

2009 SENATE EDUCATION

SB 2389

2009 SENATE STANDING COMMITTEE MINUTES

Bill/Resolution No. 2389

Senate Education Committee

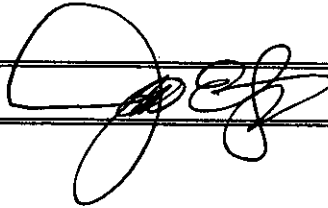
Check here for Conference Committee

Hearing Date: February 10, 2009

Feb 4, 2009

Recorder Job Number: 8581

Committee Clerk Signature



Minutes:

Chairman Freborg opened the hearing on SB 2389. All members were present.

Senator O'Connell introduced the bill. The college will present all the information.

Representative Hunskor testified in favor of the bill. He told a true story about a young man who enrolled in an institution in Bottineau. At the end of the first quarter, his best friend quit school so the young man went home and told his dad he was quitting too. 45 minutes later, he was reenrolled. He played basketball and the team was 0 - 44. There were three girls on campus. Now the same institution has excellent retention of students, their athletic teams are very competitive and they have 350 females enrolled and 305 males. They want to change their name to Dakota State College of Bottineau.

Senator Bakke asked how they came up with the name.

Representative Hunskor said he will let the college speak about that.

Senator Taylor asked if the kid who played on the 0 - 44 team went on to coach any winning teams?

Representative Hunskor said yes.

Representative Froseth said a name is very important. It reflects a school's identity, heritage, character, mission and purpose. The school has been called the State School of Forestry,

NDSU Bottineau Branch and Minot State Bottineau. Many names have changed at schools across North Dakota to more correctly reflect their mission.

There was some discussion about the last names of the committee and how they came about. David Fuller, President, Minot State University, testified in favor of the bill. He is proud of the relationship with Bottineau, it is a fine, innovative school. This is his fifth year and he is impressed with Bottineau, they are a caring school and give quality education. 1 ½ years ago, they had a strategic planning session, they handled well and inclusively. Identification is important. They added a football program and at the first game, the stadium was full. One initiative they wanted to consider was a name change. They wanted to detach their name from Minot State. The idea has been researched well, they consulted with alumni and the community. When the school was named originally there was no consultation with the campus. As he became more and more involved in the process and reviewed the data he became a true believer. Minot State Bottineau is confusing and doesn't appeal to students. They need a distinctive name to recruit students. This will strengthen their relationship with Minot State. It will include a bi-line : "Associate Campus with Minot State University".

Senator Flakoll asked if there are any branding issues, other campus names start with the word Dakota. Is the fiscal note for stationery?

David Fuller said it's a good idea to think of a new idea for marketing. There is a Dakota State in South Dakota. It is important for "Bottineau" to remain in the name. The name MSU Bottineau is perceived as a 4 year university but they are a 2 year school.

Ken Grosz testified in favor of the bill. See written testimony. This is not a top down project. The leading reason for the name change is there is a lot of confusion with the current name.

They need to create their own identity. Their program is in natural resources and the name "Dakota" suggests that. The name is distinctive enough for prospective students to give them

a second look. The name change will cost about \$19,900 for signage, they counted their signs.

Senator Taylor asked if previous name changes were made in the statute. Why inject this into law now?

Ken Grosz said he was not involved in the name change to MSU Bottineau. He is not sure why it crosses off the School of Forestry.

JoAnn Linrud, Dean of the College of Business at Minot State, testified in favor of the bill. See written testimony. In her past experience, a name change has added value to an institution. There were no detrimental effects. The secret ballot vote was 20 – 6.

Senator Flakoll asked how the balloting process worked.

JoAnn Linrud said there were 20 names on the list. They went through the list to see which matched with their criteria. Three names met the criteria. There was a tie and Dean Grosz broke the tie. The tie was between Dakota College at Bottineau and State College at Bottineau. The other finalist was Northern Lights State College.

Senator Flakoll asked if they anticipate the Native Americans will have any objection to the name.

JoAnn Linrud said she has heard of no objections.

Eric Kester-Maron, a student at the school, testified in favor of the bill. The name change is worthwhile. At first there was some confusion about the location of the school when Minot is in the name. Initially there is a fear of change but as people discussed the name change it generated a lot of buzz on campus. Now the students realize the name should stand the test of time.

Jancy Brisson, Admissions Counselor, testified in favor of the bill. She spends more time explaining their name to prospective students and less time discussing their programs. A name change would help.

Larry Brooks testified in favor of the bill. See written testimony. He added the Board of Higher Education has endorsed the name change.

Senator Taylor asked what is their largest program.

Larry Brooks said historically it has been fish and wildlife. Nursing is gaining a lot of momentum. Other allied health programs are popular too.

Senator O'Connell said this has been an ongoing project for two years and has staff and student backing. He met his wife at the school. There is great opportunity on campus, he is there regularly.

Chairman Freborg closed the hearing on SB 2389.

