

Contact: Rachel Boon

**REQUEST FOR A COLLEGE NAME CHANGE AT THE UNIVERSITY OF NORTHERN IOWA:
COLLEGE OF BUSINESS**

Action Requested: Consider approval of the request by the University of Northern Iowa to change the name of the College of Business to the David W. