can get behind a school that simply prides itself as North Dakota. We serve in a capacity that often we are often asked to find compromise. Politics is the art of compromise. There are passionate positions on all sides of this issue and for many cultures. Those that want the tradition of the past have agreed to compromise that having no name is acceptable. Those looking for a new name can probably compromise in the same way and in this case nobody gets exactly what they want but everybody gets something. So officially UND would continue with an interlocking ND as the logo and no nickname. Unofficially UND could be the Flickertails etc.

(04:38) You ask why a Minot State University graduate is asked to approach this topic. I have had UND in my heart since I was in third grade. I was enrolled in UND out of high school but finances didn't allow me to attend, but I have been a supporter and advocate of the school and yes I buy merchandise with the interlocking ND. I am a taxpayer and as a legislature asked to appropriate funds to improve and advance the school. I've been asked to participate in the forums by the task force. As a legislature I have been told it is not legislative issue, isn't there more important things, but for some this is the most important issue. Unfortunately this is a legislative issue because we are extending actions that we have already taken. When approaching this issue we met a lot of emotions and tried to focus on compromise. No one person is capable of deciding when it is time to move on for many people it is not now. Simply being the University of North Dakota is unique and appropriate given the circumstances. I ask for a favorable recommendation on this bill so we can deliberate on the floor of the House. A letter written to me can lead us all to a time of reflection written to Rep Meier (06:37) (See attachment # 1)

**Rep Meier:** Can you explain the fiscal note a little further and how the \$106,600 was arrived for a fiscal note?

**Representative Louser:** I cannot explain that, I don't know how that was attached.(See Attachment #5)

**Chairman Nathe:** I'm assuming it came from Higher Education, we can get a clarification on that.

**Rep Hunsakor:** The time we have spent debating this issue it is just not a wise thing to keep on, it's time to make a decision. Apparently the people who support this bill feel the interlocking ND as a logo would be good, why not have a bill that says that?

**Representative Louser:** This is a bill I brought forward not within a group, this is not a group effort. From my perspective the debate had raged primarily on the former nickname and that is not what this bill does. It just extends the actions to have no nickname.

**Rep Mock:** To Representative Hunsakor's question why only a 2 ½ year moratorium if the effects of even allowing a new nickname are so detrimental? It seems like the negative effects would be just as bad in 2017 as they are today.

**Representative Louser:** (11:00) It is my understanding that the 3 year moratorium didn't make sense to have it expire in the middle of the school year. That's why I put the 2 ½ years on to take it to July. If the committee sees fit to extend this indefinitely I would be open to that.

**Rep Mock:** Is it possible without HB1155 that the same conclusion could be reached by the task force and that the University could continue indefinitely without at new nickname operating just as the University of North Dakota?

**Representative Louser:** Absolutely.

**Chairman Nathe:** How do you answer the questions or the comments of the people who say this has been on the ballot, people have spoken, why do this now and what is your goal behind this?

**Representative Louser:** This issue has not been on the ballot, the issue of the former nickname is what was on the ballot, this is a different issue, it is extending the actions we have already taken but they have expired.

**Chairman Nathe:** Wouldn't you agree the public will look at this and say why are they micro managing it again, why do this now. Why handcuff UND if they find something out in 3-4 months from now?

**Representative Louser:** That opportunity has been spread out over 3 years and the moratorium has expired. There are passionate arguments on all sides of this issue. It seems to be a fair compromise that nobody gets exactly what they want.

**Rep Kelsh:** As you know UND has had a committee to choose a new name, if that committee would have found a name would have this bill have come forward?

**Representative Louser:** The existence of this bill was made aware to the public back in May 2014. If everything was in place there would not have been the ability for this bill.

**Rep Kelsh:** My question and concern is if they do come forth and have something ready to go by 2017 and this bill passed would there be another bill to extend it further?

**Representative Louser:** (13:49) If this bill would pass and during the 2 ½ year time frame the task force were prepared to implement a new nickname I would not be introducing a subsequent bill in 2017.

**Rep Hunskor:** So when the average citizen hears or reads it may be extended for another two years isn't the reaction is to get it done? Why keep on?

**Representative Louser:** I can't speak for the average citizen but for the people that have contacted me, this is compromise I can live with. It's my sense they don't mind the solution, they have gravitated to the interlocking ND logo and now embrace the name North Dakota without a nickname.

**Chairman Nathe:** The bill says they cannot adopt but what if during UND's process they come up with something, now they have wait for 2 years, how do you explain that? It will stop them from adopting a new nickname.

**Representative Louser:** Correct and it's the same thing that has gone on for the past 3 years.

**Chairman Nathe:** If they should find a solution to this, how do you explain that with this bill the legislature tied their hands for another 2 ½ years?

**Representative Louser:** If a new nickname or logo were to be suggested it would be implemented July 1, 2017.

**Chairman Nathe:** Any other support for HB 1155.

**Representative Rich Becker:** (17:01) District 43 in Grand Forks, in support HB1155. UND has portions that reside in the district. When I was campaigning one of the items that people would talk about was concern of the UND name and logo. They were very interested that all parties could have a discussion and a point of view and they weren't sure that was the case. Three reasons I support the bill. 1. It does provide a time period to extend the moratorium. There will be a recommendation coming out of the task force to form another committee. 2. A second committee assuming they are named would have the recommendation of the first one and fine tune it and go through the process to finalize a name. 3. One stake holder group representing Standing Rock and Spirit Lake Nation feel the wounds have not healed, the wounds are deep and another 2 ½ years would not hurt. The bill would give the opportunity for the University to invite to the table Standing Rock and Spirit Lake to both be officially involved. From their perspective there was a gift given to the University and the University is not really paying attention to that gift. Whatever we are named in the future my personal best wishes would be that the University would find a way along with the State Board of Higher Education to consider and have both tribal groups assist in that name. I have been told by them that that would help heal the wounds that they feel very personally. ( 24:14).

**Chairman Nathe:** You talked about the time frame and bringing some members of Spirit Lake together, you are talking about the process and UND being in charge of that process. Why should the legislature be involved in this process? This should be up to UND.

**Representative Becker:** Correct. There is nothing in this bill that will force anything to happen. But it does allow time for the process to continue. Spirit Lake and Standing Rock do feel they have not been asked to be involved. This would give a time frame.

**Chairman Nathe:** Why should it be legislature time frame and not UND time frame?

**Representative Becker:** I am not sure of the UND timeframe other than as soon as possible. The University will do what they feel is right, all this does is give a time frame, encourage a process, and request to consider inviting the one stake holders that were not invited to the table.

**Vice Chairman Schatz:** Do you feel the people of ND are a stake holder in this process?

**Representative Becker:** I do. Primarily from the view that UND is a flag ship institution of the State, it brings tremendous pride to citizens of North Dakota, there are so many good things that UND does, there is an identity. Citizens are gradually accepting that the name was taken away, and in moving on let's move on together let's get everyone who would like a seat at the table present.

**Rep Olson:** Why should this be a legislature question rather than for UND, is it your sense that this needs to be brought to the legislature to answer this question in that there is a significant number of people in ND who feel their interests were not represented? Given the complex nature of the question to be decided that the only equitable compromise at this time would be to extend the deadline to 2017? I want to understand the real issue here?

**Representative Becker:** I think it is just a feeling people are weary for the last 10 years or so that that has not been resolved. Citizens want to see a process, and there is a strong feeling not all the voices have been heard. In particular the Native American voice.

**Rep Hunskor:** (31:18) Just how important is the logo, if you think of the Dodgers or the Bison, when you here that you here Bison not Fargo. The logo becomes a very important name. People talk about the logo, and as far as the public goes they associate the logo with the University. Would ND have the whop nationally or state wide that the logo would have?

**Representative Becker:** I totally agree with you. Purely from an economic view, there is nothing that would be a revenue generator like the old Fighting Sioux logo. That was in the top three logos nationally for identification. We are going to have to come up with something that will never as good as what we had but that decision has been taken away from the state. This bill will identify there is an extension to give time for the University to do what they must.

**Chairman Nathe:** Any other questions? Any other support for 1155. Seeing None.  
Any opposition:

**Robert Kelley:** President of University of North Dakota, in opposition to HB 1155 (See Attachment #2) (35:00)- (41:16)

**Rep Ben Koppelman:** Two things that have come up in e-mails on both sides of the issue. Is:

1. They are suggesting that no nickname is an option, nothing should be an option too.
2. There are no options for attempting do something with the Sioux name that not considered offensive maybe. Were any of those options explored in the work the task force did?

**Robert Kelley:** All options were on the table. The charge I gave to the committee was how best to get to a new position? If that included a new nickname that was part of the



charge. I asked the task force how do we get there, not the end result. The answer to your question is a broad yes.

**Chairman Nathe:** The uncertainty of the selection of a new nickname has had a negative effect, can you give us an example?

**Robert Kelley:** All revenues are down, a decline in athletic revenues and merchandise revenues. Women's basketball team were a little deflated when the announcer got the team name wrong, we can't continue to be a fighting questions mark. There is clear evidence that the students are ready to move on. This bill is not helpful.

**Chairman Nathe:** There seems to be a lot of angst over the process itself, I don't know if that is the reason for the bill? Are you hearing that?

**Robert Kelley:** I have heard nothing negative about the process.

**Vice Chairman Schatz:** We have had other universities with Native American logos as well as UND, why was the NCAA picking UND to get rid of our logo?

**Robert Kelley:** I can't speak for the NCAA.

**Rep Meier:** Did you hire more staff to field questions on the logo?

**Robert Kelley:** We have and we are in the process on how are we going to implement the next phase. Did I misunderstand your question?

**Rep Meier:** (46:45) How much additional staff?

**Robert Kelly:** I don't have an exact number.

**Rep Meier:** If we could get those numbers I would appreciate it.

**Robert Kelley:** I would be happy to get those for you. (See Attachment #2 & 3)

**Rep Olson:** It seems from the testimony there is a sense that the opinions of many in the state have not been represented, my question is in the 4 months that the task force has been operational you have received 8000 responses and I amendment curious about the quality of the surveys. Did they use any professional scientific such as Gallup or others? Would you be open to expanding the survey to answer that objection that not everybody has been represented?

**Robert Kelley:** I can emphatically state that we have had some of the finest consulting services that have addressed the nature of the survey instruments. I have a little difficulty understanding how a statement can be made with credibility that the instruments and surveys themselves have not only reached the stakeholders but have somehow been insufficient in their breadth. I would reach the conclusion the surveys were top quality.

**Chairman Nathe:** As far as where the process stands right now you're waiting for the recommendations by the end of this month. There is some talk about creating a committee. Some of the concern is this process will be going on for two years anyway so why not make a moratorium. Where do you see the end happening?

**Robert Kelley:** (49:30) What I am waiting for is the work product of this task force to reach my desk? That will outline the steps the University needs to take in selecting the next name. It will be a work group to deal with the process, to collect name nominations. Someone, all stake holders, will have to vote on this. People form work groups, task forces and that is the next step.

**Chairman Nathe:** If we were to pass this bill and in the meantime your committee, and you come up with a logo, how do you see that playing out for UND?

**Robert Kelley:** Worst case would be we would set this on a shelf until the deadline passes. I don't see that as being helpful to UND.

**Rep Kelsh:** The innuendo was that some of the Native Americans have not been able to give ample input into this? Have they been invited to sit on the table on this? Have they been open to this, I know you have one Native American student, is that true?

**Robert Kelley:** That's true. Yes.

**Rep Kelsh:** Has there any effort to not take input from anybody whether they are Native Americans or pro or anti Sioux logo, has the process been totally open and fair?

**Robert Kelley:** (51:42) Unequivocally, yes. We have opened this up to everyone. I can't believe that anyone in North Dakota is unaware that we are doing this process. It is very difficult for me to understand that anyone feels excluded and we have appropriate representation on the task force.

**Chairman Nathe:** Any question? None. Any other opposition to HB 1155.

**Chuck Horter:** (52:44) Member of UND logo task force. Resident of Southwest Bismarck, ND, Graduate of UND, former Board Member of UND Alumni Association of UND. (See Attachment #3) I am very proud of being a honorary letter winner in 1989. I was asked to serve on this task force for a nickname or logo for UND. There are no restrictions in what you can research and what you can come up with.

We have two champion athletes on this task force. The credibility of this task force is in very good standing, the 13 members are passionate about UND. We talked about transparency to let everyone know what we are doing and out reaching and getting feedback from as many people as we can. So how do we do that? Getting out into the state and finding out what people think, and the peoples' opinions are very diverse. We wanted to do the survey process right, and we had consultants that helped us put the process together. We had people looking over our shoulders and every comment is recorded and documented and it is on the website. Totally transparent. We were all over the state and even Minneapolis and Denver. We even had a special meeting with the

student athletes to get their perception on this process. We surveyed around 8000 people, (See attachment #3). The way I read this is 82% are open to this process the message is getting on with it. It's been too long already. I can tell you as a task force member the University of North Dakota belongs to everybody, even Bison fans, and that everyone should have an opportunity to participate in this process, there should be no exclusions. 64% of the people support the work of the Task Force. We had great consultants, they stated they had worked with other schools in changing names, this was not new to them. Other schools didn't even consult with the Alumni, and nobody cared, the passion for this logo and the issues needs an extended process, we tried hard to get everybody's opinion on what direction we need to go in this process. We feel good the survey results were accurate and certifiable. We retained that North Dakota could be considered as a potential nickname, we didn't throw that out, some of us feel that is an option but we need to continue to look for a nickname. We are in the process this week of finalizing some of our conclusions and will hopefully have the results to the President in a week or two. Our recommendation is we need to form another committee, it probably will be a little different, we are going to be emphasizing the involvement of legal people because of trademark situation, marketing people, branding people those will be more of a professional service. This is a complex issue, it is more than just picking a new name, it is very complex and it is taking more time than a lot of people think. We are recommending 15 people: alumni, current students, faculty, staff member, current athletic students, coach, athletic department administrator, two task members from this committee and we are encouraging Native American participation. (1:07:23)

Everybody can submit a nickname recommendation. Then a public vote with maybe 5 options. This is the recommendations coming from the task force. I would ask the committee to allow the University to continue with this process.

**Rep Mock:** You mentioned the current the principal name and logo is still on the table, correct?

**Chuck Horter:** Correct.

**Rep Mock:** The passage of this bill would also restrict the University from adopting the University of North Dakota as the ongoing logo, amendment I reading the bill correctly? Until at least July 1, 2017.

**Chuck Horter:** I can't answer that.

**Rep Mock:** I see President Kelley is nodding his head yes.

**Rep Hunsakor:** It's your opinion that the task force has adequate representation from the Native American community?

**Chuck Horter:** We interfaced with Standing Rock at the Grand Forks forum and had a format Bismarck, and yes there are hard feelings out there. There are people out there that say why can't we be just use North Dakota, that's all inclusive.

**Vice Chairman Schatz:** Let's just say we use the Roughrider as a name that was chosen and someone else had bought up the domain name and all the rights to it, how would that process go forward as far as buying those, what might be the expense of that?

**Chuck Horter:** That's why it is important we have to get the right people on this committee to navigate those waters.

**Chairman Nathe:** It sounds like your committee's the final recommendation may be a good year or so away?

**Chuck Horter:** No our recommendation should be done next week. And then the committee selection should start.

**Rep Ben Koppelman:** It seems to me over the process it has triggered some thought among Native Americans that support to resurrect that discussion of keeping the Fighting Sioux logo one of the requirements for keeping the name is one of the tribes need to vote affirmatively. As I understand it one of the reservations blocked that vote. There are two key words in this bill that may be pivotal is adopt and implement. I wonder over the past three years if those two words are what dictated waiting until 6 months ago to start talking about this. Do you think the delay of implementation harms the process of the work you're doing if the word adopt was lacking?

**Chuck Horter:** I don't think so. One of the things we cleared up at the public forums is that the Fighting Sioux can't come back, it cannot. There is a legal agreement that prohibits us going back to the name. There is so much emotion, give it some rest and time, we are approaching that time of adopting a new nickname and logo.

**Robert Kelley:** President of University of North Dakota: Terminologies require explanation what actually was meant through the intent of the legislation concerning adopt and implement. (1:18:25) What adopt meant I decided to wait until January 1<sup>st</sup> before we would start any formal adoption and that is the planning period we are going through right now. The implementation will come when we finish implementing the recommendations and that must come after. I can't speak for the NCAA, it was very clear in the settlement that we had to have both tribes both Nations agree. We did not. In the NCAA perspective we did not meet the terms of the settlement. We have moved on from that point. The imagery now is the issue with the NCAA. We can have not have any Native imagery in any way, but we could have a name that defines ND. We need to be very cautious in picking imagery and logo. The point we are dealing there is no value in extending this legislation until 2017. I would ask that it would not be delayed.

**Rep Ben Koppelman:** My question on adopt and implement was targeted at if adopt was not part of the language it wouldn't curb your process and if adopt was gone would that allow you to continue your process?

**Robert Kelley:** I think I understand your point but I don't understand what the removing of the word adopt would accomplish, adopting is planning, getting that name and then implementing it.

**Chairman Nathe:** Any other questions? Any other opposition to HB 1155.

**TJ Jerke:** North Dakota Human Rights Coalition in opposition to HB1155 (Attachment #4).

**Vice Chairman Schatz:** (1:25:29) Are you a private organization or do you receive any government funds?

**TJ Jerke:** We are coalition based, largely individual members, we receive some grants from anywhere we can apply from them, largely our funding comes from individual membership dues.

**Vice Chairman Schatz:** Government grants?

**TJ Jerke:** If we receive them but to my knowledge we have not.

**Chairman Nathe:** These incidents in the handout are these ones that occurred last year?

**TJ Jerke:** Yes.

**Chairman Nathe:** Have you been involved in UND's process at all?

**TJ Jerke:** No I have not.

**Rep Schreiber Beck:** On the front of your handout you talk about the human rights coalition for all people in ND but you specify specifically the Native Americans on the UND campus? Was there some representation of some non-campus Native Americans?

**TJ Jerke:** We are looking at all the tribal across ND. They all have a stake in these discussions.

**Chairman Nathe:** Any other opposition to HB 1155? None.

**Rep Mock:** A question for President Kelley, UND is currently constructing a training facility does the extension as a cost to the construction in not having a logo in place?

**Robert Kelley:** I don't believe so. I don't want to understate the importance of athletic branding.

**Brian Faison:** Director of Athletics at UND. There would be some minimal cost issues with a logo change because we might need to but a nmark up and maybe replace it. I don't know how much it would cost. I deal with this every day for our program, it is time to move on, but Vice Chairman Schatz I want to address your question about the NCAA, if it hadn't ND lawsuits helped other states not to have the problems we did. On the issue with domain names and what happen is how many situations you have to address would affect the cost.

**Vice Chairman Schatz:** Why was ND required to get two tribes approval and other states only one?

**Brian Faison:** That was what we were required to do?

**Chairman Nathe:** Any other opposition to HB 1155. None.  
Closed the hearing on HB 1155.

# 2015 HOUSE STANDING COMMITTEE MINUTES

Education Committee  
Pioneer Room, State Capitol

HB 1155  
1/14/2015  
21982

- Subcommittee  
 Conference Committee

Committee Clerk Signature

*Donna Whetham*

## Explanation or reason for introduction of bill/resolution:

Relating to the university of North Dakota athletic nickname and logo; to provide for retroactive application; and to declare an emergency.

## Minutes:

**Chairman Nathe:** Reopened the hearing on HB 1155. It is the bill on the UND logo and asks to extend the moratorium two years. We had a number of testimonies on both sides of the issue. Any discussion or intentions?

**Rep Kelsh:** They are in the process to appoint another committee, they want to do it right but if this bill passes, I think it will stop the actions and I don't see the need for the delay, the issue is long past. And I move Do Not Pass on HB 1155.

**Rep Dennis Johnson:** Seconded.

**Rep Mock:** I'm going to support the motion, I found that the decline of revenue at Scheels had a 16% drop in sales relating to UND apparel and budgeted a 20% decrease for 2015. People are waiting to know what the logo will be, people are hurting, I will support the motion.

**Vice Chairman Schatz:** I always thought intercollegiate athletics was about competition and sportsmanship, but we are mostly talking about the revenues that are derived from logo's. I wanted to bring up the NCAA action in that two tribes had to vote on the acceptance of the logo, one voted positive by 70% and the other did not vote. I just wanted to state that because that is what happened.

**Chairman Nathe:** I have been a supporter of the name change in past, but I think it is time to move on. The passage of this bill might have unintended consequences for UND.

Financial and reputation, etc. Because of this we should support this motion of Do Not Pass. It's in the hands of UND and the legislature should not micromanage that process.

**Rep Mock:** I am not looking at this only as revenue issue, I do agree with the chairman it has been difficult. We are stepping into this and it might have unintended consequences. I would be afraid that if this bill had a simple majority and did not have a retroactive clause, that the University may be forced to either rush the process in choosing a name by July 31 or wait until July 1, 2017. I'm not sure UND can wait until 2017. It's a very complex issue.

**Rep Hunskor:** Since 2011 this issue has been before the legislature, the NCAA, the voters of ND three years ago and now we are in 2015. If I voted for this bill people would say isn't it time to get it done. I can't support the bill either.

**Rep Olson:** It seems what this bill hopes to accomplish by extending the moratorium is it gives more time to find a logo, the process will continue and UND will be forced to wait until 2017, it is a complex issue.

**Rep Hunskor:** What is this all about except for the kids, the athletes are embarrassed. If we think of the young people we should put other things in the peripheral.