Senator Flakoll moved a Do Pass on SB 2389, seconded by Senator Taylor. The motion passed 5 – 0. Senator Bakke will carry the bill.

FISCAL NOTE
 Requested by Legislative Council
 02/03/2009

REVISION

Bill/Resolution No.: SB 2389

1A. 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.*

	2007-2009 Biennium		2009-2011 Biennium		2011-2013 Biennium	
	General Fund	Other Funds	General Fund	Other Funds	General Fund	Other Funds
Revenues						
Expenditures				\$3,800		\$16,100
Appropriations						

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

2007-2009 Biennium			2009-2011 Biennium			2011-2013 Biennium		
Counties	Cities	School Districts	Counties	Cities	School Districts	Counties	Cities	School Districts

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

Would change the name of Minot State University-Bottineau to Dakota College at Bottineau effective August 1, 2009. Costs are largely due to updates to signage and printed materials to reflect new name.

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.*

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.*

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.*

Within the next two years, the intent would be to update signage, business cards and other limited critical documents. Other items such as catalogs, letterhead and envelopes will be updated at the time new supplies are needed. Private funds, including those raised through the Centennial celebration would be used to cover the cost.

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 is also included in the executive budget or relates to a continuing appropriation.*

Name:	Laura Glatt	Agency:	NDUS
Phone Number:	328-4116	Date Prepared:	01/30/2009

FISCAL NOTE
Requested by Legislative Council
01/27/2009

Bill/Resolution No.: SB 2389

1A. **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.*

	2007-2009 Biennium		2009-2011 Biennium		2011-2013 Biennium	
	General Fund	Other Funds	General Fund	Other Funds	General Fund	Other Funds
Revenues				\$3,800		\$16,100
Expenditures						
Appropriations						

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

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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.*

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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 is also included in the executive budget or relates to a continuing appropriation.*

Name:	Laura Glatt	Agency:	NDUS
Phone Number:	328-4116	Date Prepared:	01/30/2009

Date: 2/10/09 :
Roll Call Vote #: 1 :

2009 SENATE STANDING COMMITTEE ROLL CALL VOTES
BILL/RESOLUTION NO. 2389

Senate Education Committee

Check here for Conference Committee

Legislative Council Amendment Number _____

Action Taken Do Pass

Motion Made By Sen. Flakoll Seconded By Sen. Taylor

Senators	Yes	No	Senators	Yes	No
Senator Freborg	✓		Senator Taylor	✓	
Senator Gary Lee	✓		Senator Bakke	✓	
Senator Flakoll	✓				

Total (Yes) 5 No 0

Absent 0

Floor Assignment Sen. Bakke

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

REPORT OF STANDING COMMITTEE (410)
February 4, 2009 11:37 a.m.

Module No: SR-22-1602
Carrier: Bakke
Insert LC: . Title: .

REPORT OF STANDING COMMITTEE

SB 2389: Education Committee (Sen. Freborg, Chairman) recommends DO PASS
(5 YEAS, 0 NAYS, 0 ABSENT AND NOT VOTING). SB 2389 was placed on the
Eleventh order on the calendar.

2009 HOUSE EDUCATION

SB 2389

2009 HOUSE STANDING COMMITTEE MINUTES

Bill/Resolution No. SB 2389

House Education Committee

Check here for Conference Committee

Hearing Date: March 10, 2009

Recorder Job Number: 10627

Committee Clerk Signature

Carmen Hart

Minutes:

Senator O'Connell: This is probably the easiest bill I have ever had to explain. All it does it change the name of the college at Bottineau to Dakota College at Bottineau. There has been controversy on this as you all know. We all have received e-mails.

Vice Chair Lisa Meier: How did you become on the name of Dakota College at Bottineau?

Senator O'Connell: I don't know how it came about to be honest with you. It isn't my favorite name but I will support whatever comes out of here. That isn't my decision. I represent the college and whatever they come up with and whatever this committee comes up with, I will support in that case.

Rep. Bob Hunskor, District 6, appeared. He shared a story about a young man who enrolled at the School of Forestry in 1950. In doing so, I am going to contrast 1950 with 2009 and give you three scenarios. In 1950 this young man quit school at the end of the first quarter. Within one hour he was reenrolled as he walked into his father's home and said I quit. His father, even at 18 years old, had him reenrolled. Secondly, he was a member of the School of Forestry varsity basketball game team, won-loss record 0-44. The closest game was against Jamestown with 9 points. Thirdly, he lived in Hoven Hall next to McLeas Hall. Hoven Hall was the boys' dorm. McLeas Hall was the girls' dorm, three girls in that dormitory. Dating was a problem. In 2009 student retention is excellent. Athletic teams are competitive—three

consecutive national hockey championships. They started football in that institution last fall. They have men's and women's basketball and volleyball. Enrollment today is 305 men and 350 women, a healthy ratio for a young man. The School of Forestry, MSU-Minot, and potentially now Dakota College of Bottineau, will reflect a new mission and give it an identity that is appealing in a very competitive market. You need courses that they have at this small institution near the Turtle Mountains—floral design, introduction to fisheries and wildlife, turf and landscape equipment, urban and forestry skills, and I could name several others. They do have a unique mission with courses that are not offered at other institutions within this state.

