

**Mississippi University for Women  
Naming Committee  
Friday, October 3, 2008  
1:00-3:00 p.m.  
Cochran 303**

**Unofficial Minutes**

**Members in attendance:** Allegra Brigham, Marty Brock, Roger Burlingame, Phillip Cockrell, Lynne Curtis, Melanie Freeman, Eric Frost, Robert Gibson, Rodney Godfrey, Andrea Holcombe, Marty Hatton, Al Holen, Joyce Hunt, Sue Jolly, Angela Jones, Carla Lowery, Richard Millikin, Erich Ogle, Tom Richardson, Steve Rogers, Joy Townsend, Tom Velek, and James Ward

**Absent:** Kristen Barnes, Michael Burger, Trudy Fisher, Andrea Overby, Lynne Schneider, Amy Swingle, and Amy Tate

**Support staff in attendance:** Gary Bouse, Jill O'Bryant, Anika Perkins, Perry Sansing, and Bucky Wesley

**Absent:** Nora Miller

**Subcommittees Meetings as Needed**

The four subcommittees (Criteria, Constituencies, Website Development, and Voting Procedures) met as needed from 1:00-2:00 p.m.

**Welcome, Introductions, and Announcements**

Dr. Sue Jolly, chair of the Naming Committee, welcomed the members to the second meeting. Trudy Fisher, an alumna, has been added to the Naming Committee to replace Cindy Dunbar who resigned. However, Ms. Fisher was not able to attend the meeting.

**Approval of September Meeting Minutes and Agenda**

The committee members unanimously approved the September 5, 2008, minutes. No one suggested anything to add to the agenda for October 3, 2008.

**General Overview**

The date for the next meeting will be discussed at the end of the meeting because it will depend on how much progress is made at this meeting. Dr. Jolly thanked the subcommittee chairs and members for their hard work. She also thanked the support staff.

Members of the media were present for the meeting, including Ms. Brumfield from the Northeast Mississippi Daily Journal. Dr. Jolly thanked her for writing a nice article with examples of other universities that have changed names. Dr. Jolly has contacted some of

universities who have changed names in recent years to make sure the committee is not missing anything in this process.

### **Reports from Subcommittees**

**Criteria** (Chaired by Allegra Brigham; Members: Dr. Michael Burger, Roger Burlingame, Robert Gibson, Andrea Overby, Lynne Schneider, and Joy Townsend)  
This subcommittee's goal was to take the comments suggested about the criteria and sum it up with one statement. They tried to keep it broad and not limit it. The statement presented was:

Build a bridge between legacy and innovation while demonstrating the university's unique historic qualities and reflecting its contemporary mission

The members of the Naming Committee seemed to like this statement. No one opposed it or recommended any changes.

**Constituencies** (Chaired by Dr. Joyce Hunt; Members: Kristen Barnes, Lynne Curtis, Andrea Holcombe, Angela Jones, Erich Ogle, Steve Rogers, and Amy Swingle)  
This subcommittee's goal was to ensure all constituents or stakeholders are identified and have the opportunity to make suggestions on the name. After some research, no neat, complete list of constituents could be found. The subcommittee does feel the local community and foundations should be added to the list from last month's minutes. The subcommittee discussed what kinds of information should be asked of the constituents. They agreed it should be kept simple. The subcommittee recommended an online survey should be developed to include the following:

- Name suggestion
- Rationale
- What phrases come to mind
- Additional comments

The subcommittee also suggested it might be helpful to find out what type of respondents were participating in the online survey. They felt the respondent should be classified into the following categories:

- Alumni
- Students
- Faculty/Staff
- Business/Community
- Elected Officials
- Parents
- Donors/Supporters
- Other

Other suggestions the subcommittee had were:

- Have some kind of blocking system or tracking that would allow respondents to vote only one time

- Send postcards and emails to the constituency groups
- Have a place for people to call in suggestions if they are not comfortable with the internet
- Have a timeline of three weeks for voting and one week for additional input
- Will need to rely on the media to get the word out

**Website Development** (Chaired by Melanie Freeman; Members: Marty Brock, Phillip Cockrell, Rodney Godfrey, Dr. Marty Hatton, Al Holen, and Amy Tate)

This subcommittee's goal was to develop a website for collecting name suggestions.