**Chairman Nathe:** The motion was a Do Not Pass.

**A Roll Call Vote was taken:** Yes: 9 No: 2 Absent: 2

**Motion for Do Not Pass Carried.**

**Rep Mock:** will carry the bill.



Date: 11/14/15  
 Roll Call Vote #: 1

**2015 HOUSE STANDING COMMITTEE  
 ROLL CALL VOTES  
 BILL/RESOLUTION NO. 1055**

House Education Committee

Subcommittee

Amendment LC# or Description: \_\_\_\_\_

Recommendation:  Adopt Amendment  
 Do Pass  Do Not Pass  Without Committee Recommendation  
 As Amended  Rerefer to Appropriations  
 Place on Consent Calendar  
 Other Actions:  Reconsider  \_\_\_\_\_

Motion Made By Rep Kelsh Seconded By Rep Johnson

Representatives	Yes	No	Representatives	Yes	No
Chairman Nathe	✓		Rep. Hunskor	✓	
Vice Chairman Schatz		✓	Rep. Kelsh	✓	
Rep. Dennis Johnson	✓		Rep. Mock	✓	
Rep. B. Koppelman	A				
Rep. Looyen	✓				
Rep. Meier	✓				
Rep. Olson	✓				
Rep. Rohr		✓			
Rep. Schreiber Beck	A				
Rep. Zubke	✓				

Total (Yes) 9 No 2

Absent 2

Floor Assignment Rep Mock

If the vote is on an amendment, briefly indicate intent:

*Do not Pass  
 Carried.*

**REPORT OF STANDING COMMITTEE**

**HB 1155: Education Committee (Rep. Nathe, Chairman) recommends DO NOT PASS**  
(9 YEAS, 2 NAYS, 2 ABSENT AND NOT VOTING). HB 1155 was placed on the  
Eleventh order on the calendar.

**2015 TESTIMONY**

**HB 1155**

HB 1155  
1-12-15  
Attach # 1

From: Frank Burggraf <twogz1f@aol.com>

Date: Thu, Jan 8, 2015 at 12:05 PM

Subject: Fwd: quick and dirty... let me know if this is the direction you think...

To: louser@minot.com

To quote a good friend "know what you are doing and understand why you are doing it".

We are sitting with an opportunity to buy a vowel, take a time out, to put in the right play, to stop the removal of the heart of UND and the 80 years of alumni that are branded with Sioux Pride. The vast majority of all Sioux, UND Alumni and North Dakotans want to keep the Fighting Sioux name at UND. This has been allowed to become a politically sensitive and moved away from the people of North Dakota. UND is our university in our state. It represents us and who we are.

This is a teachable moment for all of us. Prudence and patience can be exercised by those in positions of influence and lead all of us to a time of reflection. Setting aside differences, removing opinions or political views and imploring good judgment is the right thing to do.

We are at a critical time. Stripping UND of its 80 year gift that has bonded hearts and minds of men from all skin color, all walks of life and all corners of the world has left lasting scars and wounds will create a significant void that will take generations to fill. Taking the process further will only cut deeper.

We have the opportunity to stop an unnecessary surgery that could become life threatening to UND. We are not facing sanctions or repercussions by not having a nickname at UND. What is the message that is sent to future benefactors and donors of UND who are loyally bonded to the University because of its brand? It is a bad investment. Attempting to sever the identify of UND and rebrand or rename UND has and will have long lasting significant negative impacts on UND financially, physically, emotionally and psychologically, not only for alumni, but more importantly for the Sioux people and their youth.

An extension of the no name moratorium will allow all time to heal, to adjust and to talk and think about what is best for our state and its institutions.

Our energies should be focused on a compromise or common ground that brings all people back together again, not divide us forever.

Frank V Burggraf

Wambdi-Ohanko.

To laugh often and much; to win the respect of intelligent people and the affection of children...to leave the world a better place...to know even one life has breathed easier because you have lived. This is to have succeeded. Emerson

1/12/15



Testimony to the  
House Education Committee  
by  
Robert Kelley  
President, University of North Dakota  
January 12, 2015

Good morning, Mr. Chairman, Members of the Committee:

My name is Robert Kelley. I'm the President of the University of North Dakota. To begin, a brief statement of history about this issue is needed.

In 2011, the ND State Board of Higher Education instructed the University of North Dakota to retire the nickname "Fighting Sioux" by August 15 of that year. The University did what it was directed to do by the State Board.

In June, 2012, the people of the State of North Dakota also voted to permit the retirement of the nickname by the university after the National Collegiate Athletic Association (NCAA) refused to accept legislation that required the university to keep the name. In both cases, the university followed the directions of the legislature and the people of the state.

The 2012 referendum enabled the university to begin to move forward in developing new traditions and a new identity for UND's athletic teams.

The language that the voters of North Dakota supported in 2012 stated that "Neither the State Board of Higher Education nor the University of North Dakota may adopt or implement an athletic nickname or corresponding logo before January 1, 2015." The university followed that direction as well.

The two and a half year waiting period between the June 2012 referendum, and now, has provided time to debate and plan the process that the university should use to move forward.

In September of last year, as the end of the required waiting period approached, I appointed a Task Force. The charge to this group was to develop recommendations on how best to select a new nickname for UND. In full compliance with the referendum, that group will complete its work and provide my office with recommendations by the end of this month (January, 2015).

The Task Force consists of 13 members with deep ties to the university. Four are UND alumni representing the community and state; four are current students (including the student body president and two student athletes); two are faculty; and three are UND staff. The task force has worked for nearly four months, implementing surveys and conducting meetings that have resulted in about 8,000 responses on how to select a new nickname. This process has been open, transparent, and inclusive, and has been documented extensively in the media. Clearly, an undertaking of this magnitude is not without cost.

I have not yet received the final report from the Task Force. However, based on publicly reported information, the positions of individuals surveyed are clear:

- 51% of respondents overall indicated that they have strong opinions on the subject, but are open to the best solution for the university.
- On the same question, an additional 31% indicated that they have no strong opinions and consider themselves open-minded about the nickname.
- A combined 59% of respondents indicated that if the Task Force recommends the selection of a new nickname and logo, the process of nickname selection should begin as soon as possible or that a timeline with a completion date within the next year should be established, but should be flexible enough to be sure the process is done correctly. Eight percent of respondents were "other," and the remainder indicated that the process should take longer. Across every group surveyed, the top responses were "as soon as possible" or "within the next year."

It is clear that HB 1155 does not direct the university to return to the Fighting Sioux nickname. However, it does extend the discussion period for adoption of a new nickname to July 1, 2017—a discussion period that has already lasted for over two years. And it keeps open the issue of using "Fighting Sioux" as the unofficial nickname for UND's athletic teams, a problem both for the athletic marketing of UND and for the many people for whom the Fighting Sioux nickname is unacceptable.

I also submit for your consideration that the continued uncertainty about the selection of a nickname **is** having a negative effect on UND. Current students want to move on. They want to share in the popular identity of their university. Student athletes want a rallying point for which they can compete and be proud. And marketing and branding of one of the state's premier research universities will continue to be compromised, impacting UND's reputation at the local, national and even international levels.

In summary, the University of North Dakota has followed the directives of the State Board of Higher Education, the Legislature, and the will of the People of North Dakota. It is my judgment, speaking as the university's president, that HB 1155 is unnecessary and does not help the University of North Dakota move on.

Mr. Chairman, I will do my best to answer your questions.

DRAFT

# Survey Results

Nickname and Logo Process Recommendation



Survey administered by the  
Nickname & Logo Process  
Recommendation Task Force

December 2014

1/13/15  
A Hack ment # 3  
HB 1155



UND

Nickname and Logo Process Recommendation

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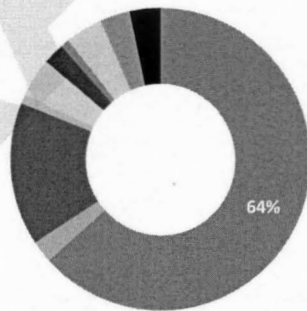
Survey ..... page 44

# UND Survey Summary

## Nickname and Logo Process Recommendation

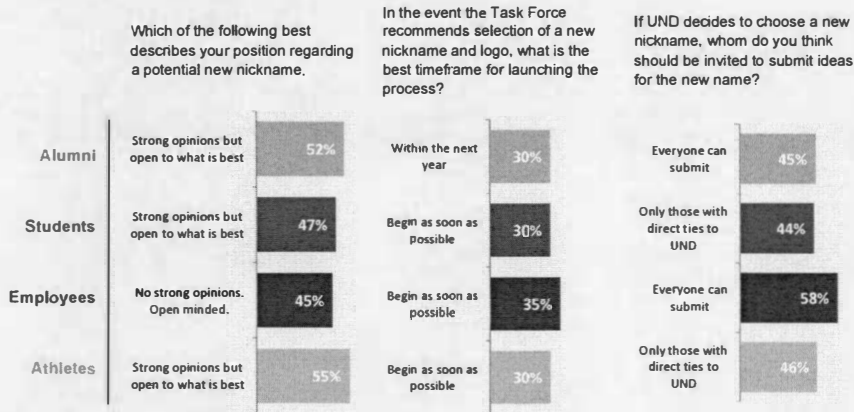
Total Responses:  
7,603

AFFILIATION WITH UND

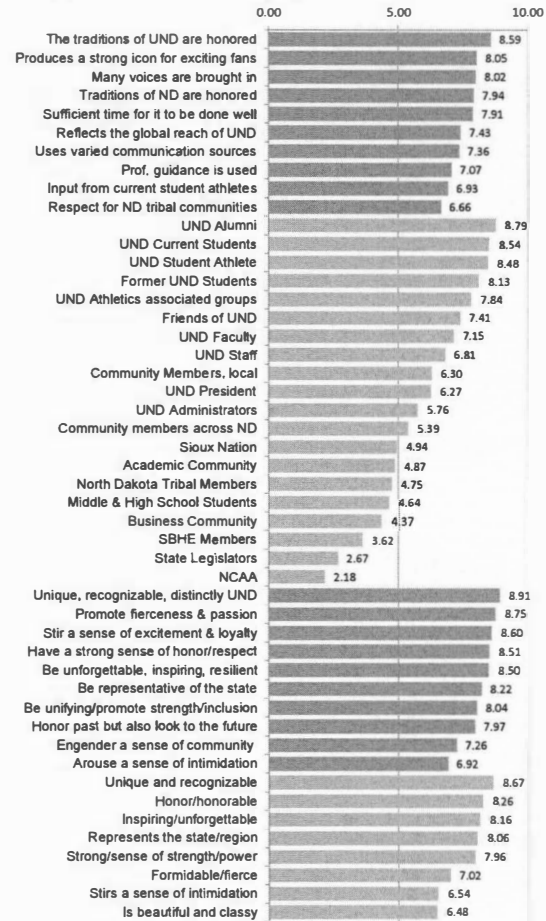


- Alumni
- Friend of UND
- Present Student
- Present Student Athlete
- Former Student Athlete
- Faculty
- Former Faculty or Staff
- Staff
- UND Administrator
- Community Member
- Other

TOP RESPONSES BY RESPONDENT GROUP:



AVERAGE RESPONSES ON SCALE 0-10



QUESTION:

I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

Which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted?

The nickname should:

Please let us know how important each of these qualities and marketability factors are to you:

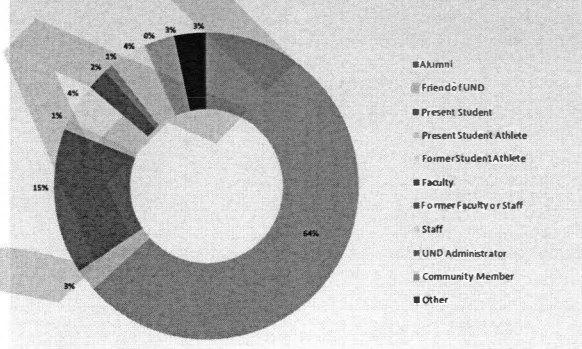


# Survey Results

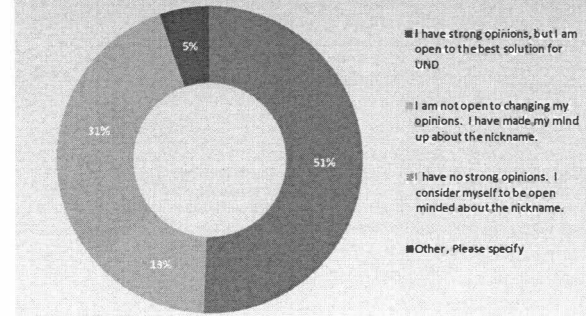
## Nickname and Logo Process Recommendation

OVERALL

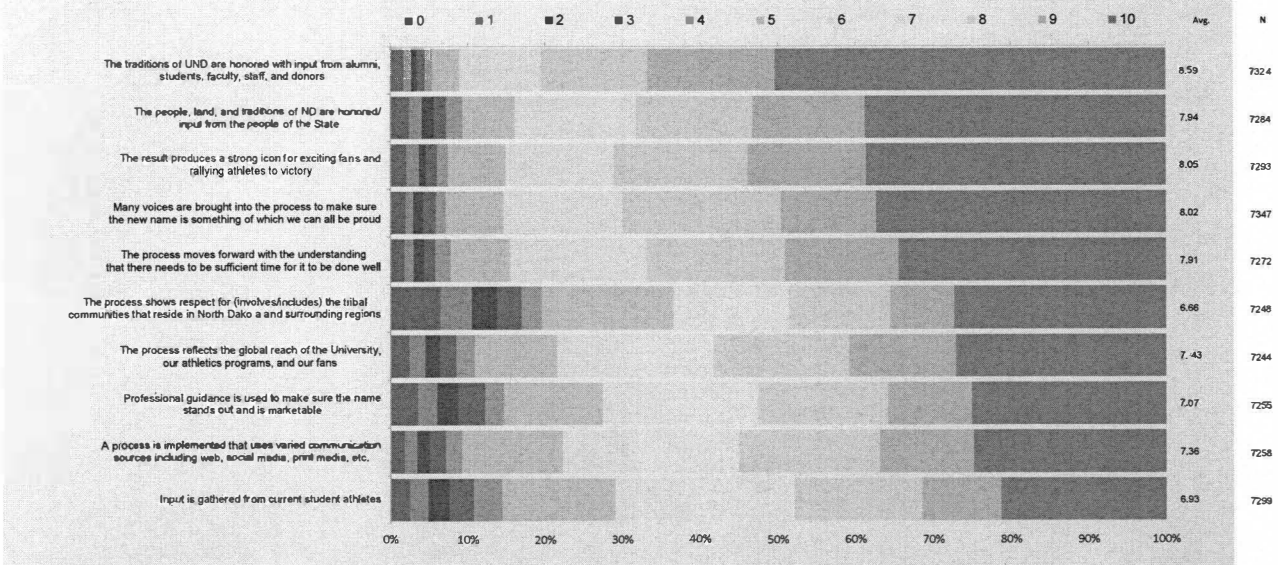
Please select your affiliation to UND with which you most identify.



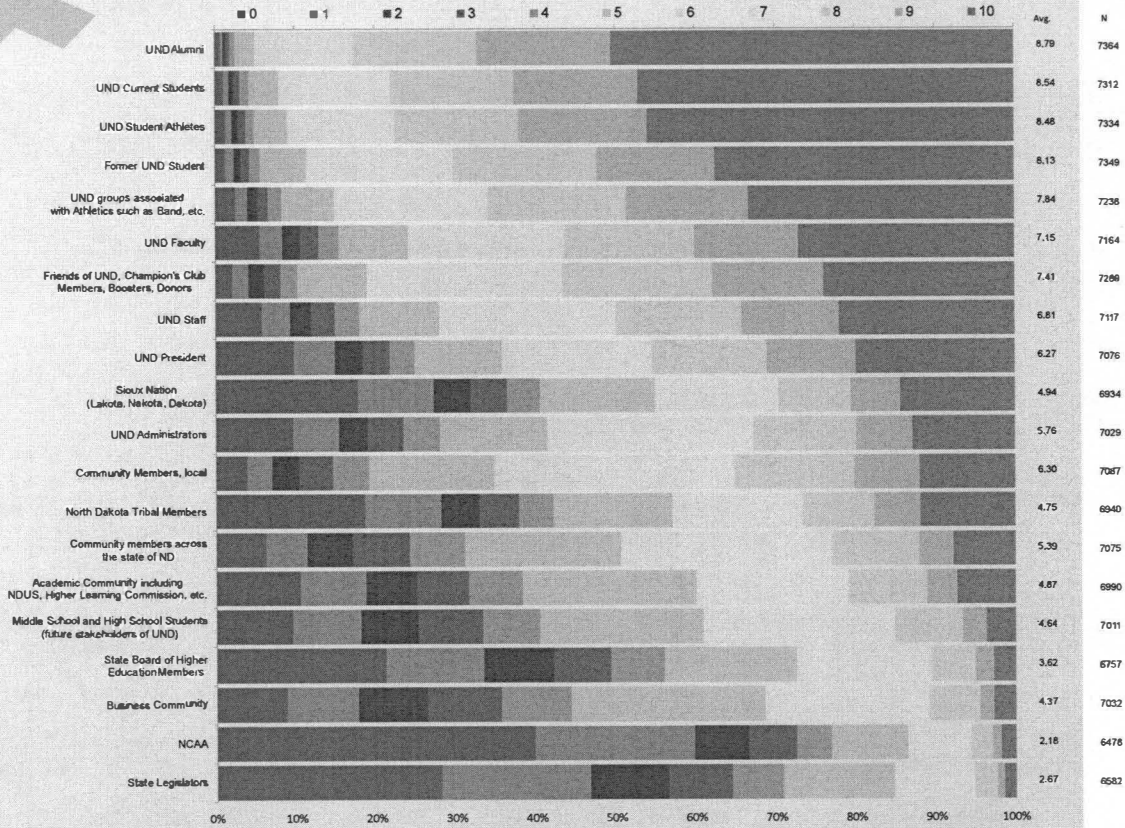
Which of the following best describes your position regarding a potential new nickname.



Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:



If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

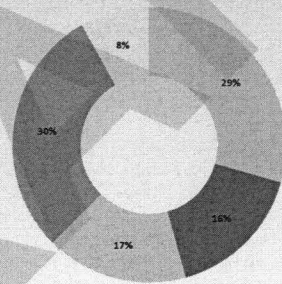




# Survey Results

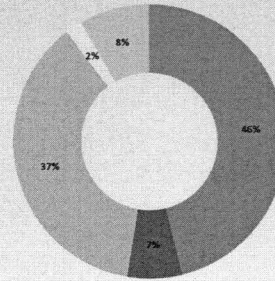
## Nickname and Logo Process Recommendation

In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?



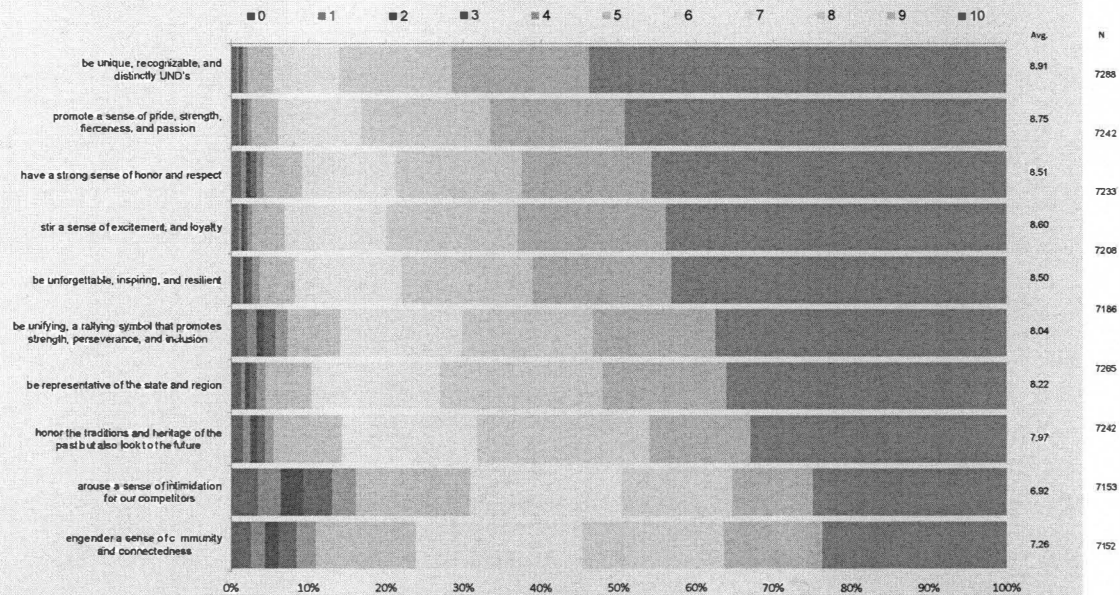
- Begin the process as soon as possible, it is time for our athletes and students to have a nickname and logo around which they can rally.
- We should take a year or more to make absolutely sure we have the best nickname and logo for UND.
- It is too soon to think about a new nickname and logo, the process should be delayed longer than 3 years. The process should be slow and deliberate.
- A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly.
- Other: Please specify

If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?