Rep. Jerry Kelsh: I have been getting quite a few e-mails on this, and I am not really clear on the need to change the name. How much opposition there is or support there is in order to do that?

Rep. Bob Hunsakor: Others that follow me will have more pertinent information, but I will share with you what I know. The reason for the name of the college change as far as I know—it is MSU-Minot. There are many MSUs. You can go Mayville, Minot, Montana, Mankato, so it is a little confusing to students from another state who may be looking at coming to MSU-Minot as it is now named. If we go through the process as well as I understand it, when the decision was made for a name change they spent 1 ½ to 2 years at this institution contacting alumni, teachers, employees, and community to put into that process. At the end of that process a committee of 26 took all of the potential names and started eliminating and came up with Dakota College at Bottineau. From there it went to the higher ed. board and there it was approved with a 5-4 vote and then to the senate and here we have it before us today. There was opposition. I received six e-mails in opposition to it. During the 1 ½ year when all of this information was gleaned, folks who were either employed there or community whoever had the opportunity to share different names and certainly through the process, there were those who

didn't agree with Dakota College at Bottineau. I believe there was well over 20 different names in the pool. From my perspective and folks I heard from the Bottineau community and Bottineau College, it has been minimal.

Rep. Jerry Kelsh: Another thing that puzzles me a little bit, you had a 26-member committee and you had a 5-4 vote? He was told that was the higher ed. vote.

Rep. Corey Mock: The 5-4 vote by the State Board of Higher Education—I was told that the major reason in opposition of the name change was because of the lack of community support. Can you comment on that?

Rep. Bob Hunskor: I don't have that information. I think that folks who would follow probably could enlighten you in that area.

Rep. David Rust, Rep. Bob Hunskor, and Chairman Kelsch joked around a little about who that student was and about the losing record of the basketball team and Rep. Hunskor being the second most winning coach.

David Fuller, President, Minot State University and Minot State University, Bottineau, appeared. I wanted to speak to you with some introductory terms about what I have seen from my perspective as president of Minot State. Two years ago Minot State Bottineau engaged in a fairly deliberate strategic planning effort to determine what their problems are, where their directions are, and what they need to do to compete more directly in this tough market of higher ed. From that particular work, they identified a number of projects were necessary for them to raise the bar and to move ahead. One of them was to start the football team up after 50 years and do a number of things. There is a freshmen seminar that they had. They have taken some really substantial steps to increase the academic excellence and the activities on that campus. One of the proposals that came out of that planning process and that planning process was very inclusive and broad was that is our name responsive enough to where we

are going and what we are doing as an institution. They considered that very carefully and put forward a proposal thinking that it would be good for us to consider whether the name is responsive to who they are and what they are doing. For two years, and I can attest to this both from a distance and also up close, I came and visited and participated in a couple of open forums that the campus held with community members with a lot of people with a lot of different opinions on this process. It was a very good opportunity for people to give their view on it. What seemed to be a fairly consistent undercurrent in those meetings was that while they appreciate the relationship with Minot State Bottineau and the one we do enjoy with Minot State, people were somewhat uncomfortable about was it really representing the school directly as it should? Does it represent who Minot State Bottineau is? Does it rely them the direction that they need in the future? As president of Minot State, it wasn't necessarily

interesting to me to move ahead and have this change. I wanted to see what the data revealed. The more I was aware of what was happening and what people were saying and the type of very inclusive process they used, they engaged people in the community and on campus very frequently to ask these very questions. The data and the surveys and the results started to reveal very clearly that this particular name itself did not represent that school. A number of people were saying that we would like to hold on to the Minot State University name because with the university tag, that really Minot State University Bottineau is not a university. It is a two-year school. It is a community college. In some respects this lends itself to a great deal of confusion of people looking in, students who are thinking about coming to Bottineau, and what kind of programs they have. We have an admissions counselor here today with us who would tell you that out in the field, when she goes out to meet with people in Montana and Canada and elsewhere, people are really confused about what this institution is assuming that it is Minot State University. I think that it is the right thing to do right now. It seems based

