STAKEHOLDER GROUPS

- University Donors
- Current students (2 groups)
- Prospective students
- Board of Trustees members
- State Legislators
- Utah Board of Higher Ed members
- Staff Association
- Deans and dept. chairs
- University Council
- Business leaders from major employers in the region
- Area mayors and school board members
METHODOLOGY

- Introduced the six names provided by the Committee:
  - Utah Technological University
  - Utah University of Technology & Arts
  - Utah University of Technology & Humanities
  - Utah Polytechnic University
  - Utah Institute of Technology
  - Utah University of Technology

- Explained that the group would then discuss each name idea separately, exploring the pros and cons around each name.

- It was also explained that these names were not necessarily the finalist names and that other names that fit within the finalist themes would be considered.
METHODOLOGY

• Each name was presented with mocked up logos, merchandise and married with the Trailblazers athletic identity.
• After each name introduction, the focus group participants were then encouraged to share their opinions of each name.
• Participants were also asked to share any additional name ideas that fit within the themes of “Utah” and “Academic Mission.”
Results

Academic Mission and Utah

Least Popular:

- Utah University of Technology & Arts (UUTA)
- Utah University of Technology & Humanities (UUTH)
- Utah Institute of Technology (UIT)
- Utah University of Technology (UUT)
Academic Mission and Utah

Focus group reaction:
- **Utah University of Technology & Arts (UUTA)**
  - Name is too long
  - Acronym is awkward and problematic
  - Referencing arts is nice, but it leaves out other colleges
  - "Utah University (UU)" looks and sounds too much like the University of Utah
Focus group reaction:
• **Utah University of Technology & Humanities (UUTH)**
  • Name is too long
  • Acronym is awkward
  • Referencing humanities is nice, but it leaves out other colleges/departments
  • ”Utah University (UU)” looks and sounds too much like the University of Utah
Feedback:
• **Utah University of Technology (UUT)**
  • Formalizing "Technology" in the name could be too limiting for the institution
  • "Makes it sound that’s all the school teaches and it leaves out any non-tech majors."
  • "Utah University (UU) in any of those options looks and sounds too much like the University of Utah."
Feedback:

- **Utah Institute of Technology (UIT)**
  - Referencing "Technology" sounds too limiting for the school
  - Problematic acronym (looks too much like UTI)
  - Almost universal call to retain the word University in the name of the school (worked too hard to attain university status, don’t want to give it up)
  - “Word “Institute” sounds lesser than “University.”
  - “UIT sounds like a for-profit trade school.”
Most Popular:

- Utah Technological University (UTU)
- Utah Polytechnic University (Acronym TBD)
Academic Mission and Utah

Feedback:
- **Utah Technological University (UTU)**
  - Name was generally popular with a few concerns:
    - Acronym was popular (symmetry)
    - Avoids “UU” combination
    - Aspirational name
    - “Technological” or “Technology” might be too limiting
    - The word “technological” is a mouthful/hard to say
    - Term could be confused with the tech schools in Utah
Feedback:

- **Utah Technological University (UTU) – continued**
  - “Might the term ’technological’ be off-putting to some students?”
  - “Will the school ever truly be a ’technological’ university?”
  - “Does that name support the school’s open and comprehensive mission?”
Results

Academic Mission and Utah

Feedback:
• **Utah Polytechnic University** (Acronym TBD)
  • Popular name among most groups:
    • Groups indicated they viewed the term “Polytechnic” as being the most representative of what the university currently is and will be in the future
    • Growing understanding of the term ”polytechnic”
Feedback:

• **Utah Polytechnic University** (Acronym TBD)
  • “Would give the university the best story to tell.”
  • “To me the difference between ‘polytechnic’ and ‘technology’ is significant, with technology being less in line with the mission than polytechnic.”
  • “Coupling ‘University’ with ‘Polytechnic’ signals a pretty forward-thinking university.”
Feedback:
• **Utah Polytechnic University** (Acronym TBD) - cont
  • Groups expressed enthusiasm around “polytechnic” and proposed a variety of additional name options:
    • Utah Polytechnic State University (UPSU)
    • Utah State Polytechnic University (USPU)
    • Utah Comprehensive Polytechnic University (UCPU)
    • Zion Polytechnic University (ZPU)
    • Polytechnic University of Southern Utah (PUSU)
    • Utah Western Polytechnic University (UWPU)
    • Utah Polytechnic Institute & University (UPIU)
NICKNAMES
Academic Mission and Utah

• Formal name and potential nicknames are inextricably linked.

• Discussions were held around possible nicknames arising for the school, including:
  • Utah Tech
  • UTech
  • Utah Poly
  • UPoly
  • Utah Polytech
Pros and cons emerged around each nickname:

- **Utah Tech or UTech**
  - Cons:
    - Confusion/overlap with the state tech school system
    - Reminiscent of the old Utah Technical College or ITT Tech
  - Pros:
    - Familiar nickname pattern with other universities
      - Virginia Tech
      - Texas Tech
      - Georgia Tech
Academic Mission and Utah

Pros and cons emerged around each nickname:

• **Utah Poly or UPoly**
  - **Cons:**
    - Confusion with other “polys” – polygamy and Polynesian
  - **Pros:**
    - Common nickname pattern with other universities
      - CalPoly
      - Florida Poly
      - NYU-Poly
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<th>OFFICIAL NAME</th>
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<th>ALTERNATE LOGO</th>
<th>UNIVERSITY SEAL</th>
<th>ATHLETIC LOGO</th>
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OFFICIAL NAME

Virgina Polytechnic and State University

ALTERNATIVE NAME(S)

Virgina Tech
Va Tech *(Unofficial)*
OFFICIAL NAME
California Polytechnic State University

ALTERNATIVE NAME(S)
Cal Poly
APPLICATIONS
UTAH TECHNOLOGICAL UNIVERSITY
Utah Technological University
• Concerns with the name creating confusion/overlap with state tech schools

• Nicknames:
  • Utah Tech or UTech
    • Confusion with tech schools and potential opposition
Utah Polytechnic State University
- Avoids problematic UPU acronym
- More inclusive/representative of university’s mission than technological or technology
- More inclusive of all departments and students

Nicknames:
- Utah Tech, UTech, Utah Poly, UPoly or Utah Polytech
- Recommend Utah Polytech
  - Avoids any problems with inferences to polygamy, Polynesian, and tech school confusion
  - Includes both Poly and Tech