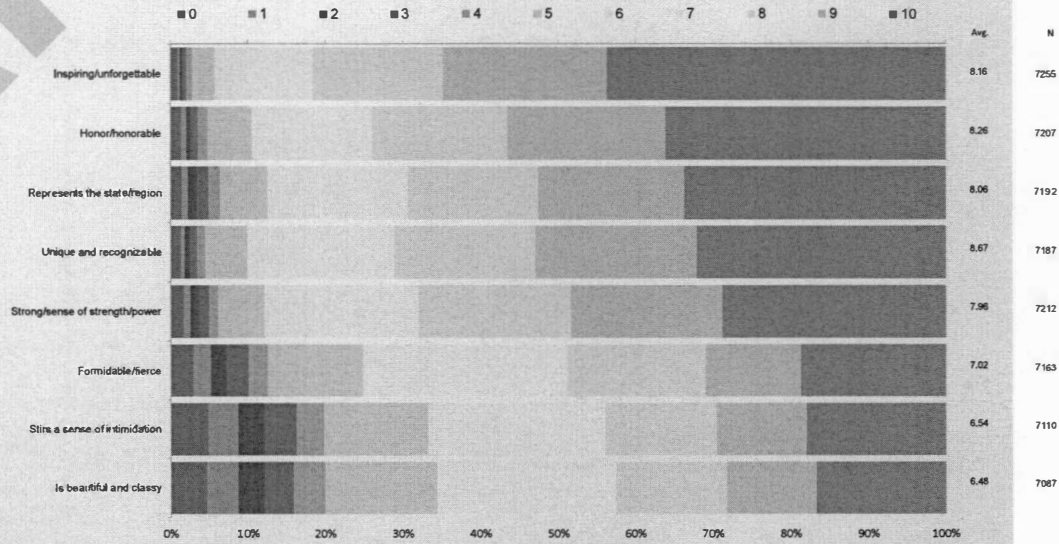
- Everyone should be allowed to submit suggested names
- Select stakeholder groups should be solicited for suggested names
- Only those with direct ties to UND should be allowed to submit suggested names
- Professional marketers should be selected to submit suggested names
- Other: Please specify

Below are some of the values and characteristics that have been identified as a key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

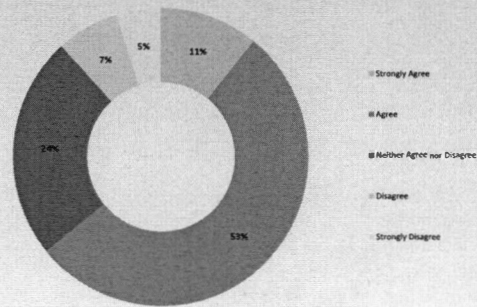


OVERALL

In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:



Your opinions are valuable to the Task Force.  
 Please respond to the following statement.  
 I feel this survey has allowed me to have a role in helping shape  
 the process for potential selection of a new nickname and logo at UND.





# Survey Results

## Nickname and Logo Process Recommendation

Please select your affiliation to UND with which you most identify:

0,00	3124	30%
Alumni	4819	46%
Friend of UND	181	2%
Present Student	1166	11%
Present Student Athlete	76	1%
Former Student Athlete	313	3%
Faculty	175	2%
Former Faculty or Staff	72	1%
Staff	300	3%
UND Administrator	20	0%
Community Member	228	2%

Which of the following best describes your position regarding a potential new nickname:

I have strong opinions, but I am open to the best solution for UND	3829	51%
I am not open to changing my opinions. I have made my mind up about the nickname.	970	13%
I have no strong opinions. I consider myself to be open minded about the nickname.	2361	31%
Other, Please specify	397	5%

Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

Response	0	1	2	3	4	5	6	7	8	9	10
The traditions of UND are honored with input from alumni, students, faculty, staff, and donors	124	71	54	69	72	259	280	500	1004	1200	3691
The people, land, and traditions of ND are honored/ input from the people of the State	177	119	115	113	151	494	446	700	1084	1057	2828
The result produces a strong icon for exciting fans and rallying athletes to victory	151	112	71	105	103	540	351	680	1249	1111	2820
Many voices are brought into the process to make sure the new name is something of which we can all be proud	141	70	92	125	96	648	299	832	1494	904	2746
The process moves forward with the understanding that there needs to be sufficient time for it to be done well	130	86	97	107	143	557	467	825	1289	1063	2508
The process shows respect for (invokes/includes) the tribal communities that reside in North Dakota and surrounding regions	465	291	240	234	185	1234	398	681	944	593	1983
The process reflects the global reach of the University, our athletics programs, and our fans	175	148	137	153	174	773	590	867	1265	998	1964
Professional guidance is used to make sure the name stands out and is marketable	256	183	197	248	175	938	511	931	1214	782	1822
A process is implemented that uses varied communication sources including web, social media, print media, etc.	129	119	113	156	148	946	695	962	1309	878	1803
Input is gathered from current student athletes	181	172	205	223	270	1066	687	1001	1195	741	1558

0	1	2	3	4	5	6	7	8	9	10
2%	1%	1%	1%	1%	4%	4%	7%	14%	16%	50%
2%	2%	2%	2%	2%	7%	6%	10%	15%	15%	39%
2%	2%	1%	1%	1%	7%	5%	9%	17%	15%	39%
2%	1%	1%	2%	1%	7%	4%	11%	20%	12%	37%
2%	1%	1%	1%	2%	8%	6%	11%	18%	15%	34%
6%	4%	3%	3%	3%	17%	5%	9%	13%	8%	27%
2%	2%	2%	2%	2%	11%	8%	12%	17%	14%	27%
4%	3%	3%	3%	2%	13%	7%	13%	17%	11%	25%
2%	2%	2%	2%	2%	13%	10%	13%	18%	12%	25%
2%	2%	3%	3%	4%	15%	9%	14%	16%	10%	21%

OVERALL

# UND Survey Results

## Nickname and Logo Process Recommendation

OVERALL

If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

Response	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
UND Alumni	53	26	25	36	48	183	275	630	1141	1230	3717	1%	0%	0%	0%	1%	2%	4%	9%	15%	17%	50%
UND Current Students	84	46	44	59	80	276	345	678	1119	1141	3440	1%	1%	1%	1%	1%	4%	5%	9%	15%	16%	47%
UND Student Athletes	100	56	59	70	73	310	325	659	1128	1185	3369	1%	1%	1%	1%	1%	4%	4%	9%	15%	16%	46%
Former UND Student	96	79	66	78	96	426	496	849	1326	1086	2751	1%	1%	1%	1%	1%	6%	7%	12%	18%	15%	37%
UND groups associated with Athletics such as Band, etc.	184	108	96	94	118	485	520	860	1257	1107	2409	3%	1%	1%	1%	2%	7%	7%	12%	17%	15%	35%
UND Faculty	400	201	166	163	178	621	530	874	1159	932	1940	6%	3%	2%	2%	2%	9%	7%	12%	16%	13%	27%
Friends of UND, Champion's Club Members, Boosters, Donors	155	147	142	149	157	630	652	1112	1375	1010	1740	2%	2%	2%	2%	2%	9%	9%	15%	18%	14%	24%
UND Staff	417	249	187	210	222	708	618	950	1122	866	1568	6%	3%	3%	3%	3%	10%	9%	13%	16%	12%	22%
UND President	700	358	249	234	225	789	547	783	1016	782	1413	10%	5%	4%	3%	3%	11%	8%	11%	14%	11%	20%
Sioux Nation (Lakota, Nakota, Dakota)	1243	648	319	317	282	1002	462	603	630	434	994	16%	9%	5%	5%	4%	14%	7%	9%	9%	6%	14%
UND Administrators	688	395	259	308	319	941	765	1066	898	485	905	10%	6%	4%	4%	5%	13%	11%	15%	13%	7%	13%
Community Members, local	278	219	246	293	327	1099	900	1232	1062	579	852	4%	3%	3%	4%	5%	16%	13%	17%	15%	8%	12%
North Dakota Tribal Members	1296	657	337	340	295	1038	508	622	624	385	828	19%	9%	5%	5%	4%	15%	7%	9%	9%	6%	12%
Community members across the state of ND	441	365	402	504	488	1382	921	947	769	304	552	6%	5%	6%	7%	7%	20%	13%	13%	11%	4%	8%
Academic Community including NDUS, Higher Learning Commission, etc.	740	572	438	459	485	1521	687	748	687	263	510	11%	8%	6%	7%	7%	22%	8%	11%	10%	4%	7%
Middle School and High School Students (future stakeholders of UND)	671	600	508	556	502	1437	879	788	596	207	259	10%	9%	7%	8%	7%	20%	13%	11%	9%	3%	4%
State Board of Higher Education Members	1433	826	590	483	454	1114	622	520	373	158	189	21%	12%	9%	7%	7%	16%	9%	8%	6%	2%	3%
Business Community	620	629	607	649	615	1704	785	657	450	123	193	9%	9%	9%	9%	9%	24%	11%	9%	6%	2%	3%
NCAA	2576	1294	445	382	283	620	285	225	173	74	121	40%	20%	7%	6%	4%	10%	4%	3%	3%	1%	2%
State Legislators	1850	1224	650	519	423	910	382	282	187	59	96	28%	19%	10%	8%	6%	14%	6%	4%	3%	1%	1%





# Survey Results

## Nickname and Logo Process Recommendation

### In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?

Begin the process as soon as possible, it is time for our athletes and students to have a nickname and logo around which they can rally.	2201	29%
We should take a year or more to make absolutely sure we have the best nickname and logo for UND.	1222	16%
It is too soon to think about a new nickname and logo, the process should be delayed longer than 3 years. The process should be slow and deliberate.	1253	17%
A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly.	2203	29%
Other: Please specify	610	8%

### If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?

Everyone should be allowed to submit suggested names	3460	46%
Select stakeholder groups should be solicited for suggested names	488	7%
Only those with direct ties to UND should be allowed to submit suggested names	2775	37%
Professional marketers should be selected to submit suggested names	150	2%
Other: Please specify	625	8%

Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

Response	0	1	2	3	4	5	6	7	8	9	10
be unique, recognizable, and distinctly UND's	56	15	17	24	45	236	189	433	1049	1291	3909
promote a sense of pride, strength, fierceness, and passion	74	23	17	39	39	247	217	565	1216	1263	3588
have a strong sense of honor and respect	92	47	46	50	71	357	305	571	1176	1213	3314
stir a sense of excitement, and loyalty	72	27	21	33	46	306	284	654	1230	1385	3175
be unforgettable, inspiring, and resilient	83	29	29	57	67	332	327	657	1221	1292	3114
be unifying, a rallying symbol that promotes strength, perseverance, and inclusion	147	87	74	103	113	488	432	697	1209	1139	2697
be representative of the state and region	91	40	45	62	82	436	374	824	1528	1157	2626
honor the traditions and heritage of the past but also look to the future	114	65	71	70	76	641	354	904	1611	943	2393
arouse a sense of intimidation for our competitors	249	212	205	263	223	1054	611	784	1019	744	1789
engender a sense of community and connectedness	185	131	128	161	173	923	648	895	1302	905	1701

0	1	2	3	4	5	6	7	8	9	10
1%	0%	0%	0%	1%	3%	3%	6%	14%	18%	54%
1%	0%	0%	1%	1%	3%	3%	8%	17%	17%	49%
1%	1%	1%	1%	1%	5%	4%	8%	16%	17%	46%
1%	0%	0%	0%	1%	4%	4%	9%	17%	19%	44%
1%	0%	0%	1%	1%	5%	5%	9%	17%	18%	43%
2%	1%	1%	1%	2%	7%	6%	10%	17%	16%	38%
1%	1%	1%	1%	1%	6%	5%	11%	21%	16%	36%
2%	1%	1%	1%	1%	9%	5%	12%	22%	13%	33%
3%	3%	3%	4%	3%	15%	9%	11%	14%	10%	25%
3%	2%	2%	2%	2%	13%	9%	13%	18%	13%	24%

OVERALL



# Survey Results

## Nickname and Logo Process Recommendation

In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:

Response	0	1	2	3	4	5	6	7	8	9	10
Inspiring/unforgettable	68	20	21	37	55	211	277	644	1220	1532	3170
Honor/honorable	98	48	43	66	89	409	387	736	1253	1477	2601
Represents the state/region	103	57	83	106	110	439	466	837	1205	1363	2423
Unique and recognizable	91	41	46	66	77	395	448	913	1306	1500	2304
Strong/sense of strength/power	121	60	85	90	83	434	464	970	1411	1416	2078
Formidable/ferce	206	167	146	202	177	880	654	1235	1279	880	1337
Gives a sense of intimidation	343	276	243	291	256	855	676	947	1023	822	1278
Is beautiful and classy	327	292	241	266	290	1015	699	938	1017	818	1184

0	1	2	3	4	5	6	7	8	9	10
1%	0%	0%	1%	1%	3%	4%	9%	17%	21%	44%
1%	1%	1%	1%	1%	6%	5%	10%	17%	20%	36%
1%	1%	1%	1%	2%	6%	6%	12%	17%	19%	34%
1%	1%	1%	1%	1%	5%	6%	13%	18%	21%	32%
2%	1%	1%	1%	1%	6%	6%	13%	20%	20%	29%
3%	2%	2%	3%	2%	12%	9%	17%	18%	12%	19%
5%	4%	3%	4%	4%	13%	10%	13%	14%	12%	18%
5%	4%	3%	4%	4%	14%	10%	13%	14%	12%	17%

I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND:

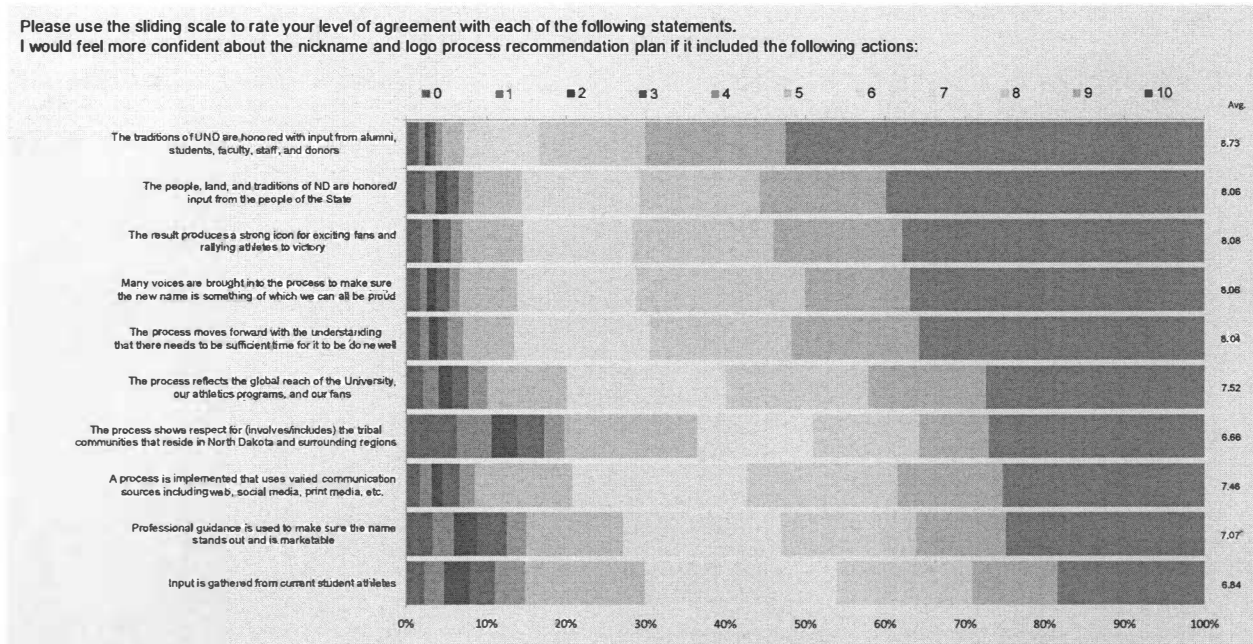
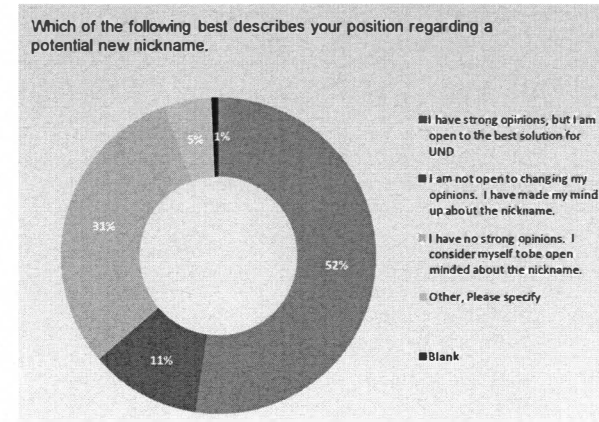
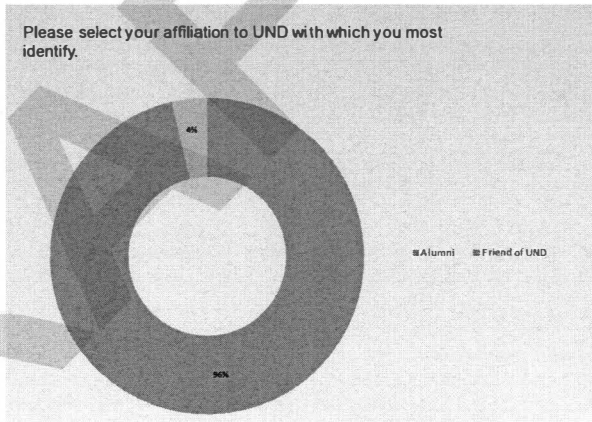
Strongly Agree	809	11%
Agree	3973	53%
Neither Agree nor Disagree	1902	24%
Disagree	507	7%
Strongly Disagree	365	5%

OVERALL



# Survey Results

## Nickname and Logo Process Recommendation

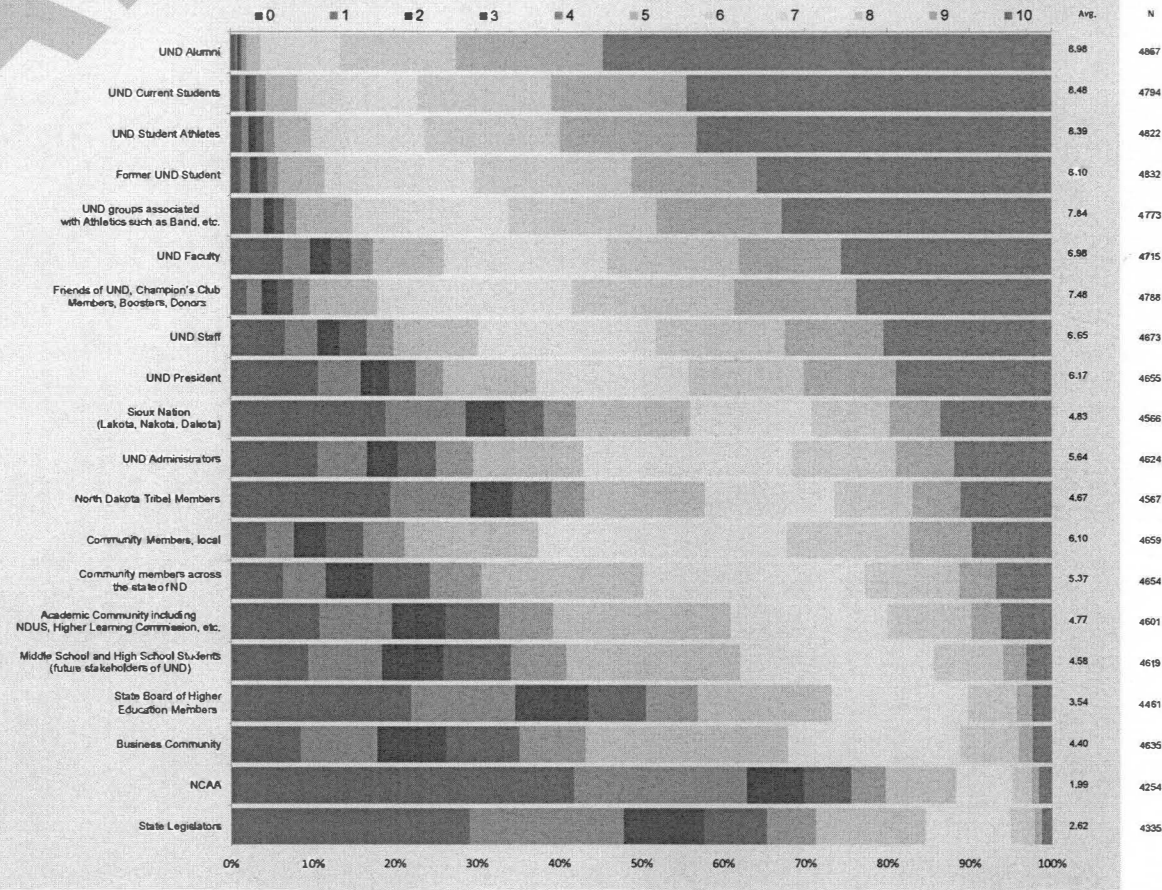




# Survey Results

## Nickname and Logo Process Recommendation

If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

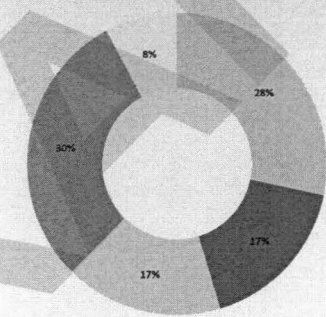




# Survey Results

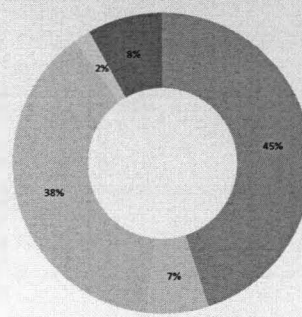
## Nickname and Logo Process Recommendation

In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?



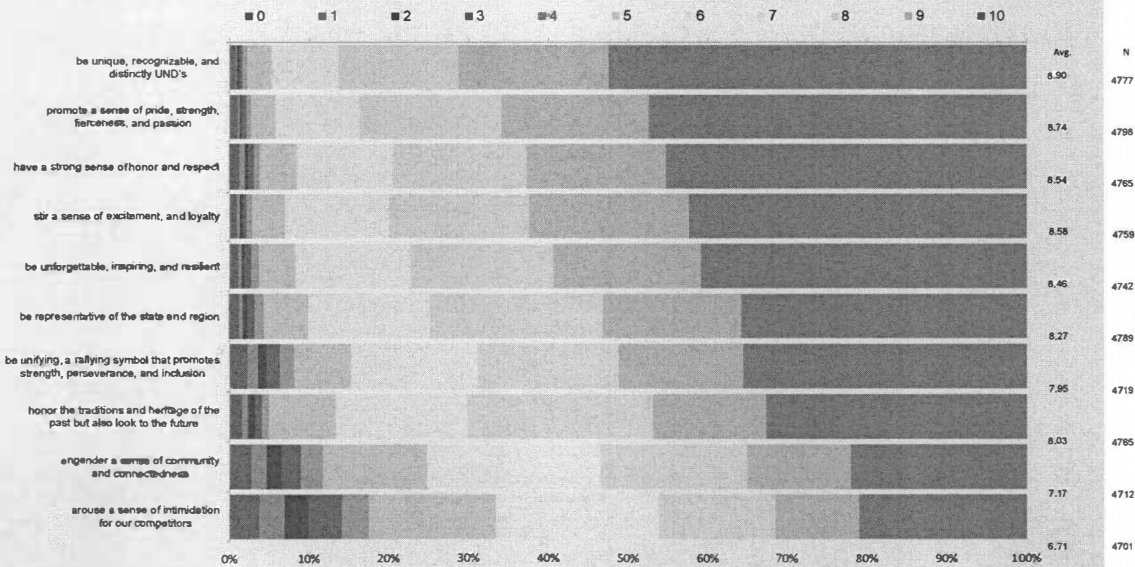
- Begin the process as soon as possible, it is time for our athletes and students to have a nickname and logo around which they can rally.
- We should take a year or more to make absolutely sure we have the best nickname and logo for UND.
- It is too soon to think about a new nickname and logo, the process should be delayed longer than 3 years. The process should be slow and deliberate.
- A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly.
- Other: Please specify

If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?