upon what I read and people I have talked to both on my campus and on the Bottineau campus and in the community, I think it is the right thing. I think Dakota College at Bottineau represents a very good definition of place as well as retaining the connection to Bottineau which I think is very important. I was involved in the last day summit which involved 26 people and that was a full-day workshop going through all the results of the surveys very closely to examine them and to ask questions about those. From 9 in the morning until 3 or 4 in the afternoon, we went through those surveys, asked those questions, and eventually narrowed it down to a very clear consensus that we should move on it. This involved people in the community, bankers, superintendents, school district people, faculty on campus, and students on campus. It had a fairly large and strong response that this is the right thing at this time to change the name. Now it got down to focusing on what names we would choose, but it was narrowed from Bottineau State College as one option. There was another name that was mentioned that did not strike people very well. When Dakota College at Bottineau came up, there was a fairly resounding sense in that group that was the name for us. It was voted. Of that 26, there were 6 that voted against it. Twenty voted for that particular name. I did not think that this name change will have any effect on our relationship with Bottineau. I enjoy our relationship with Bottineau. I have a high regard for that school. It is a quality education in a caring environment. It truly is what happens at that particular school. I actually think that a name change as we publicize it and make the change will actually enhance our relationship. Ken and I have been talking very deliberately about ways that we can formalize articulation and make sure that the relationship at Bottineau and Minot State are very clear and strong. I urge your support of this. I also think that it is going to help Minot State and Dakota College at Bottineau operate very well for the good of students.

Rep. Corey Mock: As Minot State University president, are you also president of Minot State University-Bottineau?

David Fuller: Yes, I am.

Rep. Corey Mock: If this name were to change, would your position stay the same?

David Fuller: It would stay the same.

Rep. Brenda Heller: I received an e-mail that said Dakota is a Native American word and it suggests that it is a tribal college. Did anyone in that name changing committee think of that? Did that discussion come up at all?

David Fuller: In that conversation there was no reference to that at all.

Rep. Phillip Mueller: You just referenced that there would be no relationship change between Minot State University and Dakota or Bottineau College or the School of Forestry. How about the School of Forestry? Are we looking at any change other than a name change here?

David Fuller: As I understand it by virtue of going through this process, it would formally change to Dakota College at Bottineau. In the century code it is described as that way. Just for some historical perspective, State Board of Higher Education the chancellor at the time this happened ten years ago, they just made a decision to change the name to Minot State Bottineau without any type of consultation with Minot State University, with the legislature, or with the community itself. I think that was done because of the need to tie it to Minot State University. The name itself would be changed formally to that Dakota College of Bottineau. As far as my role goes, I would still enjoy the relationship with that school. I would be the president of both schools. I would see that they both survive and do well.

Rep. Jerry Kelsh: I notice a fiscal note for \$3,800 for this biennium and \$16,000 for next biennium. I had an e-mail that mentioned many times that much for transferring and making

signs, stationery, and all the things that are necessary. Can you comment on that? This \$3,800 wouldn't even replace the stationery, would it?

David Fuller: Our campus dean can respond because he has looked at those specifics. From what I understand, they are going to use the stationery and let the stationery run out before it is reprinted so there wouldn't be a cost there. There are sign changes. That \$3,800 includes some general signs in the community. Obviously, the website needs to be updated. There aren't a great deal of costs associated with that. There are going to be some marketing costs getting people to know why we are making this change and what we are doing. I don't know how that \$3,800 is broken down specifically but as I understood it, it is fairly minimal cost in just making this conversion.

Rep. Jerry Kelsh: In minutes of a January 13 meeting, they talked about a newsletter that was sent out and the dues. I am assuming the dues are from alumni association or whatever. They were asked if there were any dues coming back or any feedback on the newsletter. The feedback was regarding the name change. It was opposed, but they did pay their dues.

David Fuller: You meant alumni dues?

Rep. Jerry Kelsh: I am assuming that is what it is. It was an alumni association meeting.

David Fuller: It is a good question. I can't answer that specifically as I don't know what that exchange of dues really was. As far as the level of opposition that there is, my understanding is that we did have alums on that particular committee representing the alumni association who voted in favor of it. There was a good sense that the alumni thought it was the right thing to do. I have not received any note of complaint.

Chairman Kelsch: The negative commenting you usually hear is from the vocal minority.

That's typically what we get as legislators. The question I have is this if I graduated two years ago from Bottineau, what does my degree say? What college did I graduate from?

David Fuller: I think the transcript carries Minot State University-Bottineau.

Chairman Kelsch: The name of the school is the State School of Forestry of Bottineau.

David Fuller: Yes.

Chairman Kelsch: My point is that there is an alumni association that is now saying they are not going to pay their dues because that is not what it is called. It hasn't been called that for the last ten years. Technically, it hasn't been in compliance for state law for the last ten years.

David Fuller: Minot State has gone through a number of name changes as well.

Chairman Kelsch: We all go through them. I guess the thing to be thankful for the community of Bottineau that this bill isn't a bill to close down the campus. Those are usually a little bit more contentious.

David Fuller: I would just want to add to that to say that I think that Minot State Bottineau and soon to be Dakota College at Bottineau is doing exceptionally well. They are moving forward. Their enrollment is growing. They are stabilizing their finances. My own view is that this name will provide a strong opportunity for really defining the uniqueness of that school and not be one that confuses a lot of people about who it is, what it is, and what its mission is. I can tell you there is a lot of confusion about what it is. Even on our campus, it is unclear as to what Minot State University Bottineau does. This will focus that attention.

Ken Grosz, Campus Dean at MSU in Bottineau, appeared. (See Attachment 1.)