They suggested the following:

- The Naming Committee page should be easily accessible from MUW's homepage with one click.
- A press release should be sent to announce the name suggestion form is available online.
- The timeline to participate in the survey should be for one month (October 15-November 15)
- A summary report would be prepared before Christmas break
- The webpage would include the criteria, instructions, and a form requesting a name suggestion, rationale, and type of respondent.
- The webpage would feature a running ticker so people could see the names that have been suggested.
- Marty Brock and Marty Hatton would be the gatekeepers for removing name suggestions that are inappropriate from the ticker. The subcommittee feels names will fall into three categories: credible, vulgar, or silly.
- Those interested in participating could also respond by phone or mail.

The mock website shown to the Naming Committee for consideration included:

- A general comment
- Criteria (four items given by Dr. Limbert in her charge)
- A button that says "Submit a Name," which takes the viewer to a form
- The form asks for the name suggestion, association with the university, and the rationale for the name suggestion
- A button that says "View Names Already Submitted" will take viewers to a ticker of names. Names are only listed once.

There was discussion, but no conclusion on the following:

- The rationale section of the form could be made a required field. More thoughtful answers may be given if respondents must give rationale.
- A comments section could be available for those wanting to make additional comments or only wanting to make comments without giving a name suggestion. Some felt this is beyond the scope of the committee.
- When the respondent clicks "submit," they could be taken to a page that thanks them for participating. It also could tell the person that inappropriate names will not be accepted and will not be listed on the ticker.
- Some felt respondents could check more than one box if they fall into more than one association with the university category. Others felt respondents should check the

one that most fits so it could be more easily determined which groups are not responding to the survey and remind them to participate.

**Voting Procedures** (Chaired by Dr. Tom Richardson; Members: Eric Frost, Carla Lowery, Dr. Rick Millikin, Dr. Tom Velek, and Dr. James Ward)

This subcommittee recommended a process for the Naming Committee to use to arrive at decisions about how the top three names are determined. The subcommittee made the following recommendations (this is copied from the handout distributed by the subcommittee):

- The Naming Committee should set a deadline for receiving suggested names with rationales. Once the deadline is reached, the Committee members should have a limited period to review the suggested names and rationales. At the end of the review period, the Committee members will be asked to submit to Dr. Jolly via email their top three choices, unranked. (If more than twenty different names have been suggested, members will be asked to submit their top five choices.) The top twelve names selected from this initial vote will receive further consideration. If the initial total of different names is twelve or fewer, this first step will not be necessary.
- Committee members will be notified of the top twelve names selected by this initial process. The next full Committee meeting will be the selection meeting. Members will be permitted to make a brief presentation to the Committee in support of a particular name; after each presentation, there will be a period of discussion by the whole Committee. In order to provide for an orderly process of discussion and selection, Committee members will be asked to notify Dr. Jolly in advance of the selection meeting if they wish to make a presentation in support of a particular name to the Committee as a whole. At the end of the presentation/discussion period, each Committee member will rank her/his top three names. The Voting Subcommittee will tally the rankings using a point system: each “first choice” selection will receive 3 points, each “second choice” 2 points, and each “third choice” 1 point. The top three point totals will determine the names for submission. If necessary, there will be runoff votes to determine the top three.
- The top three names will be submitted - unranked - to President Limbert.

These recommendations were unanimously approved by the Naming Committee.

**Planning, Identification of Next Steps, Discussion of Timeline, Other**

The committee decided to allow the Website Development Subcommittee to make some of the changes to the mock website that were discussed, put it on the web with password protection for members to view and give feedback. Dr. Jolly said she would meet with the subcommittee chairs to finish ironing out the details. The goal is to have the website up for public participation by October 15 and to leave it up for one month. Dr. Jolly said she would be back in touch with the full committee by email and that the date for the next meeting would be determined later.