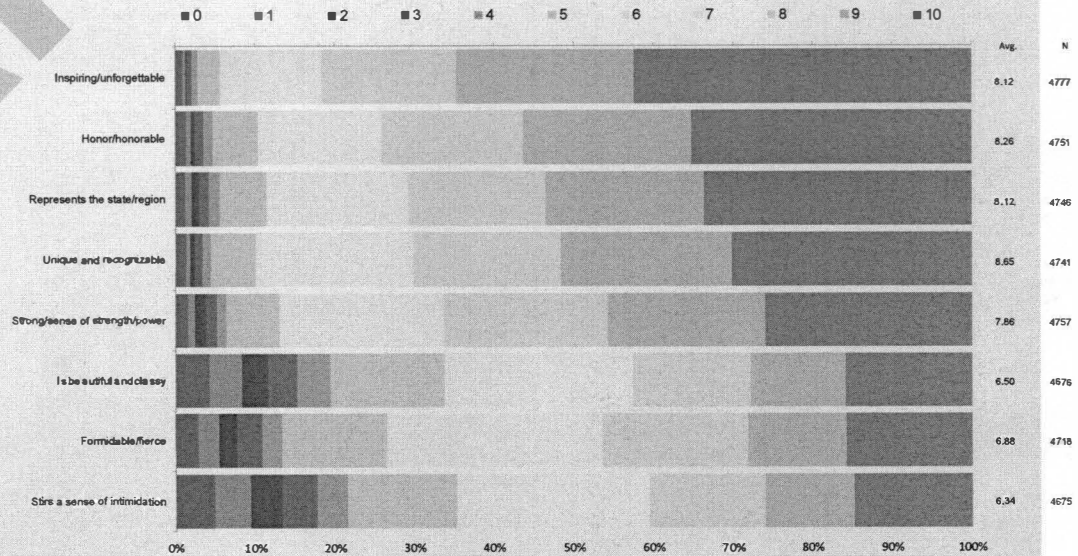


- Everyone should be allowed to submit suggested names
- Select stakeholder groups should be solicited for suggested names
- Only those with direct ties to UND should be allowed to submit suggested names
- Professional marketers should be selected to submit suggested names
- Other: Please specify

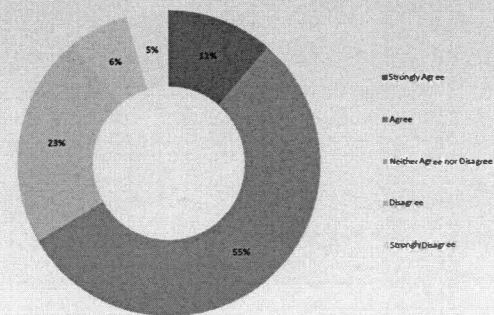
Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:



In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:



Your opinions are valuable to the Task Force.  
 Please respond to the following statement.  
 I feel this survey has allowed me to have a role in helping shape  
 the process for potential selection of a new nickname and logo at UND.





# Survey Results

## Nickname and Logo Process Recommendation

Please select your affiliation to UND with which you most identify:

Alumni	4819	96%
Friend of UND	181	4%

Which of the following best describes your position regarding a potential new nickname:

I have strong opinions, but I am open to the best solution for UND	2819	53%
I am not open to changing my opinions. I have made my mind up about the nickname.	566	11%
I have no strong opinions. I consider myself to be open minded about the nickname.	1538	31%
Other, Please specify	243	5%

Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

Response	0	1	2	3	4	5	6	7	8	9	10
The traditions of UND are honored with input from alumni, students, faculty, staff, and donors	75	37	31	31	41	130	181	294	645	849	2532
The people, land, and traditions of ND are honored/ input from the people of the State	113	63	68	68	88	290	270	438	724	758	1917
The result produces a strong icon for exciting fans and rallying athletes to victory	92	66	41	67	70	362	217	448	849	773	1822
Many voices are brought into the process to make sure the new name is something of which we can all be proud	82	42	59	78	58	350	197	525	1023	637	1785
The process moves forward with the understanding that there needs to be sufficient time for it to be done well	82	53	53	58	90	310	289	530	849	767	1717
The process reflects the global reach of the University, our athletics programs, and our fans	101	87	85	96	110	477	381	577	846	705	1308
The process shows respect for (involves/includes) the tribal communities that reside in North Dakota and surrounding regions	301	208	154	180	121	799	267	427	636	416	1293
A process is implemented that uses varied communication sources including web, social media, print media, etc.	80	69	64	105	87	586	446	596	907	630	1209
Professional guidance is used to make sure the name stands out and is marketable	159	125	139	177	114	586	340	606	810	537	1190
Input is gathered from current student athletes	108	121	150	150	183	724	450	705	814	513	885

	0	1	2	3	4	5	6	7	8	9	10
	2%	1%	1%	1%	1%	3%	3%	8%	13%	18%	52%
	2%	1%	1%	1%	2%	6%	6%	9%	15%	16%	40%
	2%	1%	1%	1%	1%	8%	5%	9%	18%	16%	38%
	2%	1%	1%	2%	1%	7%	4%	11%	21%	13%	37%
	2%	1%	1%	1%	2%	6%	6%	11%	18%	16%	36%
	2%	2%	2%	2%	2%	10%	8%	12%	18%	15%	27%
	6%	4%	3%	3%	3%	17%	6%	9%	13%	9%	27%
	2%	1%	1%	2%	2%	12%	9%	12%	19%	13%	25%
	3%	3%	3%	4%	2%	12%	7%	13%	17%	11%	25%
	2%	3%	3%	3%	4%	15%	9%	15%	17%	11%	18%

# UND Survey Results

## Nickname and Logo Process Recommendation

If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

Response	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
UND Alumni	30	13	10	15	26	85	125	342	690	867	2654	1%	0%	0%	0%	1%	2%	3%	7%	14%	18%	55%
UND Current Students	57	32	25	37	55	180	248	453	777	788	2131	1%	1%	1%	1%	1%	4%	5%	9%	16%	16%	44%
UND Student Athletes	89	40	43	46	59	218	221	440	798	804	2084	1%	1%	1%	1%	1%	5%	5%	9%	17%	17%	43%
Former UND Student	61	55	48	52	64	276	321	555	926	741	1733	1%	1%	1%	1%	1%	6%	7%	11%	19%	15%	36%
UND groups associated with Athletics such as Band, etc.	120	71	61	59	72	324	342	566	861	728	1569	3%	1%	1%	1%	2%	7%	7%	12%	18%	15%	33%
UND Faculty	301	158	120	117	124	408	354	580	757	557	1209	6%	3%	3%	2%	3%	9%	8%	12%	16%	12%	26%
Friends of UND, Champion's Club Members, Boosters, Donors	95	86	93	92	96	392	390	741	953	712	1138	2%	2%	2%	2%	2%	8%	8%	15%	20%	15%	24%
UND Staff	308	186	129	154	152	482	397	611	736	563	855	7%	4%	3%	3%	3%	10%	8%	13%	16%	12%	20%
UND President	497	238	164	155	152	526	352	512	856	522	881	11%	5%	4%	3%	3%	11%	8%	11%	14%	11%	19%
Sioux Nation (Lakota, Nakota, Dakota)	860	450	218	213	179	634	299	379	433	284	617	19%	10%	5%	5%	4%	14%	7%	8%	9%	6%	14%
UND Administrators	491	278	173	216	209	617	502	675	585	330	548	11%	6%	4%	5%	5%	13%	11%	15%	13%	7%	12%
North Dakota Tribal Members	889	447	230	219	182	671	328	381	439	264	507	19%	10%	5%	5%	4%	15%	7%	9%	10%	6%	11%
Community Members, local	200	157	186	209	234	760	609	802	696	353	453	4%	3%	4%	4%	5%	16%	13%	17%	15%	8%	10%
Community members across the state of ND	295	244	269	322	293	917	621	638	532	208	315	6%	5%	6%	7%	6%	20%	13%	14%	11%	4%	7%
Academic Community including NDUS, Higher Learning Commission, etc.	498	405	301	303	288	995	392	486	472	186	285	11%	9%	7%	7%	6%	22%	9%	11%	10%	4%	6%
Middle School and High School Students (future stakeholders of UND)	437	413	350	375	312	977	569	525	387	133	141	9%	9%	8%	8%	7%	21%	12%	11%	8%	3%	3%
State Board of Higher Education Members	983	563	397	311	282	732	404	334	264	84	107	22%	13%	9%	7%	6%	16%	9%	7%	6%	2%	2%
Business Community	395	430	392	413	372	1141	534	439	331	79	109	9%	9%	8%	9%	8%	25%	12%	9%	7%	2%	2%
NCAA	1778	896	295	247	176	366	165	126	89	40	66	42%	21%	7%	6%	4%	9%	4%	3%	2%	1%	2%
State Legislators	1264	808	426	331	260	579	256	194	125	36	55	29%	19%	10%	8%	6%	13%	6%	4%	3%	1%	1%



# UND Survey Results

## Nickname and Logo Process Recommendation

### In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?

Begin the process as soon as possible, it is time for our athletes and students to have a nickname and logo around which they can rally.	1394	28%
We should take a year or more to make absolutely sure we have the best nickname and logo for UND.	837	17%
It is too soon to think about a new nickname and logo, the process should be delayed longer than 3 years. The process should be slow and deliberate.	841	17%
A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly.	1466	30%
Other: Please specify	385	8%

### If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?

Everyone should be allowed to submit suggested names	2218	45%
Select stakeholder groups should be solicited for suggested names	332	7%
Only those with direct ties to UND should be allowed to submit suggested names	1887	38%
Professional marketers should be selected to submit suggested names	90	2%
Other: Please specify	400	8%

Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

Response	0	1	2	3	4	5	6	7	8	9	10
be unique, recognizable, and distinctly UND's	35	8	14	19	29	149	115	283	719	899	2507
promote a sense of pride, strength, fierceness, and passion	47	13	12	28	26	149	151	356	854	885	2277
have a strong sense of honor and respect	59	32	23	29	37	222	197	374	801	832	2159
give a sense of excitement and loyalty	43	17	16	25	31	197	189	434	835	953	2019
be unforgettable, inspiring, and resilient	52	18	20	39	45	220	216	466	847	878	1941
be representative of the state and region	59	22	28	42	55	266	209	521	1037	837	1713
be unifying, a rallying symbol that promotes strength, perseverance, and inclusion	104	61	54	78	84	335	279	473	833	740	1678
honor the traditions and heritage of the past but also look to the future	74	34	43	42	40	401	209	577	1108	679	1558
engender a sense of community and connectedness	127	92	90	113	130	613	456	572	867	612	1040
arouse a sense of intimidation for our competitors	174	149	143	197	158	749	442	516	680	490	993

Response	0	1	2	3	4	5	6	7	8	9	10
be unique, recognizable, and distinctly UND's	1%	0%	0%	0%	1%	3%	2%	6%	15%	19%	52%
promote a sense of pride, strength, fierceness, and passion	1%	0%	0%	1%	1%	3%	3%	7%	18%	18%	47%
have a strong sense of honor and respect	1%	1%	0%	1%	1%	5%	4%	8%	17%	17%	45%
give a sense of excitement and loyalty	1%	0%	0%	1%	1%	4%	4%	9%	18%	20%	42%
be unforgettable, inspiring, and resilient	1%	0%	0%	1%	1%	5%	5%	10%	18%	19%	41%
be representative of the state and region	1%	0%	1%	1%	1%	6%	4%	11%	22%	17%	36%
be unifying, a rallying symbol that promotes strength, perseverance, and inclusion	2%	1%	1%	2%	2%	7%	6%	10%	18%	16%	36%
honor the traditions and heritage of the past but also look to the future	2%	1%	1%	1%	1%	8%	4%	12%	23%	14%	33%
engender a sense of community and connectedness	3%	2%	2%	2%	3%	13%	10%	12%	18%	13%	22%
arouse a sense of intimidation for our competitors	4%	3%	3%	4%	3%	16%	9%	11%	15%	10%	21%



# Survey Results

## Nickname and Logo Process Recommendation

In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:

Response	0	1	2	3	4	5	6	7	8	9	10
Inspiring/unforgettable	45	16	11	27	34	134	180	431	807	1063	2029
Honor/honorable	63	29	25	49	54	267	254	488	845	1003	1674
Represents the state/region	60	35	46	57	64	282	316	527	818	943	1598
Unique and recognizable	62	25	28	46	48	288	305	633	875	1018	1433
Strong/sense of strength/power	76	41	65	65	57	317	306	677	975	940	1238
Is beautiful and classy	200	190	153	170	192	672	468	637	689	563	742
Formidable/force	133	123	107	148	116	620	447	833	861	586	744
Stirs a sense of intimidation	228	212	186	203	176	644	487	643	679	525	682

0	1	2	3	4	5	6	7	8	9	10
1%	0%	0%	1%	1%	3%	4%	9%	17%	22%	42%
1%	1%	1%	1%	1%	6%	5%	10%	18%	21%	35%
1%	1%	1%	1%	1%	6%	7%	14%	17%	20%	34%
1%	1%	1%	1%	1%	6%	6%	13%	18%	21%	30%
2%	1%	1%	1%	1%	7%	6%	14%	20%	20%	26%
4%	4%	3%	4%	4%	14%	10%	14%	15%	12%	16%
3%	3%	2%	3%	2%	13%	9%	18%	18%	12%	16%
5%	5%	4%	4%	4%	14%	10%	14%	15%	11%	15%

I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND:

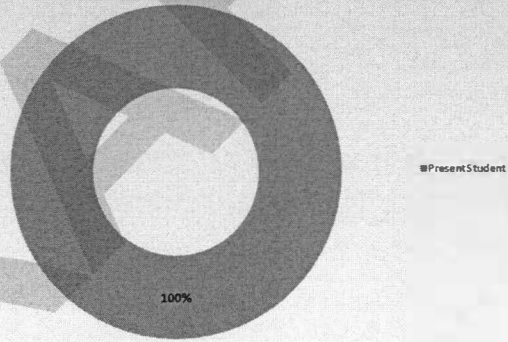
Strongly Agree	558	11%
Agree	2709	55%
Neither Agree nor Disagree	1105	23%
Disagree	311	6%
Strongly Disagree	220	4%



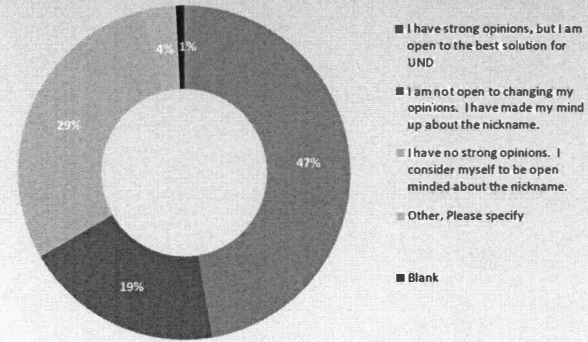
# Survey Results

## Nickname and Logo Process Recommendation

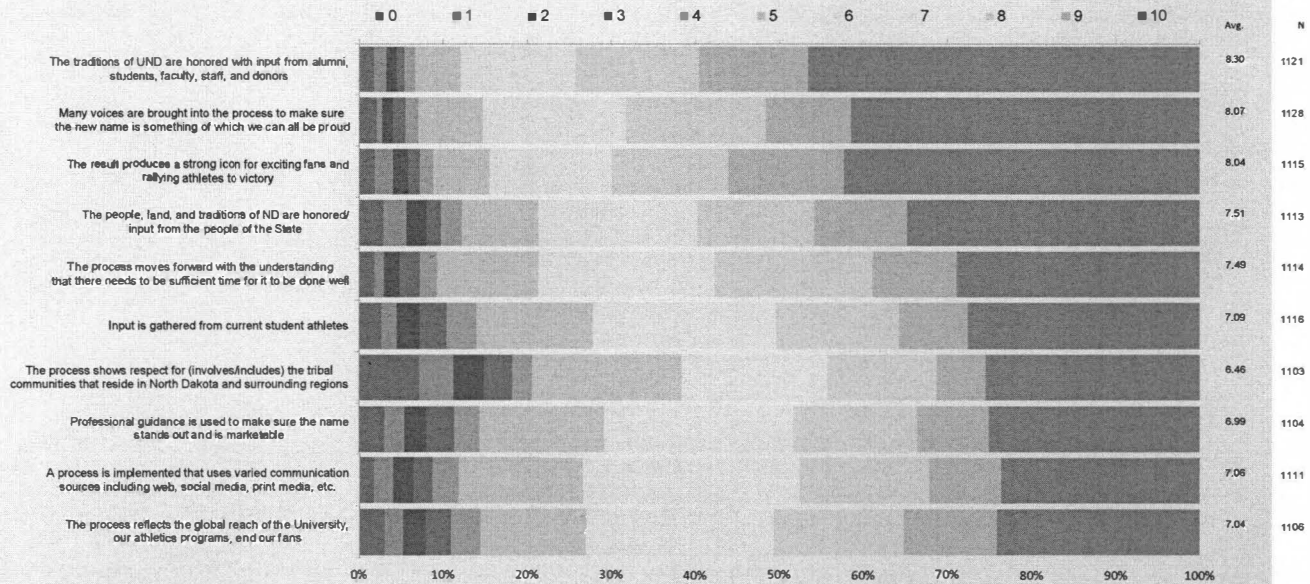
Please select your affiliation to UND with which you most identify.



Which of the following best describes your position regarding a potential new nickname.



Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:



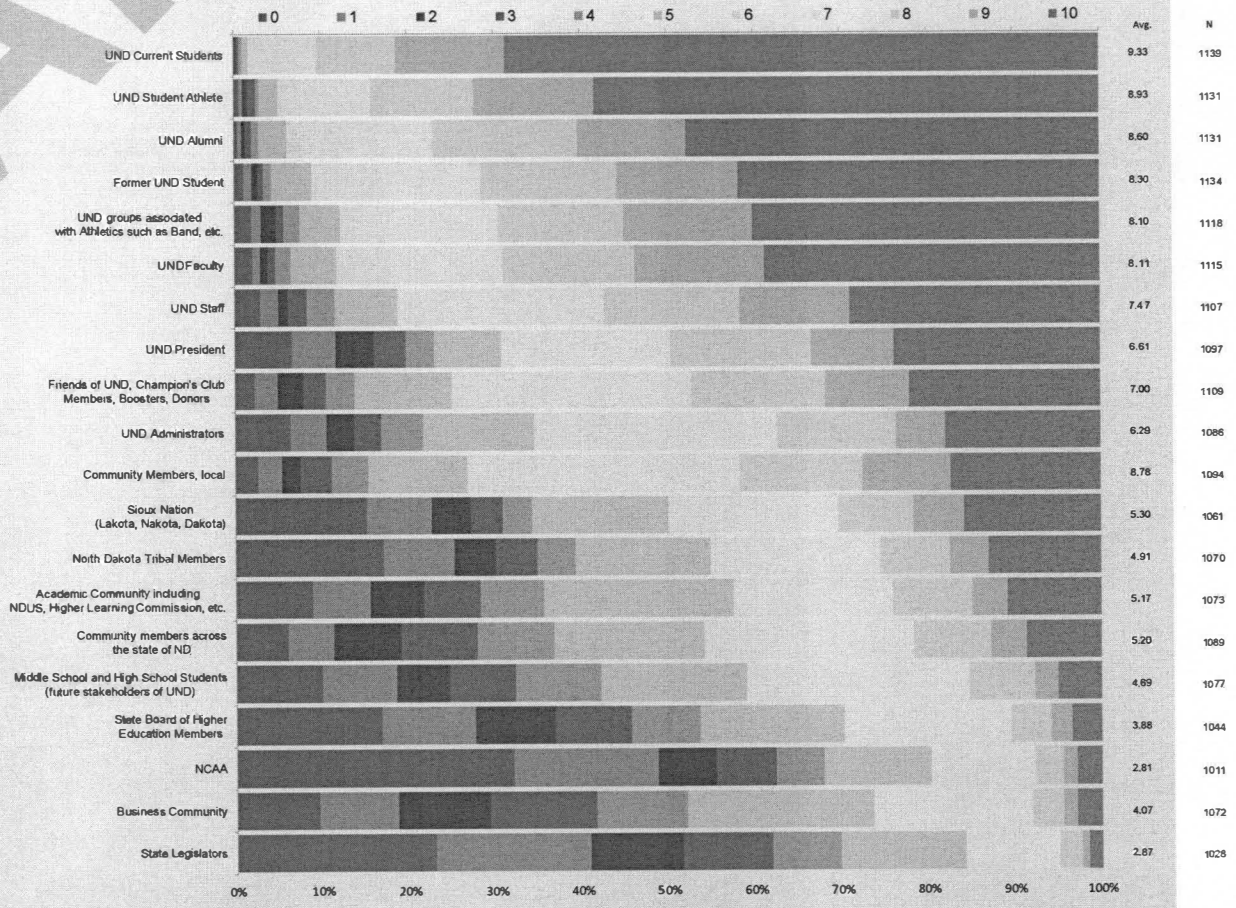


# Survey Results

## Nickname and Logo Process Recommendation

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If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