Rep. Karen Karls: Did you ever consider a name such as Bottineau Community College?

Ken Grosz: As a matter of fact, we had three sessions on our campus to approximate names and came up with over 100 names. Bottineau Community College was one of those that was named. At the end the consensus was that community college is not very appealing to North Dakota students. The community college concept in North Dakota is perhaps not fully

developed so sadly, but I think it is true that a community college is thought of as less than. We avoided that particular name. It is not true, but I think that is the connotation.

Rep. John Wall: Do you see any mission change with a name change?

Ken Grosz: No, there won't be a mission change. Our traditional mission is to provide programming in the natural resources. We don't see any change in that. As a matter of fact, we have developed a new focus called nature technology and beyond and it goes along with the mission which is basically care and concern for the environment.

Rep. Corey Mock: I am very familiar with the arguments that we get when you do have the issue of a name change. Alumni certainly come out from all angles. It definitely boggles the mind as to what to do next. In the end it is all going to come down to the questions that I have heard regarding community support of the campus. With regard to the cost I was told there is a bus that would need to be painted or changed.

Ken Grosz: It is included in the signage. We have a bus that says MSU Bottineau on the side.

Rep. Corey Mock: The other thing such as Dakota College and the confusion that MSU Bottineau seems to conjure up when recruiting and dealing specifically with your Minot State University, Mayville State, Montana State, MSU Billings. Isn't there a Dakota University or Dakota State in South Dakota?

Ken Grosz: There is a Dakota University in Madison, South Dakota. That was discussed as well, and we thought that Dakota College at Bottineau and have it referred to in that manner always creates enough a distinction so that we will not be confused with them. They are a four-year school. We are a two-year school. The other name that was mentioned prominently was Bottineau State College. Of course, what that does is lies us up with Bismarck State College, BSC, so we chose not to go that way.

Rep. Corey Mock: The idea of having a Bottineau Community College was tossed aside because it conjures up an image of a lesser college being a community college versus a college. I have also received concerns saying that you are throwing away the word university in your title. I guess in the hierarchy of university, college, community college, I am not sure where everything fits in. I guess isn't that along the same lines? Aren't you taking a step down already?

Ken Grosz: When I think about it, my answer is no. As a two-year school, we couldn't be a university. We are a university by virtue of our connection with Minot State. We did some research on that. I think there is one two-year school in the United States that somehow is referred to as a university. That lends to the confusion of Minot State University-Bottineau. Well, are you a four-year or a two-year school? To be entrusted would be that you are a four-year school, and we are not.

Chairman Kelsch: Rep. Mock I have to remind you that the name change was never official because it is not in code. The people in their community can complain all they want about changing the name from Minot State University. It was never codified. That change, I am not convinced, was ever a legal change.

Rep. Corey Mock: Is the juice really worth the squeeze?

Ken Grosz: Yes, it is. We are trying hard to attract out of state students to our campus because of our unique programming. We have capacity in our residence halls and in our classrooms. If somebody from Minneapolis or from New York or from Chicago gets information in the mail about MSU-Bottineau, my feeling is they are going to wonder what is that? If they get something from Dakota College at Bottineau, they may give us a second look and enable us to get our foot in the door and really show them what our programs are all about

and the uniqueness that we have and the uniqueness of our location. We have been up front and honest about the cost. The cost is really in the signage, and we will have to convert.

Rep. Jerry Kelsh: Another concern I heard is that you wrote names on the board, like lots of them. Dakota College was on there one time, and then all of a sudden that was the name. Can you tell me how, if that is true in the first place, all the suggestions you had and that was only on there one time was the name that was chosen by whoever?

Ken Grosz: There were criteria developed about what the name ought to say and what it ought to show for MSU-Bottineau. We had a list of 120 names. People were free to choose from that list or to bring up their own names based on what they do and what they heard in discussion. At the end there were 15 or 20 names that were placed on the board and Dakota College at Bottineau was one along with Bottineau State College, Northern Lights State College, ? State College. Those were narrowed down then by consensus of the group into three names that the group had to choose from—Bottineau State College, Bottineau College at Bottineau, and Northern Lights College. Northern Lights finished a third. Bottineau State College and Dakota College at Bottineau were tied for the top spot. I broke the tie and chose to go with Bottineau College at Bottineau rather than Bottineau State College because of the alignment with Bismarck State College. I am not sure about being listed once. It was only listed once, but the others were only listed once too as suggestions.

Rep. Brenda Heller: In all your information gathering about changing this name, what was the one biggest opposition that stuck out as you went through this process? What was the main thing why people opposed the name change that you heard?

Ken Grosz: I suppose initially was for people to grasp what it meant. I heard some comments about your school ought to be good enough and the programs ought to be good enough to sell the school on their own. When they heard about the confusion with other schools and about

how it enables us to get our name out there in a broader regional area, they changed their name, most of them. It is going to be very difficult and it was very difficult to come up with a name that had 100% consensus everybody agreed on it. That was probably the most difficult part. Then the other thing was just the idea of change. We have been MSU-Bottineau since 1996, and we like the relationship and that relationship is going to change whatsoever.

Dr. JoAnn Linrud, Dean of the College of Business, at Minot State, appeared. I was asked as someone who has some broad experience in marketing and in research to participate and help design the research for this name change study. **(See Attachment 2.)**

Jancy Brisson, Admissions Counselor, MSU-Bottineau, appeared. She shared two specific stories with why she was in support of the name change. In Canada, they associate it with the speech pathology program at Minot State. They instantly come to your table and ask you oh, you have speech pathology. No, Minot State does, but we have wonderful two-year programs that you are more than welcome to look at. They are there for speech pathology, and they are not ready to listen to the two-year programs that we have. Then you go out to Montana and they say we didn't even know we have Bottineau in Montana. Well, it is Minot State University-Bottineau. You are in Minot, North Dakota? No. When you have a college fair, you only have maybe a minute with a student. You spend more time explaining what your name is, how it associates with your college, and less time highlighting your programs and what this school has to offer you. With a name change it just eliminates that confusion and gives us more time to talk about our programs and what MSU-Bottineau could offer for perspective students.

There was no opposition.

The hearing was closed.

Rep. Lyle Hanson moves a **Do Pass**. **Vice Chair Lisa Meier** seconded the motion.

Rep. Brenda Heller: I would just really like to know who took it upon themselves to change the name from what it says in code. How long will that change be? Before it was Minot State, it was NDSU-Bottineau.

Chairman Kelsch: I think the Board of Higher Education has just done it. I think the chancellor's office has just done it.

Rep. Brenda Heller: They changed all their stationery and signs and everything along the way?

Rep. Lyle Hanson: They thought it would enhance more students.

Chairman Kelsch: Right and it actually did the opposite. I think it made it more complicated. That is why I think having your own identity is probably the smarter thing to do. This is to be rereferred to appropriations because it does have the small amount of expenditures in there.

Actually, you know for this biennium it is less than \$10,000 (?) so we would not have to rerefer to appropriations.

Rep. David Rust: I know when the North Dakota Council of Educational Leaders changed their name, there was a lot more to it than met the eye.

Ken Grosz: The NDSU change was in 1969. The MSU change was in 1996.

Rep. Jerry Kelsh: You mentioned that the biennium wasn't over \$5,000. It is 9 and fiscal year 2010 which add up to about \$20,000.

Chairman Kelsch: It is \$19,000. Well, we will rerefer it to appropriations. It is coming out of other funds. It is not state dollars but just to be on the safe side, we will go to approps.

Ken Grosz: It is not coming out of general funds. That was a financial put out by the Board of Higher Education. In 2006 we sponsored a centennial on this campus. There were a lot of people that came to that. We were able to generate considerable significant revenue from that

event. That is what is going in and that is what is going to be used for the changeover from the signage and everything you see on.

Chairman Kelsch: It probably doesn't need to be down there. We will err on the side of...Actually, I still think it does have to go down there. It didn't go on the other side, so I don't think it has to go down there. It is coming out of the centennial fund monies. If it needs to be, we will change the report.

Rep. Corey Mock: The one thing that concerns me is the close vote with the State Board of Higher Education, the 5-4 vote. The 4 vote saying that they do not believe there was enough community support for a name change. That does concern me. I believe that many of us have received e-mails and correspondence with regard to the name change and reasons that it should not be changed to Dakota College at Bottineau. However, the research does show that there is enough support. I believe that more than anything because the name change regardless of what it has been has never been codified with the state code. It is still the State School of Forestry at Bottineau. With that, I do support changing it to a different name.

David Fuller: Just to clarify—the vote of the state board was 5 to 3. There was one person who wasn't there. As you heard JoAnn report, even though there was not this kind of resounding yes, we should do it, the real selling point was the perspective students were not at all in favorite of MSU-Bottineau and actually wanted a different one. From that perspective of the State Board, they couldn't see a compelling reason. I think it is just the opposite. There was a bank president in Bottineau who actually made that point to say I think this data, even though it suggests that it is not resounding support for it, suggests that we need to change it to make a distinctive name for Bottineau. I think that is the distinctive point. If that had been made to the State Board, I think they would have reconsidered.



DO PASS. 13 YEAS, 1 NAY. Rep. Bob Hunsakor is the carrier of this bill.