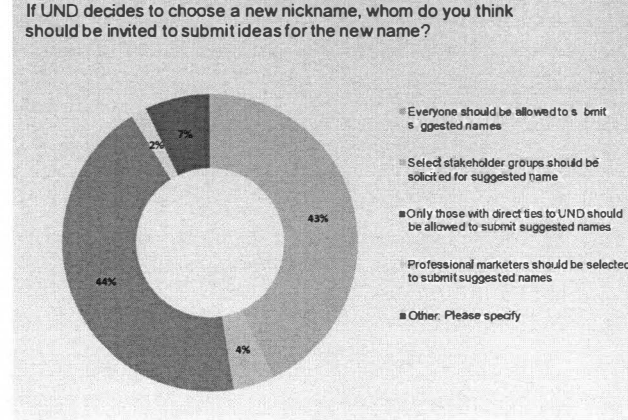
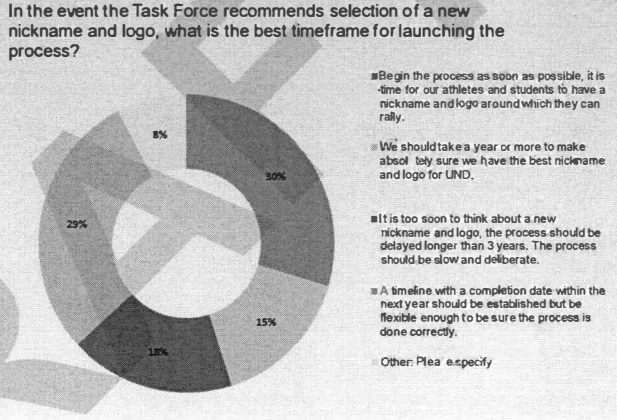


STUDENTS

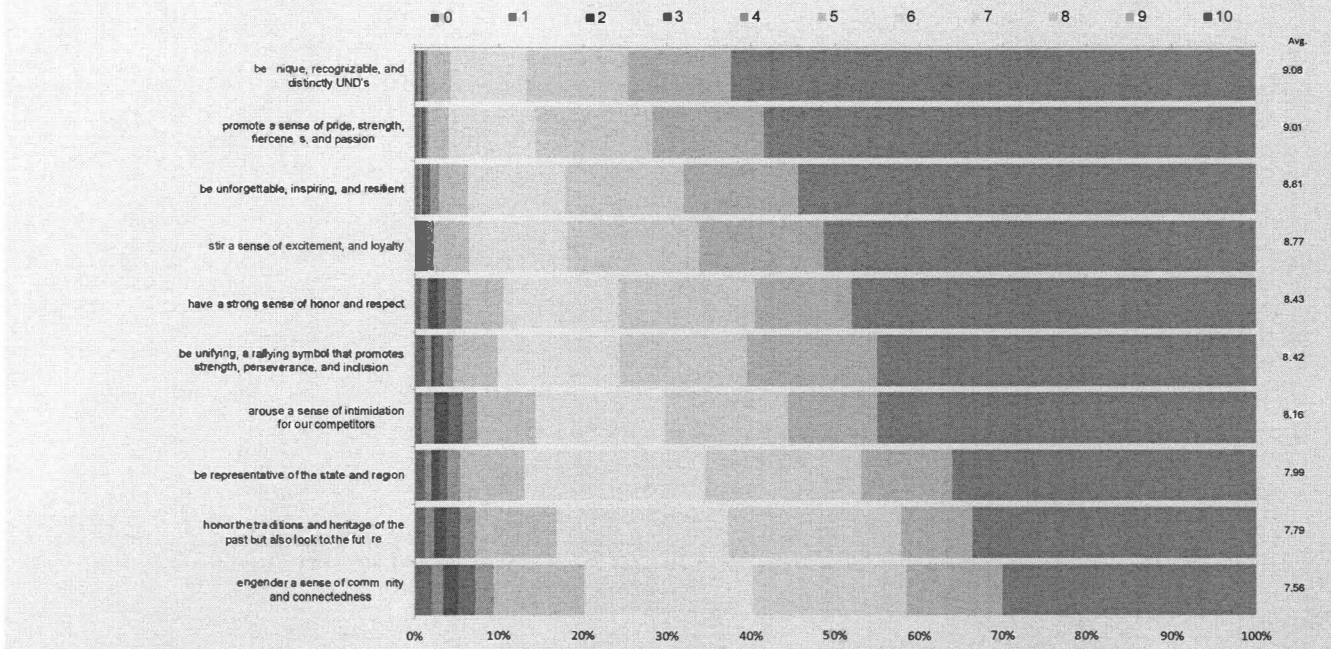


# Survey Results

## Nickname and Logo Process Recommendation



Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

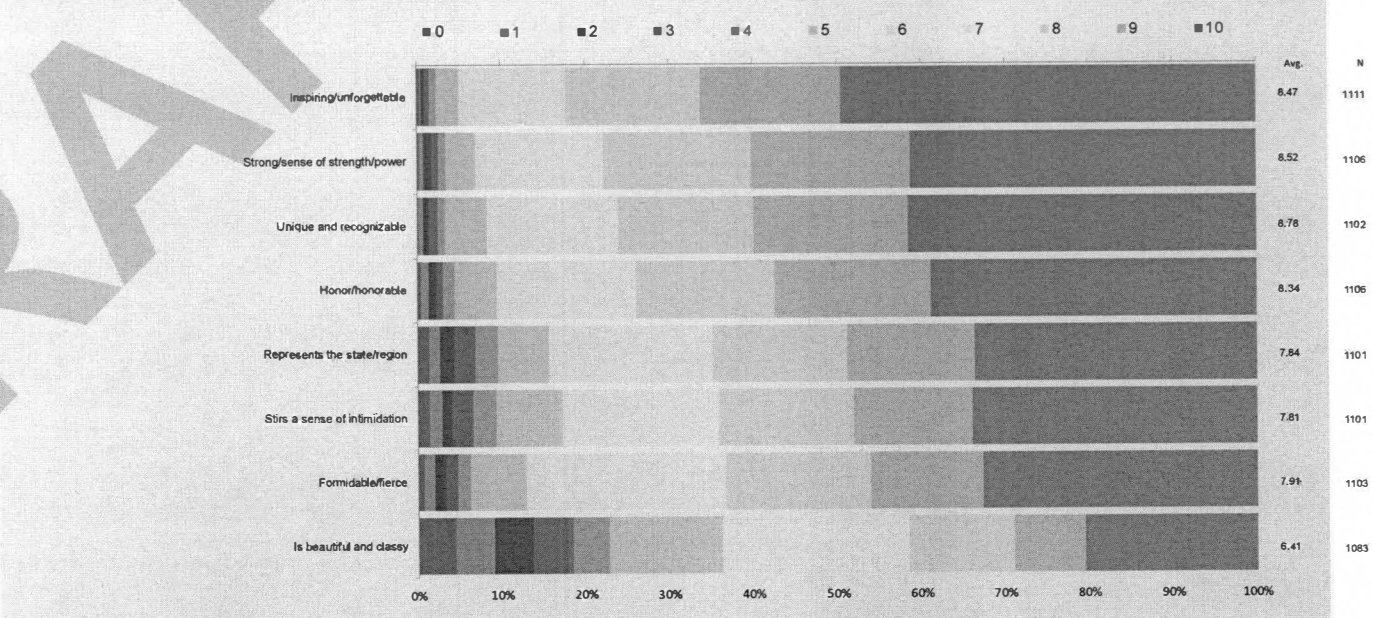




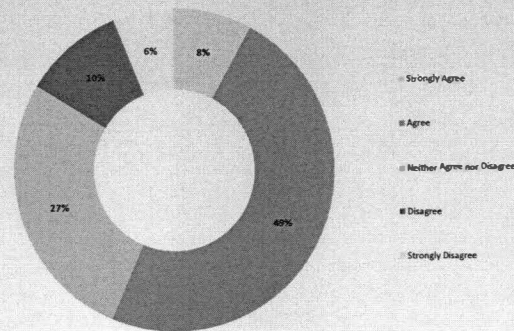
# Survey Results

## Nickname and Logo Process Recommendation

In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:



Your opinions are valuable to the Task Force. Please respond to the following statement. I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND.



# UND Survey Results

## Nickname and Logo Process Recommendation

Please select your affiliation to UND with which you most identify:

Present Student	1166	100%
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Which of the following best describes your position regarding a potential new nickname:

I have strong opinions, but I am open to the best solution for UND	552	48%
I am not open to changing my opinions. I have made my mind up about the nickname.	225	19%
I have no strong opinions. I consider myself to be open minded about the nickname.	340	29%
Other, Please specify	40	3%

Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

Response	0	1	2	3	4	5	6	7	8	9	10
The traditions of UND are honored with input from alumni, students, faculty, staff, and donors	20	16	14	11	14	60	56	97	165	145	523
Many voices are brought into the process to make sure the new name is something of which we can all be proud	24	7	15	16	17	87	45	147	187	115	468
The result produces a strong icon for exciting fans and rallying athletes to victory	21	24	20	15	18	75	66	96	154	154	472
The people, land, and traditions of ND are honored/ input from the people of the State	32	31	26	19	28	101	92	119	154	124	387
The process moves forward with the understanding that there needs to be sufficient time for it to be done well	20	13	21	26	23	134	93	141	209	112	322
Input is gathered from current student athletes	30	20	30	36	40	154	117	126	164	91	308
The process shows respect for (involves/includes) the tribal communities that reside in North Dakota and surrounding regions	79	45	40	37	26	196	71	121	143	64	281
Professional guidance is used to make sure the name stands out and is marketable	33	27	29	36	33	164	80	168	163	94	277
A process is implemented that uses varied communication sources including web, social media, print media, etc.	19	25	27	25	35	165	128	158	172	95	262
The process reflects the global reach of the University, our athletics programs, and our fans	33	24	30	33	39	139	116	132	171	122	267

0	1	2	3	4	5	6	7	8	9	10
2%	1%	1%	1%	1%	5%	5%	9%	15%	13%	47%
2%	1%	1%	1%	2%	8%	4%	13%	17%	10%	41%
2%	2%	2%	1%	2%	7%	6%	9%	14%	14%	42%
3%	3%	2%	2%	3%	9%	8%	11%	14%	11%	35%
2%	1%	2%	2%	2%	12%	8%	13%	19%	10%	29%
3%	2%	3%	3%	4%	14%	10%	11%	15%	8%	28%
7%	4%	4%	3%	2%	18%	6%	11%	13%	6%	25%
3%	2%	3%	3%	3%	15%	7%	15%	15%	9%	25%
2%	2%	2%	2%	3%	15%	12%	14%	15%	9%	24%
3%	2%	3%	3%	4%	13%	10%	12%	15%	11%	24%

# UND Survey Results

## Nickname and Logo Process Recommendation

If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

Response	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
UND Current Students	2	0	2	3	4	8	22	69	104	143	782	0%	0%	0%	0%	0%	1%	2%	6%	9%	13%	69%
UND Student Athlete	7	4	7	11	4	25	31	90	134	158	660	1%	0%	1%	1%	0%	2%	3%	8%	12%	14%	58%
UND Alumni	5	5	5	8	9	38	65	124	190	142	540	0%	0%	0%	1%	1%	3%	6%	11%	17%	13%	48%
Former UND Student	13	10	8	7	11	53	83	138	179	158	474	1%	1%	1%	1%	1%	5%	7%	12%	16%	14%	42%
UND groups associated with Athletics such as Band, etc.	22	13	19	10	21	53	72	130	163	166	449	2%	1%	2%	1%	2%	5%	6%	12%	15%	15%	40%
UND Faculty	23	10	10	10	20	59	71	142	171	167	432	2%	1%	1%	1%	2%	5%	6%	13%	15%	15%	39%
UND Staff	33	23	13	24	36	80	100	164	173	140	321	3%	2%	1%	2%	3%	7%	9%	15%	16%	13%	29%
UND President	73	55	49	40	36	85	77	137	178	105	262	7%	5%	4%	4%	3%	8%	7%	12%	16%	10%	24%
Friends of UND, Champion's Club Members, Boosters, Donors	25	30	33	29	37	124	131	176	171	108	245	2%	3%	3%	3%	3%	11%	12%	16%	15%	10%	22%
UND Administrators	70	45	35	34	52	139	122	183	149	62	195	6%	4%	3%	3%	5%	13%	11%	17%	14%	6%	18%
Community Members, local	29	30	24	40	45	125	135	210	155	111	190	3%	3%	2%	4%	4%	11%	12%	19%	14%	10%	17%
Sioux Nation (Lakota, Nakota, Dakota)	161	79	48	39	36	168	89	118	93	62	168	15%	7%	5%	4%	3%	16%	8%	11%	9%	6%	16%
North Dakota Tribal Members	183	87	51	52	47	167	94	115	87	48	139	17%	8%	5%	5%	4%	16%	9%	11%	8%	4%	13%
Academic Community including NDUS, Higher Learning Commission, etc.	96	71	67	69	79	235	86	111	99	44	116	9%	7%	6%	6%	7%	22%	8%	10%	9%	4%	11%
Community members across the state of ND	66	58	84	95	97	189	147	117	97	45	94	6%	5%	8%	9%	9%	17%	13%	11%	9%	4%	9%
Middle School and High School Students (future stakeholders of UND)	108	92	66	81	107	181	147	130	82	29	54	10%	9%	6%	8%	10%	17%	14%	12%	8%	3%	5%
State Board of Higher Education Members	176	112	97	92	82	174	112	90	48	25	36	17%	11%	9%	9%	8%	17%	11%	9%	5%	2%	3%
NCAA	324	169	68	69	56	125	72	50	33	16	29	32%	17%	7%	7%	6%	12%	7%	5%	3%	2%	3%
Business Community	103	97	114	132	112	231	110	87	38	17	31	10%	9%	11%	12%	10%	22%	10%	8%	4%	2%	3%
State Legislators	236	184	110	106	81	149	68	43	27	8	16	23%	18%	11%	10%	8%	14%	7%	4%	3%	1%	2%



# UND Survey Results

## Nickname and Logo Process Recommendation

### In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?

Begin the process as soon as possible, it is time for our athletes and students to have a nickname and logo around which they can rally.	342	30%
We should take a year or more to make absolutely sure we have the best nickname and logo for UND.	179	16%
It is too soon to think about a new nickname and logo, the process should be delayed longer than 3 years. The process should be slow and deliberate.	208	18%
A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly.	337	29%
Other: Please specify	88	8%

### If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?

Everyone should be allowed to submit suggested names	497	43%
Select stakeholder groups should be solicited for suggested names	52	4%
Only those with direct ties to UND should be allowed to submit suggested names	505	44%
Professional marketers should be selected to submit suggested names	20	2%
Other: Please specify	82	7%

Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

Response	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
be unique, recognizable, and distinctly UND's	4	5	1	2	5	31	32	68	134	137	695	0%	0%	0%	0%	0%	3%	3%	6%	12%	12%	62%
promote a sense of pride, strength, fierceness, and passion	6	3	2	4	3	27	23	92	156	148	654	1%	0%	0%	0%	0%	2%	2%	8%	14%	13%	58%
be unforgettable, inspiring, and resilient	7	3	2	8	12	39	40	87	157	151	605	1%	0%	0%	1%	1%	4%	4%	8%	14%	14%	54%
instill a sense of excitement, and loyalty	7	3	2	4	9	47	40	89	174	164	570	1%	0%	0%	0%	1%	4%	4%	8%	16%	15%	51%
have a strong sense of honor and respect	8	9	14	10	21	54	51	100	179	127	531	1%	1%	1%	1%	2%	5%	5%	9%	16%	12%	48%
be unifying, a rallying symbol that promotes strength, perseverance, and inclusion	14	8	4	12	13	58	82	98	168	171	489	1%	1%	0%	1%	1%	5%	6%	9%	15%	15%	45%
arouse a sense of intimidation for our competitors	9	16	20	18	19	77	82	108	162	117	499	1%	1%	2%	2%	2%	7%	6%	10%	15%	11%	45%
be representative of the state and region	13	9	11	10	17	84	88	150	205	120	400	1%	1%	1%	1%	2%	8%	8%	14%	19%	11%	36%
honor the traditions and heritage of the past but also look to the future	13	12	17	18	20	107	69	156	229	94	374	1%	1%	2%	2%	2%	10%	6%	14%	21%	8%	34%
engender a sense of community and connectedness	22	15	20	22	24	118	90	131	200	126	331	2%	1%	2%	2%	2%	11%	8%	12%	18%	11%	30%



# Survey Results

## Nickname and Logo Process Recommendation

In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you by

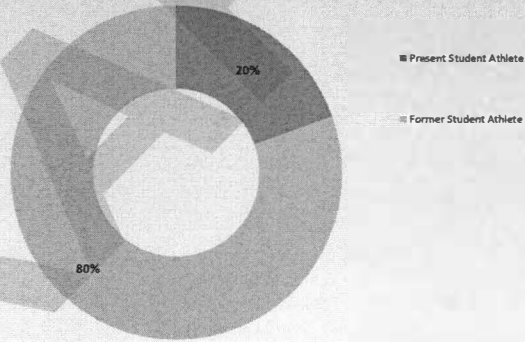
Response	0	1	2	3	4	5	6	7	8	9	10
Inspiring/unforgettable	4	2	5	6	9	30	41	100	179	185	550
Strong/sense of strength/power	3	6	10	9	10	39	55	114	195	208	457
Unique and recognizable	2	6	8	11	9	55	60	113	178	202	458
Honor/honorable	5	10	11	8	15	56	62	121	183	205	430
Represents the state/region	16	13	19	28	29	67	77	138	176	167	371
Stirs a sense of intimidation	15	17	13	28	30	86	76	130	176	156	374
Formidable/fierce	8	14	14	16	17	73	92	170	190	148	361
Is beautiful and classy	48	50	51	50	47	147	104	136	136	92	222

	0	1	2	3	4	5	6	7	8	9	10
Inspiring/unforgettable	0%	0%	0%	1%	1%	3%	4%	9%	16%	17%	50%
Strong/sense of strength/power	0%	1%	1%	1%	1%	4%	5%	10%	18%	19%	41%
Unique and recognizable	0%	1%	1%	1%	1%	5%	5%	10%	16%	18%	42%
Honor/honorable	0%	1%	1%	1%	1%	5%	6%	11%	17%	19%	39%
Represents the state/region	1%	1%	2%	3%	3%	6%	7%	13%	16%	15%	34%
Stirs a sense of intimidation	1%	2%	1%	3%	3%	8%	7%	12%	16%	14%	34%
Formidable/fierce	1%	1%	1%	1%	2%	7%	8%	15%	17%	13%	33%
Is beautiful and classy	4%	5%	5%	5%	4%	14%	10%	13%	13%	8%	20%

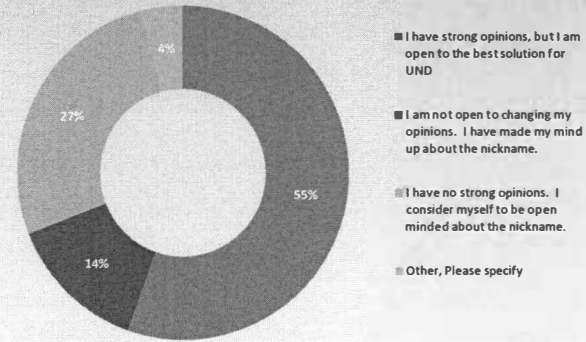
I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND:

Strongly Agree	90	8%
Agree	552	49%
Neither Agree nor Disagree	311	27%
Disagree	116	10%
Strongly Disagree	69	6%

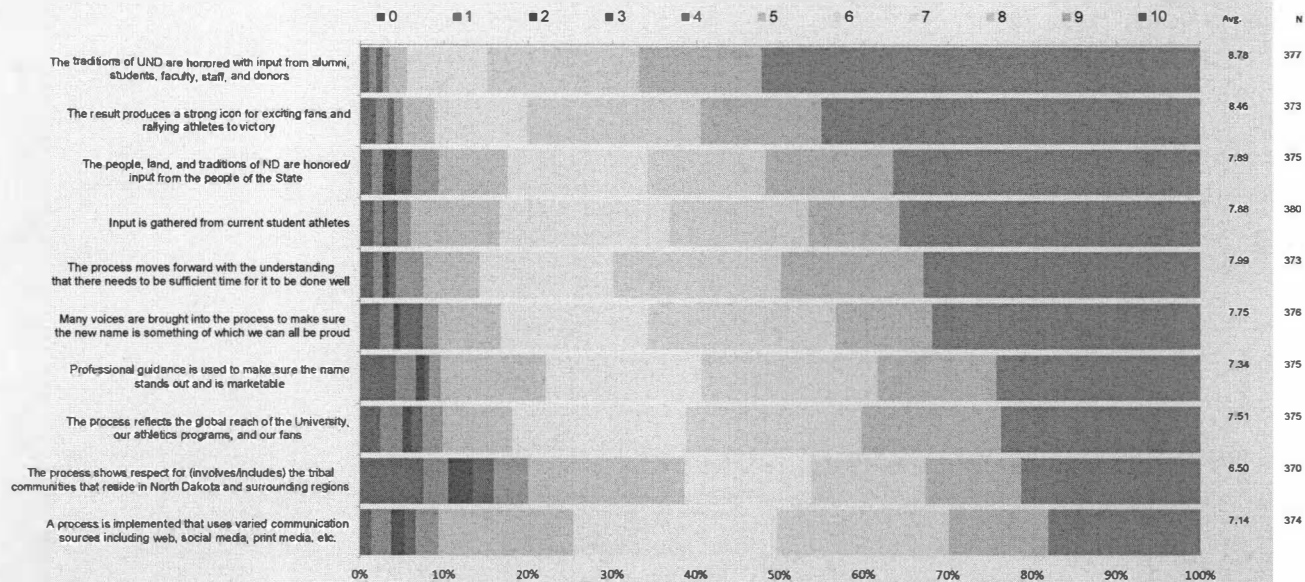
Please select your affiliation to UND with which you most identify.