Date: 3-10-09
Roll Call Vote #: _____

2009 HOUSE STANDING COMMITTEE ROLL CALL VOTES
BILL/RESOLUTION NO. 2389

House Education Committee

Check here for Conference Committee

Legislative Council Amendment Number _____

Action Taken Do Pass Do Not Pass Amended

Motion Made By Rep Hansen Seconded By Rep Meier

Representatives	Yes	No	Representatives	Yes	No
Chairman RaeAnn Kelsch	✓		Rep. Lyle Hanson	✓	
Vice Chairman Lisa Meier	✓		Rep. Bob Hunsakor	✓	
Rep. Brenda Heller	✓		Rep. Jerry Kelsh		✓
Rep. Dennis Johnson	✓		Rep. Corey Mock	✓	
Rep. Karen Karls	✓		Rep. Phillip Mueller	✓	
Rep. Mike Schatz	✓		Rep. Lee Myxter	✓	
Rep. John D. Wall	✓				
Rep. David Rust	✓				

Total (Yes) 13 No 1

Absent 0

Floor Assignment Rep Hunsakor

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

REPORT OF STANDING COMMITTEE (410)
March 11, 2009 4:26 p.m.

Module No: HR-44-4633
Carrier: Hunskor
Insert LC: . Title: .

REPORT OF STANDING COMMITTEE

SB 2389: Education Committee (Rep. R. Kelsch, Chairman) recommends DO PASS
(13 YEAS, 1 NAY, 0 ABSENT AND NOT VOTING). SB 2389 was placed on the
Fourteenth order on the calendar.

2009 TESTIMONY

SB 2389



Minot State University-Bottineau Campus to **Dakota College at Bottineau**

- **Name change discussion emerges from Strategic Planning process...**

The concept of a name change for MSU-Bottineau had been discussed for some time. It was formalized two years ago through a strategic planning process that included students, faculty and staff, and community.

- **Name change study -- an inclusive process...**

Over the last 1½ years, the college has been considering the pros and cons of a change and has been soliciting input from constituents who include students, faculty and staff, community members, and others. Input and comments were gathered through public meetings, by widely communicating the plan, and by researching the question.

- **Local workshop consensus favors change...**

On January 6, a "name change summit" was conducted. Twenty-six individuals representing alumni, community leadership, students, high school officials, faculty and staff, and Minot State attended the meeting. At the conclusion of the six hour session, a vote was taken to decide whether or not a name change was the right step to take. The vote was 20 to 6 in favor of a change.

- **Strengthen the relationship with our parent campus, Minot State University...**

There will be no change in our affiliation with Minot State University; in fact, we intend to strengthen that relationship with even more collaborative programming. The college highly values the relationship and feels it is a win/win situation.

- **Leading reasons to change...**

- A name change allows us to become distinctive. There are many MSU's throughout the Midwest, for example: Minot State University, Mayville State University, Montana State University, and Montana State University-Billings (also a "MSU-B").



- A new name can reflect our unique mission and location and thereby give us an identity that is appealing and unique.
- An interesting name will prompt prospective students to give us a second look thus allowing us to promote our excellent programs, services, facilities, community, and faculty and staff to a wider market.

• **Conclusion...**

We have had an open, inclusive, and collegial process leading to our decision. The topic is present in our strategic planning documents and campus alignment plans. And, after sufficient discussion, appropriate research, and necessary analysis—we believe the time is right for us to become known as **DAKOTA COLLEGE AT BOTTINEAU**.

Estimated Cost of Name Change

(funds to cover projected expenses will not come from General Fund appropriations)

	FY2009	FY2010	FY2011	
Signage	0	12,000	0	
Printing	0	0	0	Plan to exhaust all current materials including catalogs, literature, envelopes and letterhead
Website updates	0	0	0	In-house
Business cards	0	1,600	0	
Advertising (radio/TV)	0	0	0	No increase in advertising budget
Payroll	1,300	0	0	Survey
Misc/Contingency	0	2,500	0	
Consultant	2,500	0	0	Survey
TOTAL	3,800	16,100	0	

**Minot State University-Bottineau Campus
Name Change Study**

Results of the Research

- **Research designed as follow-up and confirmation after two years of discussion**
 - Research included surveys, brainstorming, and summit session
 - Most important MSU-B constituent groups targeted for directed inquiry over three-month period, October to December 2008
 - Involved more than 700 constituents

- **Information collected in separate surveys from the six most important key constituent groups: 670 individuals**
 - **Employees (faculty and staff) 61**
 - About half had attended or graduated from the institution
 - **Current students 83**
 - Freshmen and sophomores from U.S. and Canada
 - **Alumni 95**
 - Graduates represented span of 1938 to 2007
 - 47 different zip codes in North Dakota and 7 other states
 - **Area residents 162**
 - 6 counties: Bottineau, McHenry, Pierce, Renville, Rolette, Ward
 - **School officials 36**
 - Superintendents, principals, and counselors in North Dakota (25) and Canada (11)
 - **Prospective students 233**
 - High school students in North Dakota (159) and Montana (74)

- **What kinds of information/opinions did we seek?**
 - Perceptions of MSU-Bottineau as an educational institution – current and past
 - Importance of an institution's name – in general and MSU-B, specifically
 - Extent of favor or opposition to a name change
 - Extent of preference for suggested names
 - Effect of name change on constituents' continuing support
 - Other questions specific to each group
 - Demographics

Jo Ann Linnell 2389

- **What did we learn from the surveys?**

- Overall educational quality of MSU-Bottineau is above average and solid, among all groups
- An institution's name indicates the reputation of the school
- The name "Minot State University – Bottineau" is not important to any of the groups, but least of all to area residents and future students
- For all groups, the name "Minot State University – Bottineau" calls to mind Minot, MSU, a university – none of which accurately portrays the institution
- The groups most favoring a name change were, in order:
 - Alumni (by almost 3 to 1)
 - School officials (by more than 2 to 1)
 - Area residents (by 1.5 to 1)
 - Future students (by 1.5 to 1)
 - Employees slightly favored: 5.11 on a 0-to-10 scale
 - Students slightly opposed: 3.95 on 0-to-10 scale
- Alumni, area residents, school officials, and prospective students reported that a name change would have virtually no effect on their future support, involvement, or interest in the school
- "MSU-Bottineau" fared very poorly (4 mentions in 182) among prospective students as a name that would raise their interest and cause them to seek more information about the institution
- Hand-written comments by prospective students revealed confusion about location, level of education (2-year or 4-year), and affiliation with Minot State University
- MSU-B recruiters verified existence of the confusion, noting they spend most of their time explaining the MSU connection rather than discussing programs

- **Brainstorming session of about 40 individuals revealed more than 120 name alternatives**

- **Intensive, comprehensive summit recommended change**

- Included 26 members of key constituent groups
- Involved deep analysis of data, examination of criteria-for-change, and risk analysis, in large- and small-group discussions
- Secret ballot vote to change name: 20 favored, 6 opposed
- New name selected on basis of defined criteria
- Secret ballot vote result: Dakota College at Bottineau

- **Research designed and data analyzed by Dr. JoAnn Linrud**

Dean, College of Business, MiSU; Ph.D. in marketing; 25+ years of experience as research consultant with public and private organizations in several states (including Arkansas Household Research Panel, Texas Department of Agriculture, Texas Blueberry Growers' Association, Cities of Mankato and New Ulm (Minnesota), Association of Image Consultants International (headquartered in Iowa), Crawford AuSable School District and Beaver Island Ecotourism (Michigan), as well as mall, hospital, and manufacturing clients)

Testimony in Support of SB 2389

Provide by Larry Brooks

to the

Senate Education Committee

February 4, 2009

My name is Larry Brooks. I am a 1983 alumnus of NDSU-Bottineau Branch and Institute of Forestry and a current faculty member of MSU-Bottineau. During the course of the past 27 years and my affiliation with the college in Bottineau, there have been two names changes. During this same time, UND-Williston and UND-Devils Lake changed their name to Williston State College and Lake Region State College, respectively. Part of the reason these name changes have occurred is for each institution to develop their own identity. For this same reason, MSU-Bottineau is proposing to change its name to Dakota College at Bottineau.

Previously, NDSU-Bottineau Branch and Institute of Forestry changed its name to NDSU-Bottineau and to MSU-Bottineau to reduce the risk of being closed by legislative action. There was a perception that the college in Bottineau would be stronger and more viable if university appear in its name and if it were truly affiliated with a university. After the citizens of North Dakota voted to approve the initiated measure to retain all 11 state-supported colleges and universities, the risk of closure was reduced. Fortunately, the relationship between MSU and MSU-Bottineau has been mutually beneficial and has increased the effectiveness and efficiency of both institutions. During the past year, MSU-Bottineau has developed new programs and witnessed increased enrollment.

While there are advantages for both institutions to continue their present relationship, the time has come for the college in Bottineau to develop its own identity. The name MSU-Bottineau creates a sense of confusion for future students, especially future non-resident students. For example, does MSU stand for Montana State University, Minnesota State University, or something else?

The new name, Dakota College at Bottineau, allows the college at Bottineau to create its own identity and eliminates confusion with its name while promoting our mission and addressing concerns of our constituents.

The word Dakota is defined as a member of the American Indian people of the northern Mississippi valley. It refers to a group of people who co-existed in harmony with their natural environment. For the faculty, staff, and students at Bottineau, "Dakota" relates directly to our mission of providing students with "an ethic of concern and care for the natural world." It also reflects the institution's commitment to our campus focus of "Nature, Technology, and Beyond."

The word "College" reflects our commitment to a comprehensive two-year institution of higher education that offers career and technical programs, transfer programs, and community education through a variety of delivery modes that include traditional face-to-face, online, and interactive video network or IVN.

The word "Bottineau" is unique and informs our constituents where the campus is located. It reflects the strong support, commitment, and pride from the local community of Bottineau.

As an alumnus and faculty member of the college in Bottineau, I ask that you support SB 2389, which would change the name of MSU-Bottineau to Dakota College at Bottineau. Passage of this bill would allow Dakota College at Bottineau to develop its own identity and give the college the flexibility to increase enrollment, expand existing programs, and develop new programs that align with our mission and focus of Nature, Technology, and Beyond.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Gary Brooks". The signature is written in a cursive style with a large initial "G" and a long, sweeping underline.