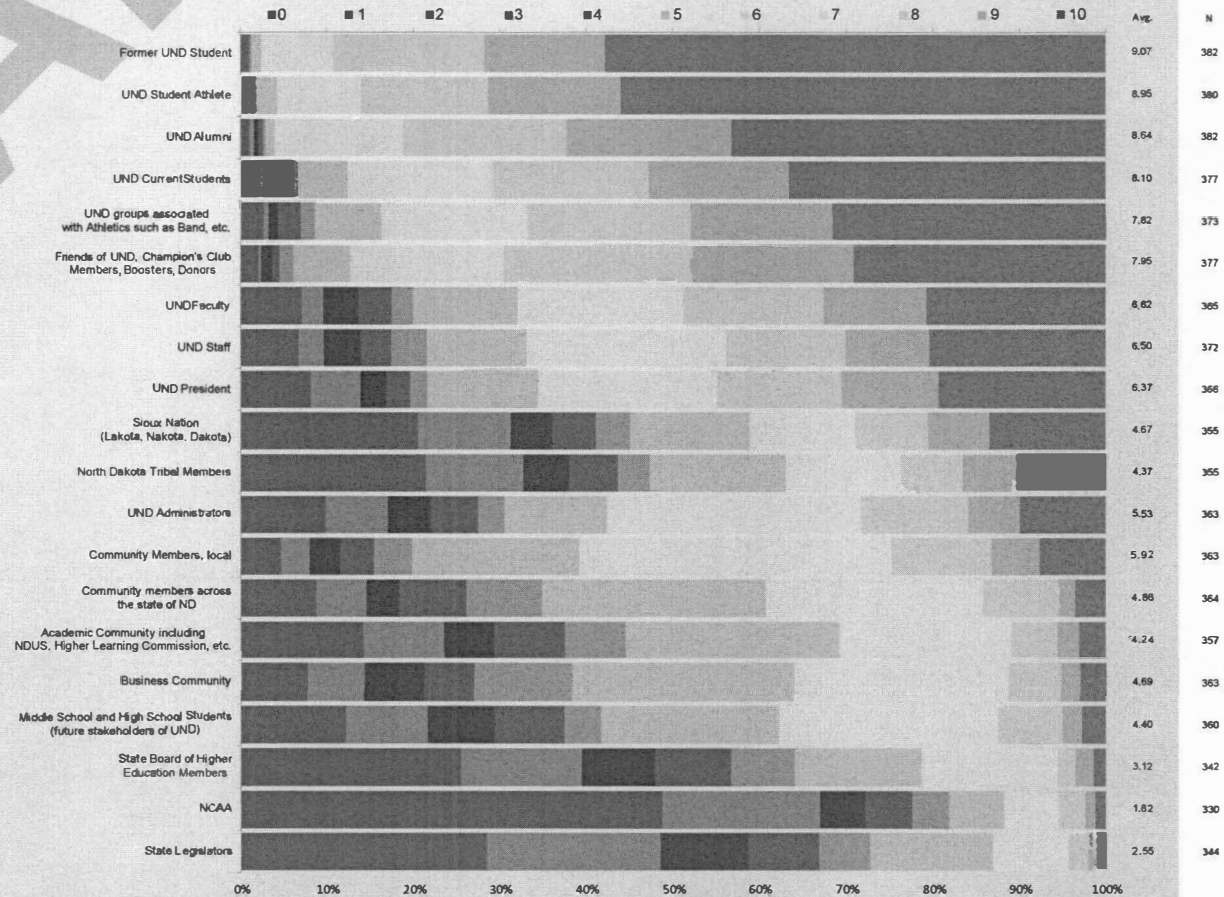
Which of the following best describes your position regarding a potential new nickname.

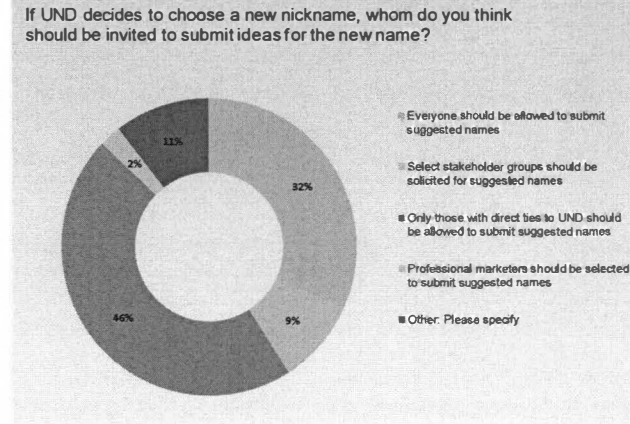
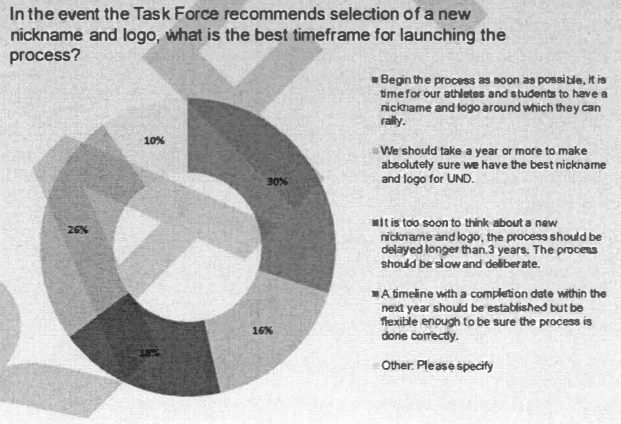


Please use the sliding scale to rate your level of agreement with each of the following statements.  
 I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

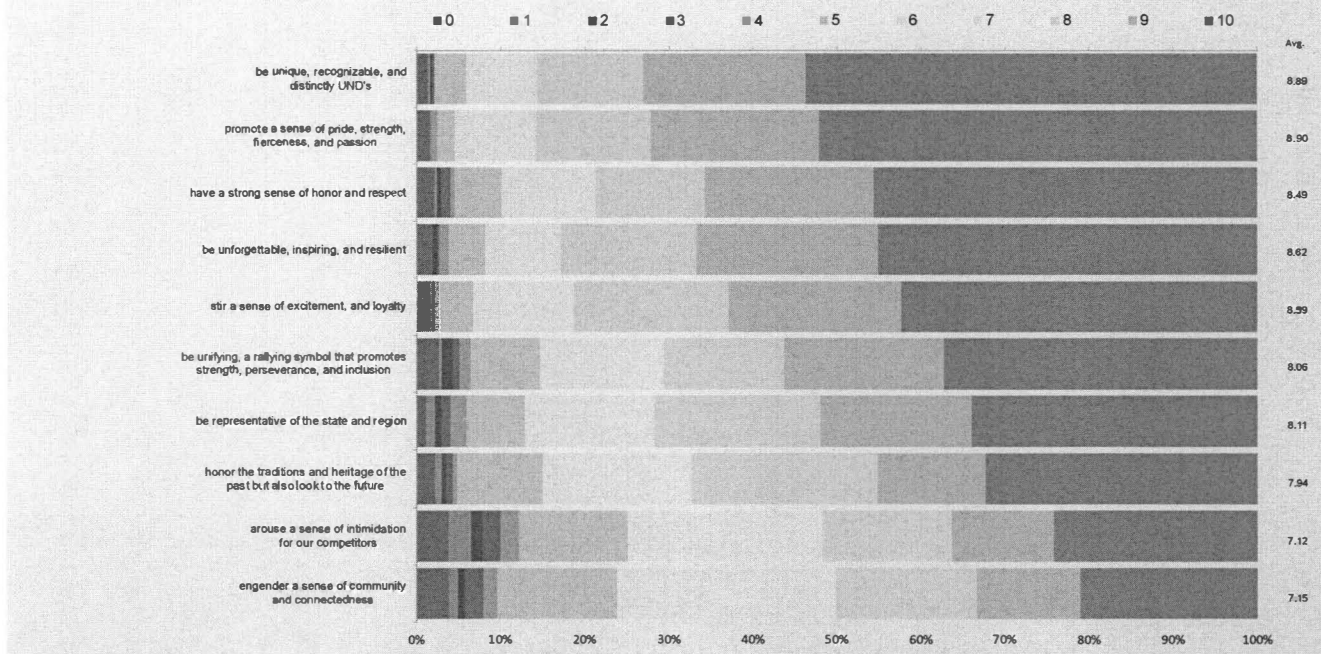


If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

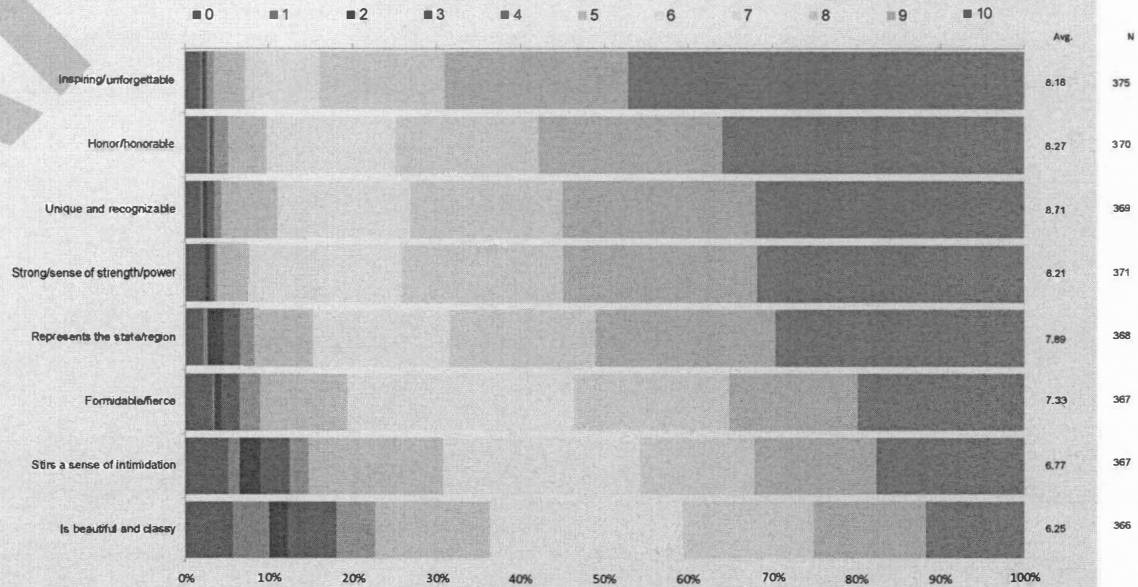




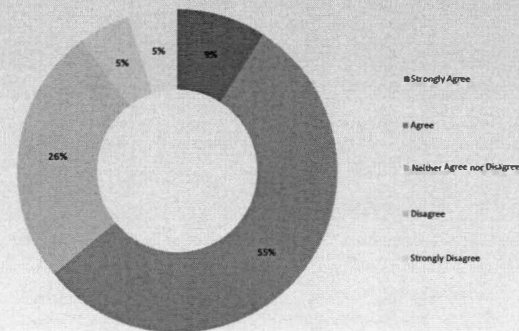
Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:



In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:



Your opinions are valuable to the Task Force.  
 Please respond to the following statement.  
 I feel this survey has allowed me to have a role in helping shape  
 the process for potential selection of a new nickname and logo at UND.



# UND Survey Results

## Nickname and Logo Process Recommendation

Please select your affiliation to UND with which you most identify:

Present Student Athlete	76	20%
Former Student Athlete	313	80%

Which of the following best describes your position regarding a potential new nickname:

I have strong opinions, but I am open to the best solution for UND	215	55%
I am not open to changing my opinions. I have made my mind up about the nickname.	53	14%
I have no strong opinions. I consider myself to be open minded about the nickname.	104	27%
Other. Please specify	16	4%

Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

Response	0	1	2	3	4	5	6	7	8	9	10
The traditions of UND are honored with input from alumni, students, faculty, staff, and donors	4	3	0	3	3	8	14	22	68	55	197
The result produces a strong icon for exciting fans and rallying athletes to victory	7	5	0	3	4	14	12	29	77	54	168
The people, land, and traditions of ND are honored/ input from the people of the State	5	5	6	7	12	31	24	38	53	57	137
Input is gathered from current student athletes	6	4	1	6	6	40	26	51	63	41	136
The process moves forward with the understanding that there needs to be sufficient time for it to be done well	6	4	3	3	12	25	22	37	75	63	123
Many voices are brought into the process to make sure the new name is something of which we can all be proud	9	6	3	10	7	28	16	50	84	43	120
Professional guidance is used to make sure the name stands out and is marketable	16	9	4	2	5	47	28	41	79	53	91
The process reflects the global reach of the University, our athletics programs, and our fans	9	10	4	5	9	31	26	51	79	62	89
The process shows respect for (involves/includes) the tribal communities that reside in North Dakota and surrounding regions	28	11	11	9	15	69	20	36	50	42	79
A process is implemented that uses varied communication sources including web, social media, print media, etc.	5	9	6	5	10	60	28	63	76	44	68

0	1	2	3	4	5	6	7	8	9	10
1%	1%	0%	1%	1%	2%	4%	6%	18%	15%	52%
2%	1%	0%	1%	1%	4%	3%	8%	21%	14%	45%
1%	1%	2%	2%	3%	8%	6%	10%	14%	15%	37%
2%	1%	0%	2%	2%	11%	7%	13%	17%	11%	36%
2%	1%	1%	1%	3%	7%	6%	10%	20%	17%	33%
2%	2%	1%	3%	2%	7%	4%	13%	22%	11%	32%
4%	2%	1%	1%	1%	13%	7%	11%	21%	14%	24%
2%	3%	1%	1%	2%	8%	7%	14%	21%	17%	24%
8%	3%	3%	2%	4%	19%	5%	10%	14%	11%	21%
1%	2%	2%	1%	3%	16%	7%	17%	20%	12%	18%



# Survey Results

## Nickname and Logo Process Recommendation

If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

Response	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
Former UND Student	3	0	0	1	1	4	11	21	67	53	221	1%	0%	0%	0%	0%	1%	3%	5%	18%	14%	58%
UND Student Athlete	3	1	1	1	1	9	12	25	56	58	213	1%	0%	0%	0%	0%	2%	3%	7%	15%	15%	56%
UND Alumni	4	2	2	2	1	4	18	39	72	73	165	1%	1%	1%	1%	0%	1%	5%	10%	19%	19%	43%
UND Current Students	8	2	6	7	2	22	15	48	68	61	138	2%	1%	2%	2%	1%	6%	4%	13%	18%	16%	37%
UND groups associated with Athletics such as Band, etc.	10	2	4	10	6	29	21	42	70	61	118	3%	1%	1%	3%	2%	8%	6%	11%	19%	16%	32%
Friends of UND, Champion's Club Members, Boosters, Donors	8	1	5	3	6	25	27	40	82	70	110	2%	0%	1%	1%	2%	7%	7%	11%	22%	19%	29%
UNDFaculty	26	9	15	14	9	44	31	39	59	43	76	7%	2%	4%	4%	2%	12%	8%	11%	16%	12%	21%
UND Staff	25	11	16	13	15	43	32	54	51	36	76	7%	3%	4%	3%	4%	12%	9%	15%	14%	10%	20%
UND President	30	21	11	10	7	47	31	45	52	41	71	8%	6%	3%	3%	2%	13%	8%	12%	14%	11%	19%
Sioux Nation (Lakota, Nakota, Dakota)	73	38	17	18	14	49	16	27	30	25	48	21%	11%	5%	5%	4%	14%	5%	8%	8%	7%	14%
North Dakota Tribal Members	76	40	19	20	13	56	15	32	25	22	37	21%	11%	5%	6%	4%	16%	4%	9%	7%	6%	10%
UND Administrators	36	26	18	20	11	43	35	71	45	22	36	10%	7%	5%	6%	3%	12%	10%	20%	12%	6%	10%
Community Members, local	17	12	13	14	16	70	58	73	42	20	28	5%	3%	4%	4%	4%	19%	16%	20%	12%	6%	8%
Community members across the state of ND	32	21	14	28	32	94	49	42	32	7	13	9%	6%	4%	8%	9%	26%	13%	12%	9%	2%	4%
Academic Community including NDUS, Higher Learning Commission, etc.	51	33	21	29	25	88	29	42	19	9	11	14%	9%	6%	8%	7%	25%	8%	12%	5%	3%	3%
Business Community	28	24	25	21	41	93	53	37	22	8	11	8%	7%	7%	6%	11%	28%	15%	10%	6%	2%	3%
Middle School and High School Students (future stakeholders of UND)	44	34	28	29	15	74	47	44	27	8	10	12%	9%	8%	8%	4%	21%	13%	12%	8%	2%	3%
State Board of Higher Education Members	87	48	29	30	25	50	27	27	7	7	5	25%	14%	8%	9%	7%	15%	8%	8%	2%	2%	1%
NCAA	161	60	17	18	14	21	11	10	10	4	4	49%	18%	5%	5%	4%	6%	3%	3%	3%	1%	1%
State Legislators	98	69	35	28	20	49	13	17	8	3	4	28%	20%	10%	8%	6%	14%	4%	5%	2%	1%	1%



# UND Survey Results

## Nickname and Logo Process Recommendation

### In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?

Begin the process as soon as possible. It is time for our athletes and students to have a nickname and logo around which they can rally.	115	30%
We should take a year or more to make absolutely sure we have the best nickname and logo for UND.	63	16%
It is too soon to think about a new nickname and logo; the process should be delayed longer than 3 years. The process should be slow and deliberate.	70	18%
A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly.	98	26%
Other: Please specify	37	10%

### If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?

Everyone should be allowed to submit suggested names	122	32%
Select stakeholder groups should be solicited for suggested names	35	9%
Only those with direct ties to UND should be allowed to submit suggested names	177	46%
Professional marketers should be selected to submit suggested names	9	2%
Other: Please specify	40	10%

Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

Response	0	1	2	3	4	5	6	7	8	9	10
be unique, recognizable, and distinctly UND's	5	1	1	1	0	14	10	22	47	73	202
promote a sense of pride, strength, fierceness, and passion	6	1	0	0	2	8	6	30	51	75	195
have a strong sense of honor and respect	8	1	2	4	2	21	18	24	49	76	172
be unforgettable, inspiring, and resilient	7	0	2	1	4	16	13	20	60	80	167
stir a sense of excitement, and loyalty	6	1	1	0	2	15	13	32	69	77	159
be unifying, a rallying symbol that promotes strength, perseverance, and inclusion	10	1	5	3	5	31	30	25	54	71	140
be representative of the state and region	4	4	3	4	7	26	19	38	74	67	127
honor the traditions and heritage of the past but also look to the future	8	3	2	3	2	38	13	53	83	48	121
arouse a sense of intimidation for our competitors	14	10	5	8	8	48	37	49	57	45	90
engender a sense of community and connectedness	14	4	3	8	6	52	37	58	61	45	77

0	1	2	3	4	5	6	7	8	9	10
1%	0%	0%	0%	0%	4%	3%	6%	13%	19%	54%
2%	0%	0%	0%	1%	2%	2%	8%	14%	20%	52%
2%	0%	1%	1%	1%	6%	5%	6%	13%	20%	46%
2%	0%	1%	0%	1%	4%	4%	5%	16%	22%	45%
2%	0%	0%	0%	1%	4%	3%	9%	18%	21%	42%
3%	0%	1%	1%	1%	8%	8%	7%	14%	19%	37%
1%	1%	1%	1%	2%	7%	5%	10%	20%	18%	34%
2%	1%	1%	1%	1%	10%	3%	14%	22%	13%	32%
4%	3%	1%	2%	2%	13%	10%	13%	15%	12%	24%
4%	1%	1%	2%	2%	14%	10%	16%	17%	12%	21%



# Survey Results

## Nickname and Logo Process Recommendation

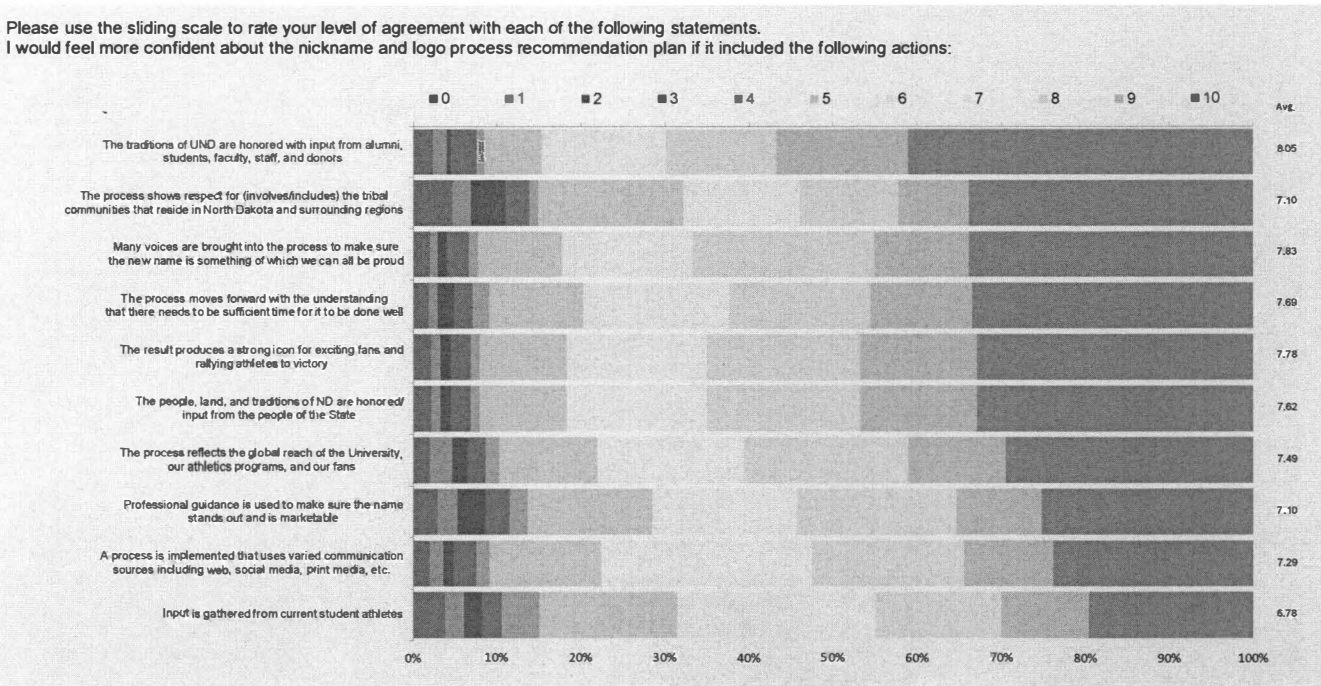
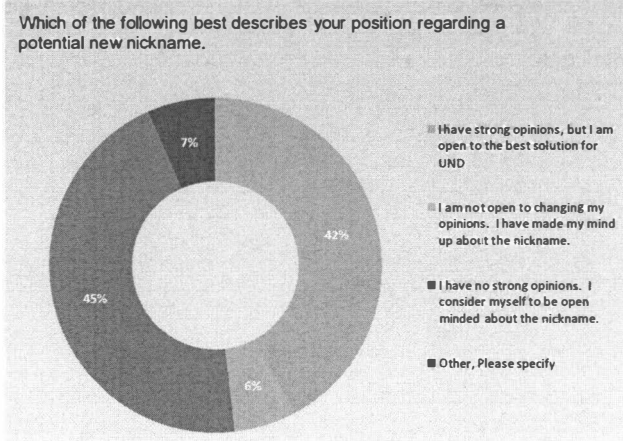
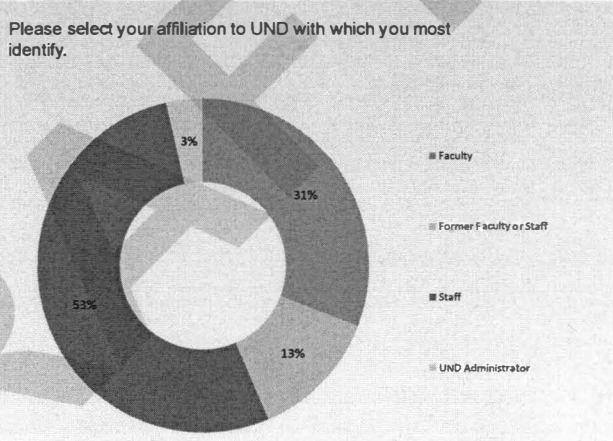
In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:

Response	0	1	2	3	4	5	6	7	8	9	10
Inspiring/unforgettable	7	1	1	1	3	14	9	24	56	82	177
Honor/honorable	10	1	1	1	6	17	16	39	63	81	133
Unique and recognizable	7	1	2	3	3	25	19	39	67	85	118
Strong/sense of strength/power	9	0	2	2	1	14	35	33	71	86	118
Represents the state/region	8	2	7	7	6	26	20	40	64	79	109
Formidable/fierce	12	1	3	8	9	38	37	62	68	56	73
Sirs a sense of intimidation	19	5	9	13	8	59	33	53	50	53	65
Is beautiful and classy	21	16	8	21	17	50	40	44	57	49	43

0	1	2	3	4	5	6	7	8	9	10
2%	0%	0%	0%	1%	4%	2%	6%	15%	22%	47%
3%	0%	0%	0%	2%	5%	5%	11%	17%	22%	36%
2%	0%	1%	1%	1%	7%	5%	11%	18%	23%	32%
2%	0%	1%	1%	0%	4%	9%	9%	19%	23%	32%
2%	1%	2%	2%	2%	7%	5%	11%	17%	21%	30%
3%	0%	1%	2%	2%	10%	10%	17%	19%	15%	20%
5%	1%	2%	4%	2%	16%	9%	14%	14%	14%	18%
6%	4%	2%	6%	5%	14%	11%	12%	16%	13%	12%

I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND:

Strongly Agree	35	9%
Agree	211	55%
Neither Agree nor Disagree	99	26%
Disagree	20	5%
Strongly Disagree	19	5%

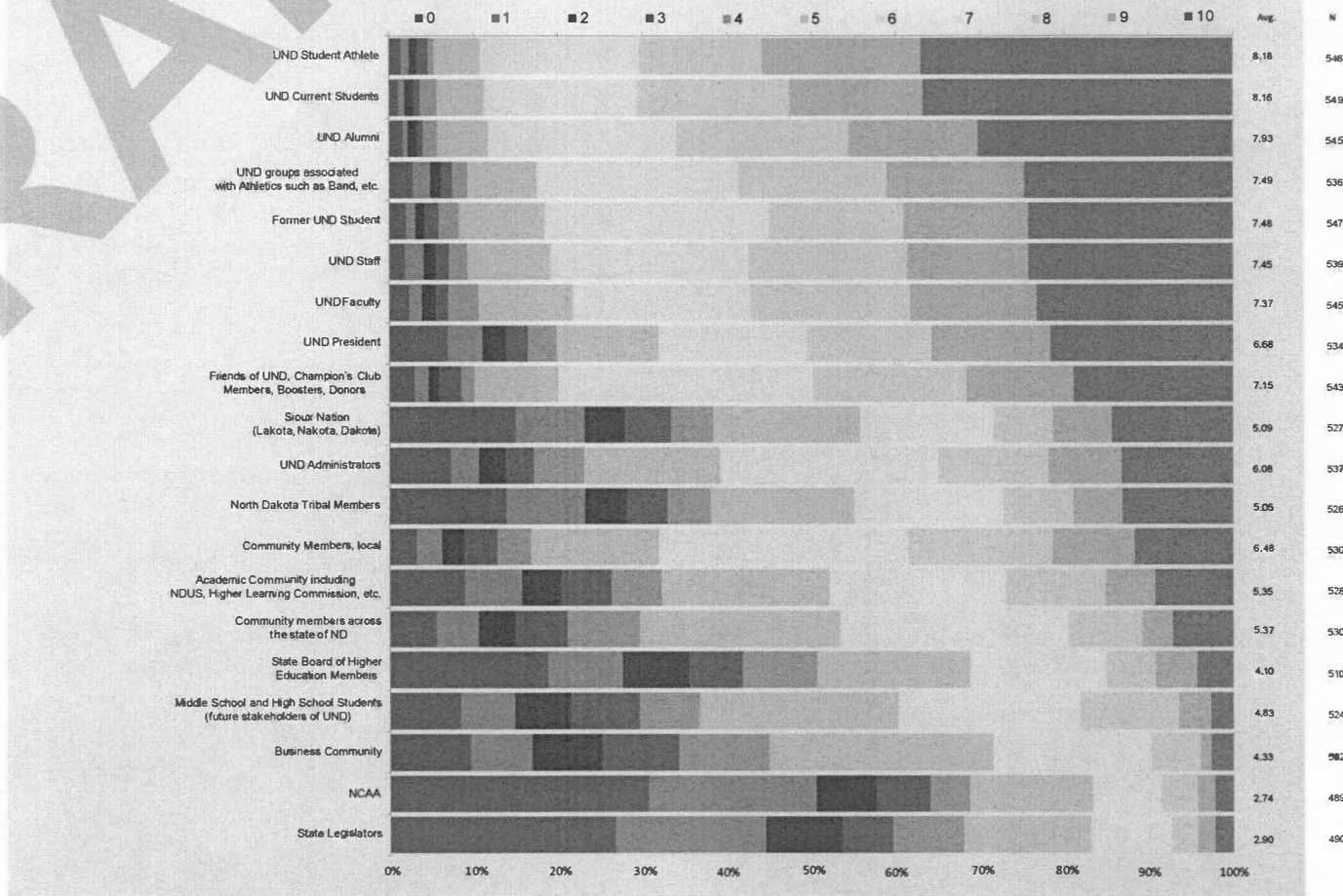




# Survey Results

## Nickname and Logo Process Recommendation

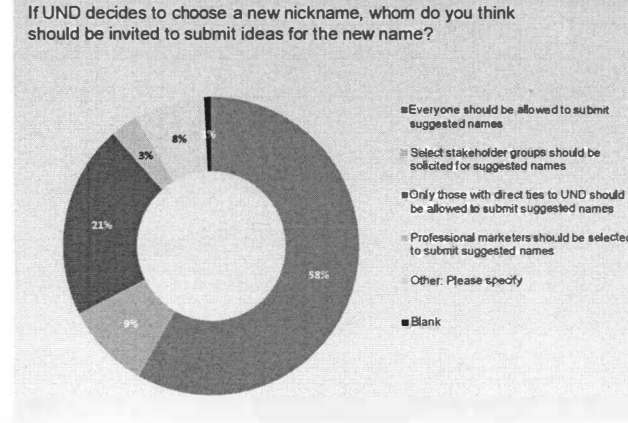
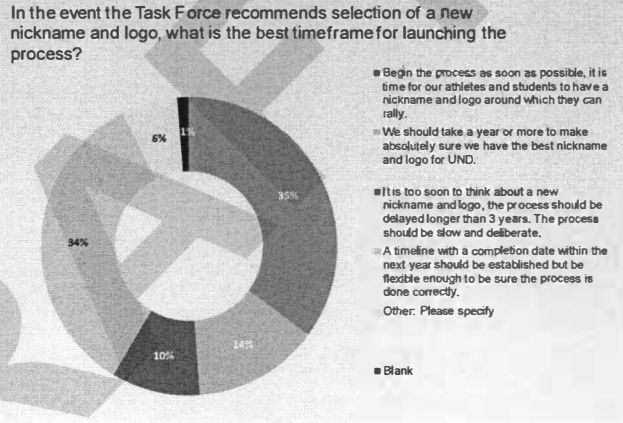
If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:



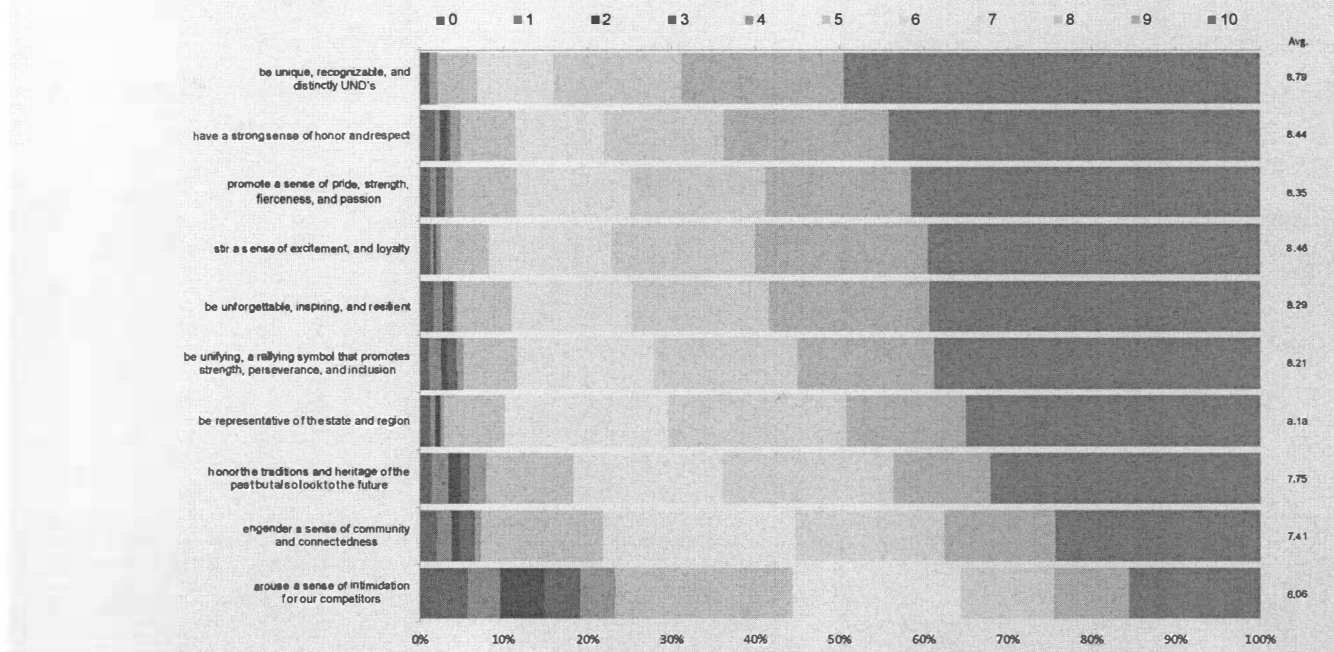


# Survey Results

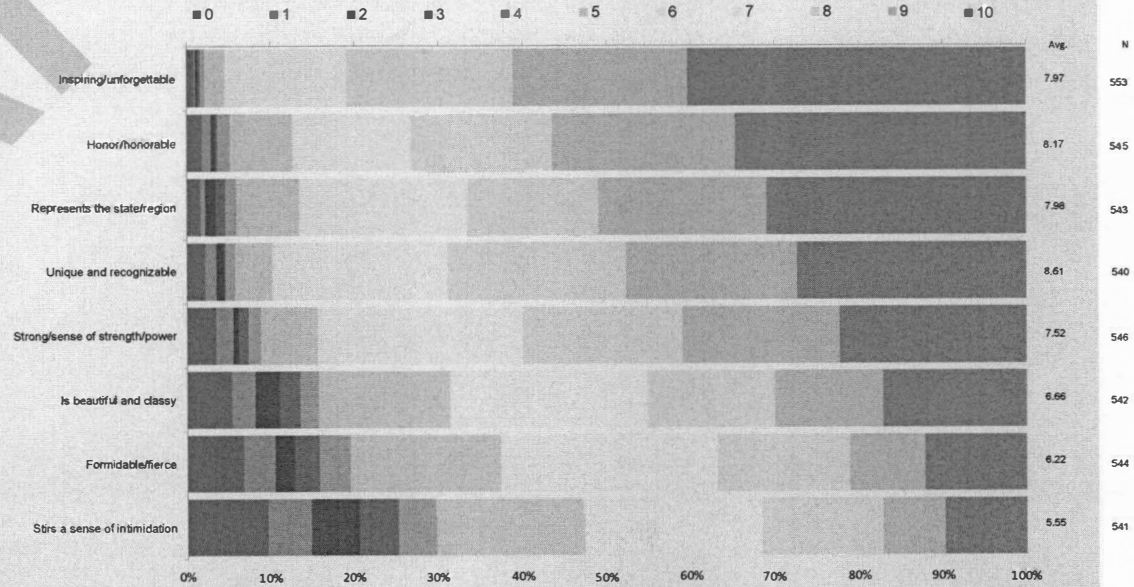
## Nickname and Logo Process Recommendation



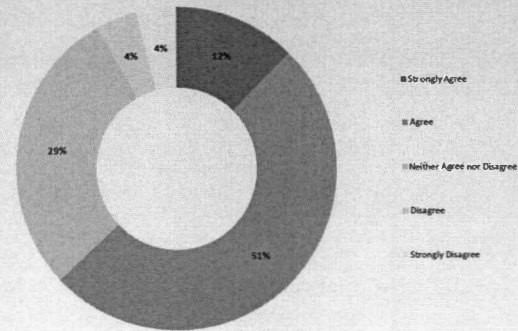
Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:



In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:



Your opinions are valuable to the Task Force.  
Please respond to the following statement.  
I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND.



# UND Survey Results

## Nickname and Logo Process Recommendation

Please select your affiliation to UND with which you most identify:

Faculty	175	31%
Former Faculty or Staff	72	13%
Staff	300	53%
UND Administrator	20	4%

Which of the following best describes your position regarding a potential new nickname:

I have strong opinions, but I am open to the best solution for UND	239	42%
I am not open to changing my opinions. I have made my mind up about the nickname.	34	6%
I have no strong opinions. I consider myself to be open minded about the nickname.	257	45%
Other, Please specify	37	7%

Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

Response	0	1	2	3	4	5	6	7	8	9	10
The traditions of UND are honored with input from alumni, students, faculty, staff, and donors	13	9	3	17	5	38	28	54	73	87	228
The process shows respect for (involves/includes) the tribal communities that reside in North Dakota and surrounding regions	26	12	23	16	6	95	25	52	65	46	188
Many voices are brought into the process to make sure the new name is something of which we can all be proud	11	5	6	15	6	58	25	61	121	82	189
The process moves forward with the understanding that there needs to be sufficient time for it to be done well	10	6	11	12	11	62	32	63	93	66	185
The result produces a strong icon for exciting fans and rallying athletes to victory	12	6	7	13	6	58	31	61	101	77	183
The people, land, and traditions of ND are honored/ input from the people of the State	12	6	7	13	6	58	31	61	101	77	183
The process reflects the global reach of the University, our athletics programs, and our fans	11	15	10	12	9	65	36	61	108	64	164
Professional guidance is used to make sure the name stands out and is marketable	16	13	19	16	12	82	32	63	105	58	140
A process is implemented that uses varied communication sources including web, social media, print media, etc.	11	9	7	15	9	74	57	82	100	59	133
Input is gathered from current student athletes	21	13	12	13	25	91	57	74	83	58	109

0	1	2	3	4	5	6	7	8	9	10
2%	2%	1%	3%	1%	7%	5%	10%	13%	16%	41%
5%	2%	4%	3%	1%	17%	5%	9%	12%	8%	34%
2%	1%	1%	3%	1%	10%	4%	11%	22%	11%	34%
2%	1%	2%	2%	2%	11%	6%	11%	17%	12%	34%
2%	1%	1%	2%	1%	10%	6%	11%	18%	14%	33%
2%	1%	1%	2%	1%	10%	6%	11%	18%	14%	33%
2%	3%	2%	2%	2%	12%	6%	11%	19%	12%	30%
3%	2%	3%	3%	2%	15%	6%	11%	19%	10%	25%
2%	2%	1%	3%	2%	13%	10%	15%	18%	11%	24%
4%	2%	2%	2%	4%	16%	10%	13%	15%	10%	20%

# UND Survey Results

## Nickname and Logo Process Recommendation

If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following:

Response	0	1	2	3	4	5	6	7	8	9	10
UND Student Athlete	8	5	5	7	4	30	36	67	79	103	202
UND Current Students	6	4	6	4	11	31	37	62	99	87	202
UND Alumni	9	3	6	4	9	33	44	77	112	83	165
UND groups associated with Athletics such as Band, etc.	15	11	7	7	10	44	52	76	94	87	133
Former UND Student	11	6	6	9	13	56	54	91	87	81	133
UND Staff	10	12	8	8	12	53	53	73	102	77	131
UND Faculty	13	8	9	8	20	61	49	65	103	82	127
UND President	37	22	15	14	18	64	45	49	79	75	116
Friends of UND, Champion's Club Members, Boosters, Donors	16	9	7	14	9	54	73	90	99	69	103
Sioux Nation (Lakota, Nakota, Dakota)	79	43	25	29	26	92	34	49	37	37	76
UND Administrators	39	18	17	18	32	86	64	75	70	47	71
North Dakota Tribal Members	73	49	26	25	27	90	42	50	44	31	69
Community Members, local	17	16	14	21	21	80	65	92	90	52	62
Academic Community including NDUS, Higher Learning Commission, etc.	47	36	25	31	31	105	47	63	63	31	49
Community members across the state of ND	29	27	23	33	45	126	65	78	47	19	38
State Board of Higher Education Members	96	45	40	32	45	93	36	46	30	25	22
Middle School and High School Students (future stakeholders of UND)	44	34	35	42	37	124	66	47	61	20	14
Business Community	51	39	44	48	57	141	51	49	31	7	14
NCAA	150	97	35	31	23	71	15	25	21	10	11
State Legislators	131	87	45	29	41	74	27	20	15	10	11

0	1	2	3	4	5	6	7	8	9	10
1%	1%	1%	1%	1%	5%	7%	12%	14%	19%	37%
1%	1%	1%	1%	2%	6%	7%	11%	18%	16%	37%
2%	1%	1%	1%	2%	6%	8%	14%	21%	15%	30%
3%	2%	1%	1%	2%	8%	10%	14%	18%	16%	25%
2%	1%	1%	2%	2%	10%	10%	17%	16%	15%	24%
2%	2%	1%	1%	2%	10%	10%	14%	19%	14%	24%
2%	1%	2%	1%	4%	11%	9%	12%	19%	15%	23%
7%	4%	3%	3%	3%	12%	8%	9%	15%	14%	22%
3%	2%	1%	3%	2%	10%	13%	17%	18%	13%	19%
15%	8%	5%	6%	5%	17%	6%	9%	7%	7%	14%
7%	3%	3%	3%	6%	16%	12%	14%	13%	9%	13%
14%	9%	5%	5%	5%	17%	8%	10%	8%	6%	13%
3%	3%	3%	4%	4%	15%	12%	17%	17%	10%	12%
9%	7%	5%	6%	6%	20%	9%	12%	12%	6%	9%
5%	5%	4%	6%	8%	24%	12%	15%	9%	4%	7%
19%	9%	8%	6%	9%	18%	7%	9%	6%	5%	4%
8%	6%	7%	8%	7%	24%	13%	9%	12%	4%	3%
10%	7%	8%	9%	11%	27%	10%	9%	6%	1%	3%
31%	20%	7%	6%	5%	15%	3%	5%	4%	2%	2%
27%	18%	9%	6%	8%	15%	6%	4%	3%	2%	2%



**In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?**

Begin the process as soon as possible, it is time for our athletes and students to have a nickname and logo around which they can rally.	199	36%
We should take a year or more to make absolutely sure we have the best nickname and logo for UND.	78	14%
It is too soon to think about a new nickname and logo, the process should be delayed longer than 3 years. The process should be slow and deliberate.	55	10%
A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly.	193	34%
Other: Please specify	35	6%

**If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?**

Everyone should be allowed to submit suggested names	330	59%
Select stakeholder groups should be solicited for suggested names	53	9%
Only those with direct ties to UND should be allowed to submit suggested names	119	21%
Professional marketers should be selected to submit suggested names	17	3%
Other: Please specify	44	8%

Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

Response	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
be unique, recognizable, and distinctly UND's	6	0	0	0	5	27	17	33	85	107	275	1%	0%	0%	0%	1%	5%	3%	6%	15%	19%	50%
have a strong sense of honor and respect	10	3	5	2	7	36	19	39	79	108	244	2%	1%	1%	0%	1%	7%	3%	7%	14%	20%	44%
promote a sense of pride, strength, fierceness, and passion	7	4	1	5	5	42	25	49	89	95	229	1%	1%	0%	1%	1%	8%	5%	9%	16%	17%	42%
stir a sense of excitement, and loyalty	7	2	1	1	3	31	26	54	93	112	216	1%	0%	0%	0%	1%	6%	5%	10%	17%	21%	40%
be unforgettable, inspiring, and resilient	9	6	1	6	2	36	32	46	89	104	215	2%	1%	0%	1%	0%	7%	6%	8%	16%	19%	39%
be unifying, a rallying symbol that promotes strength, perseverance, and inclusion	6	8	4	6	5	35	30	59	94	89	213	1%	1%	1%	1%	1%	6%	5%	11%	17%	16%	39%
be representative of the state and region	7	3	3	1	2	40	32	75	117	78	193	1%	1%	1%	0%	0%	7%	6%	14%	21%	14%	35%
honor the traditions and heritage of the past but also look to the future	8	11	8	6	11	57	26	72	112	64	177	1%	2%	1%	1%	2%	10%	5%	13%	20%	12%	32%
engender a sense of community and connectedness	11	10	5	10	4	79	43	82	96	72	133	2%	2%	1%	2%	1%	14%	8%	15%	18%	13%	24%
arouse a sense of intimidation for our competitors	31	21	28	23	22	114	43	64	60	48	84	6%	4%	5%	4%	4%	21%	8%	12%	11%	9%	16%



# Survey Results

## Nickname and Logo Process Recommendation

In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you:

Response	0	1	2	3	4	5	6	7	8	9	10
Inspiring/unforgettable	5	1	2	1	3	13	25	56	109	115	223
Honor/honorable	10	6	3	1	8	41	30	47	91	119	189
Represents the state/region	9	3	7	6	7	41	33	76	84	109	168
Unique and recognizable	12	7	5	1	6	24	34	79	114	110	148
Strong/sense of strength/power	19	11	4	6	8	37	48	85	104	102	122
Is beautiful and classy	29	15	16	13	12	85	53	74	82	70	93
Formidable/fierce	37	20	13	16	20	97	45	95	86	49	66
Stirs a sense of intimidation	52	28	31	25	25	95	50	64	78	40	53

0	1	2	3	4	5	6	7	8	9	10
1%	0%	0%	0%	1%	2%	5%	10%	20%	21%	40%
2%	1%	1%	0%	1%	8%	6%	9%	17%	22%	35%
2%	1%	1%	1%	1%	8%	6%	14%	15%	20%	31%
2%	1%	1%	0%	1%	4%	6%	15%	21%	20%	27%
3%	2%	1%	1%	1%	7%	9%	16%	19%	19%	22%
5%	3%	3%	2%	2%	16%	10%	14%	15%	13%	17%
7%	4%	2%	3%	4%	18%	8%	17%	16%	9%	12%
10%	5%	6%	5%	5%	18%	9%	12%	14%	7%	10%

I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND:

Strongly Agree	70	12%
Agree	286	51%
Neither Agree nor Disagree	163	29%
Disagree	23	4%
Strongly Disagree	23	4%

Nickname

Q4 Thank you for taking the time to be part of the data gathering process designed by the UND Nickname and Logo Process Recommendation Task Force. As you may know, data from 3 in-person meetings was gathered, synthesized and was utilized to generate the questions for this survey. The results from this survey will be combined with the previously collected information and information gathered at town hall meetings to assist the Task Force in completing their charter which is to provide President Kelley with recommendations for a process which could result in the potential adoption of a new nickname and logo for UND Athletics by the end of the year. Please be aware your responses may be subject to open records request. Any recommendations of the Task Force work are not intended to replace the UND flame logo, the interlocking ND, or any other marks currently in use by the University. The University colors will also not be affected by this process.

Q1 Name

Q2 Please select your affiliation to UND with which you most identify.

- Alumni - anyone who has ever attended UND (1)
- Community Member (2)
- Faculty - those with academic rank at UND (3)
- Former Student-Athlete or Hall of Fame Member (4)
- Former Faculty or Staff member at UND (5)
- Friend of UND - an individual (non-alumni) who has made a gift to the University or attended an event (6)
- Present Student-Athlete at UND (7)
- Present Student - an individual who is currently enrolled in a course at UND (8)
- Staff - a full-time or part-time benefited employee at UND (9)
- UND Administrator - members of the faculty and staff at UND including but not limited to: Deans, Vice-Presidents, heads of departments, etc. (10)
- Other, please list (11) \_\_\_\_\_



Q16 The UND Nickname and Logo Process Recommendation Task Force is charged with the development of a process for the potential adoption of a new nickname and logo for UND. Which of the following best describes your position regarding a potential new nickname for UND athletics.

- I have strong opinions, but I am open to the best solution for UND (1)
- I am not open to changing my opinions. I have made my mind up about the nickname. (2)
- I have no strong opinions. I consider myself to be open minded about the nickname. (3)
- Other, Please specify (4) \_\_\_\_\_

Q17 The UND Nickname and Logo Process Recommendation Task Force would like to gather information from as many interested individuals as is possible. Please use the sliding scale to rate your level of agreement with each of the following statements. I would feel more confident about the nickname and logo process recommendation plan if it included the following actions:

- \_\_\_\_\_ Many voices are brought into the process to make sure the new name is something of which we can all be proud (1)
- \_\_\_\_\_ The process shows respect for (involves/includes) the tribal communities that reside in North Dakota and surrounding regions (2)
- \_\_\_\_\_ Professional guidance is used to make sure the name stands out and is marketable (3)
- \_\_\_\_\_ Input is gathered from current student-athletes and coaches which is then used in a meaningful way (4)
- \_\_\_\_\_ The result produces a strong icon for exciting fans and rallying athletes to victory (5)
- \_\_\_\_\_ A process is implemented that uses varied communication sources including web, social media, print media, etc. (6)
- \_\_\_\_\_ The process moves forward with the understanding that there needs to be sufficient time for it to be done well (7)
- \_\_\_\_\_ The process reflects the global reach of the University, our athletics programs, and our fans (8)
- \_\_\_\_\_ The traditions of UND are honored with input from alumni, students, faculty, staff, and donors (9)
- \_\_\_\_\_ The people, land, and traditions of North Dakota are honored and reflected in the process through input from the people of the State (10)
- \_\_\_\_\_ Other: Please specify (11)

Q14 While it is recognized that for some, nothing can or will replace the Fighting Sioux name and logo, the Task Force is charged with identifying a process to potentially select a new nickname and logo. In the event the Task Force recommends selection of a new nickname and logo, what is the best timeframe for launching the process?

- Begin the process as soon as possible, it is time for our athletes and students to have a nickname and logo around which they can rally. (1)
- We should take a year or more to make absolutely sure we have the best nickname and logo for UND. (2)
- It is too soon to think about a new nickname and logo, the process should be delayed longer than 3 years. The process should be slow and deliberate. (3)
- A timeline with a completion date within the next year should be established but be flexible enough to be sure the process is done correctly. (4)
- Other: Please specify (5) \_\_\_\_\_

Q15 If UND decides to choose a new nickname, whom do you think should be invited to submit ideas for the new name?

- Everyone should be allowed to submit suggested names (1)
- Select stakeholder groups should be solicited for suggested names (2)
- Only those with direct ties to UND should be allowed to submit suggested names (3)
- Professional marketers should be selected to submit suggested names (4)
- Other: Please specify (5) \_\_\_\_\_



## Survey Results

Nickname and Logo Process Recommendation

Q13 If UND decides to choose a new nickname and logo, which stakeholders do you feel should be involved in narrowing the choices once ideas have been submitted? Please use the sliding scale to rate your level of agreement with each of the following statements.

- \_\_\_\_\_ Academic Community including NDUS, Higher Learning Commission, etc. (1)
- \_\_\_\_\_ Business Community (2)
- \_\_\_\_\_ Community members across the state of ND (3)
- \_\_\_\_\_ Community Members, local (4)
- \_\_\_\_\_ Former UND Student-Athletes and Hall of Fame Members (5)
- \_\_\_\_\_ Friends of UND, Champion's Club Members, Boosters, Donors (6)
- \_\_\_\_\_ Middle School and High School Students (future stakeholders of UND) (7)
- \_\_\_\_\_ NCAA (8)
- \_\_\_\_\_ North Dakota Tribal Members (9)
- \_\_\_\_\_ Sioux Nation (Lakota, Nakota, Dakota) (10)
- \_\_\_\_\_ State Board of Higher Education Members (11)
- \_\_\_\_\_ State Legislators (12)
- \_\_\_\_\_ UND Administrators (13)
- \_\_\_\_\_ UND Alumni (14)
- \_\_\_\_\_ UND Current Students (15)
- \_\_\_\_\_ UND Faculty (16)
- \_\_\_\_\_ UND groups associated with Athletics such as Band, etc. (17)
- \_\_\_\_\_ UND President (18)
- \_\_\_\_\_ UND Staff (19)
- \_\_\_\_\_ UND Student-Athletes (20)
- \_\_\_\_\_ Other, please list (21)

Q3 Below are some of the values and characteristics that have been identified as key for a potential new nickname and logo. Please use the sliding scale to rate your level of agreement with each statement. The nickname should:

- \_\_\_\_\_ honor the traditions and heritage of the past but also look to the future (1)
- \_\_\_\_\_ be representative of the state and region (2)
- \_\_\_\_\_ promote a sense of pride, strength, fierceness, and passion (3)
- \_\_\_\_\_ engender a sense of community and connectedness (4)
- \_\_\_\_\_ arouse a sense of intimidation for our competitors (5)
- \_\_\_\_\_ be unique, recognizable, and distinctly UND's (6)
- \_\_\_\_\_ have a strong sense of honor and respect (7)
- \_\_\_\_\_ be unifying, a rallying symbol that promotes strength, perseverance, and inclusion (8)
- \_\_\_\_\_ stir a sense of excitement, and loyalty (9)
- \_\_\_\_\_ be unforgettable, inspiring, and resilient (10)
- \_\_\_\_\_ Other, please list (11)

Q5 In addition to the above values and characteristics, below are the qualities and marketability factors gathered that are believed to be important in choosing a new nickname. Please let us know how important each of these factors are to you by using the sliding scale to rate the level of importance of each of the factors.

- \_\_\_\_\_ Formidable/fierce (1)
- \_\_\_\_\_ Strong/sense of strength/power (2)
- \_\_\_\_\_ Unique and recognizable (3)
- \_\_\_\_\_ Inspiring/unforgettable (4)
- \_\_\_\_\_ Honor/honorable (5)
- \_\_\_\_\_ Stirs a sense of intimidation (6)
- \_\_\_\_\_ Represents the state/region (7)
- \_\_\_\_\_ Is beautiful and classy (8)
- \_\_\_\_\_ Other, please list (9)

Q8 While we are not looking for specific suggestions for the nickname or logo at this time, if you have any other feedback you would like the Task Force to consider in this process, please list it below.



# Survey Results

Nickname and Logo Process Recommendation

Q11 Your opinions are valuable to the Task Force. Please respond to the following statement.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I feel this survey has allowed me to have a role in helping shape the process for potential selection of a new nickname and logo at UND. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 If you disagreed with the above statement, please indicate why you feel that way.

Q7 Thank you for your time and thoughtful consideration of these questions. Your input is exceptionally valuable to us as we move forward with this process and final recommendations. Please click the "submit" button to register your responses.



Attachment # 4

HB 1155

11/2/15

Testimony in opposition to HB1155  
Jan. 12, 2015  
TJ Jerke  
North Dakota Human Rights Coalition  
tjjerke@gmail.com

Chairman Nathe, and members of the House Education Committee. My name is TJ Jerke, I am here on behalf of the North Dakota Human Rights Coalition in opposition to House Bill 1155.

Since 2002, the North Dakota Human Rights Coalition has been passionately working to effect change so that all people in North Dakota enjoy full human rights. The organization is a broad-based coalition of individuals and organizations around North Dakota, with an interest in the furtherance of human rights around the state. The Coalition works tirelessly toward the enhancement of human rights in North Dakota through information, education and legislative action, The Coalition values mutual respect for all people, seeking a common good without denying individual rights, and proactively promoting social and economic justice.

The North Dakota Human Rights Coalition believes the University of North Dakota logo and nickname should be retired, and to allow the University of North Dakota to proceed with the plans it has adopted to select a new nickname and logo.

We do so, recognizing that the process by which UND decided to retire their previous logo was, hard, emotional and, at times, divisive. The sooner the university and the community can move on, the better it will be for all.

The Coalition also believes:

- 1) The legislature's interference with a process that required delicate discussions between the university, the NCAA and Native American communities was historically counterproductive and did nothing but sow continued divisiveness;

2) There is a very thoughtful process currently in place in which a new logo will be selected with input from all aspects of university and state life; this process needs to be honored.

3) The Coalition continues to be concerned about the toxic environment on UND campus for Native American staff and students. The Coalition believes this bill will add fuel to the fire, as it seems to do nothing to resolve the pain that has inflicted UND students, and staff, and does everything to prolong the animosity that was created by the initial process of removing the nickname and logo. All efforts now should be directed at connecting these communities and making sure that all students and staff on the campus feel safe and secure. It is safe to assume that as long as the debate is continued, the healing will be difficult to occur.

With this, I ask that you spend time reading the handout I provided you, written by a University of North Dakota student. The student highlights three instances of blatant racism and disrespect in the past year towards Native Americans on the UND campus.

Please, give House Bill 1155 a **Do Not Pass** recommendation.

# University of North Dakota and Time-Out Week 2014 by BJ Rainbow

## **Time-Out Week 2014**

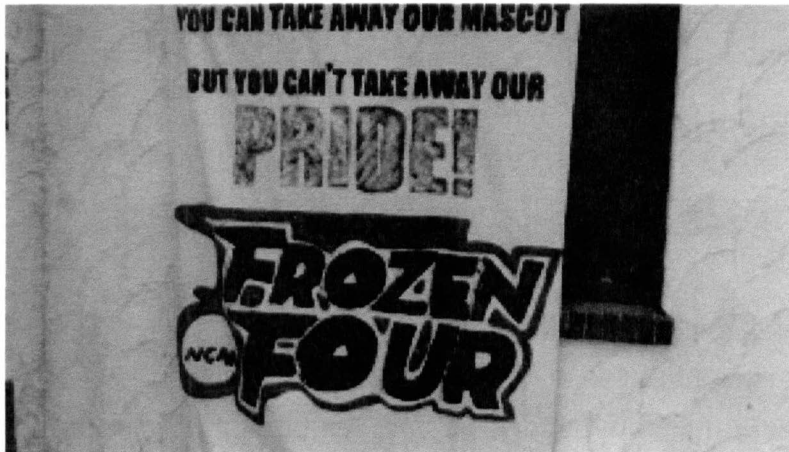
Indian Studies Association's mission statement says that they are to promote a better understanding of cultures between students, faculty, staff and the greater grand forks region. To encourage communication among student and alumni members, faculty, staff and administration.

To establish a sense of community among all UND Indian studies majors and minors. To help with the recruitment and retention of students into the Indian studies department.

To foster a closer relationship between current Indian studies students and Indian studies alumni. Increase cultural awareness by providing workshops and other events throughout the academic school year.

## **Incident #1**

I thought this year's time-out week was going to be different for me because we do not have to deal with the whole FS nickname and logo issue so I thought. Monday afternoon was just like any other but this Monday was the beginning of a domino effect that was to carry a storm of negativity all the way to the weekend. I got a text right after lunch about a banner that was hanging outside of the same sorority (Gamma Phi Beta) that had the cowboys and Indians themed party in 2008, the banner said "you can take our mascot but you will never take our pride" with a drawing of the frozen four tournament logo on the bottom. I was like WTH! After a couple of my friends took some pictures the banner was taken down. Many of us American Indian students starting filling out complaint forms to turn into the dean of students office Tuesday morning. After thinking that this would be the only incident that would remind all of us of our troubled past another incident reared its ugly face.



Gamma Phi Beta's mission statement is as follows; to foster a nurturing environment that provides women the opportunity to achieve their potential through life-long commitment to intellectual growth, individual worth and service to humanity. Gamma Phi Beta Sorority will be recognized among peer associations as a premier women's organization exhibited by: developing campus and community volunteer leaders, providing innovative programming that addresses issues relevant to women and society, strengthening our resources, and managing the organization through volunteerism.

What was not put in the national media about this sorority was after the lesson these girls experienced, they did donate \$250.00 to this year's annual buffalo feed.

## **Incident #2**

Our beloved student body president Nick Creamer, who represents around fifteen thousand UND students, tweeted about a shirt that was being sold for the frozen four hockey tournament. After, Nick also vetoed our student senate bill that would allocate \$2,000 towards our annual buffalo feed on Saturday during supper break at the powwow. During an emergency meeting by student senate the environment was very intense. One senator kept reverting back to UNDIA mismanaging their money, which is still yet to be understood exactly what was meant. This same senator was also discussing the impact of social media especially twitter. Come to find out after the meeting this same senator was tweeting during the meeting. One of the most disturbing things that were mentioned was when nick stated that he would personally donate money to this buffalo feed, how ironic, because were in that emergency meeting because he vetoed the bill to fund the buffalo feed in the first place. Another issue that

presented itself was the UND administration's lack of movement during these events.



The events just kept going on and on with a tweet from our student body president #fightingsiouxforever. When approached about the tweet nick said that he was simply supporting the sorority girls from (GPB). Nick was also asked about the timing of the tweet he stated that "it was poorly timed however there is a huge hockey tournament going on this weekend".

### Incident #3

As the time-out week events continued through the drama I was part of a couple presentations including a session that explained the many beautiful regalia that people would see in the coming weekends powwow. Titled 'powwow 101' this session exhibited almost every dance category spectators will encompass during the powwow starting Friday evening. After this event and continuing right into another presentation of me and my brother's recollection of our trip to pernumbuco, Brazil this past may for two weeks visiting a local tribe (Xukuru). As my brother was getting out of his vehicle there were mouth gestures and shouts of Go Sioux! Coincidence is that just a couple minutes before my brother was harassed my wife and my daughter heard the same sounds coming from the same house, from the same group of people. I had a choice to make at this moment; go right over to that house and give them a piece of my mind and other things, or file a complaint with the proper authorities.

Sigma Chi ( $\Sigma X$ ) is one of the oldest and the largest Academic and Social Fraternities in the world with 235 active chapters and nearly 300,000 initiates. Sigma Chi was founded on June 28, 1855 at Miami University in Oxford, Ohio. Sigma Chi has seven founding members: Benjamin Piatt Runkle, Thomas Cowen

Bell, William Lewis Lockwood, Isaac M. Jordan, Daniel William Cooper, Franklin Howard Scobey, and James Parks Caldwell.

Sigma Chi's purpose is to promote the concepts of Friendship, Justice, and Learning; to build brotherhood and life-long membership among members from all walks of life. Its mission statement is to develop values-based leaders committed to the betterment of character, campus and community. Sigma Chi's vision statement is "to become the preeminent collegiate leadership development organization—aligned, focused and living our core values". These young men did come over to the powwow and volunteer their time and services where we needed them. They also came to the powwow Sunday afternoon to participate in an experience they will never ever feel in their whole lives by being recognized in the center (circle).

### **Conclusion**

What do we all do from this point on? We can keep the misunderstandings going on to the next generations and keep the perceptions of each other going or we can make a choice to start and try and build a relationship with each other. Instead of going over to this fraternity house to fight my brother decided to go over carrying a medicine and having council with these boys to try to turn them into men and leaders as their mission statement mentions. We then decided to invite sigma chi and gamma phi beta to our celebration and show them how we interact amongst each other. We chose to kill them with kindness and compassion rather than get into a mudslinging match. By any means the relationship between the groups is not a sweet and loving one, we understand that we all have a long way to go, but it's a start. So in a sense we went from no progress and understanding to starting a progress so that our future generations will learn from our actions.

Attachment# 5  
HB1155  
1/12/15

**NDLA, H EDU - Whetham, Donna**

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**From:** Walton, Susan <susan.walton@email.und.edu>  
**Sent:** Monday, January 12, 2015 2:17 PM  
**To:** NDLA, H EDU - Whetham, Donna  
**Cc:** Brekke, Alice; Bohnet, Patricia; Glatt, Laura J.  
**Subject:** Additional Fiscal Note Information--HB1155

Good afternoon.

The House Education Committee has requested additional information concerning the basis for the estimated State Fiscal Effect of proposed HB1155. The estimate was for \$106,600 over the time period 2015-17.

The amount of \$106,600 is the calculated cost to the University over the next two years in the event a new nickname is not selected. Those costs were derived by calculating the work hours currently spent fielding inquiries about the nickname and logo issue, receiving and responding to unsolicited suggestions and nominations for new nicknames and logos, and cataloguing and recording that information (a recommendation of our university's legal counsel).

It was calculated that 34 hours per week will be put against this task, spread across three different job levels:

- 4 hours per week by an Executive Associate Vice President (\$317.50 per week, including fringes)
- 10 hours per week by a Licensing Manager (\$377.33, including fringes)
- 20 hours per week by a half-time temp (\$330.00 per week)

The total amount (including fringes): \$1,024.83 per week, or \$53,291.16 annually.

We anticipated those costs to continue forward until/unless a new nickname is selected.

Please let me know if you need additional information.

Regards,

Susan

**Susan**

Susan Balcom Walton, M.A., APR

Vice President for University and Public Affairs

University of North Dakota  
Twamley Hall, Room 409  
264 Centennial Drive, Stop 8179  
Grand Forks, North Dakota 58202-8179  
Direct line: (701) 777-2501  
Fax: (701) 777-2325

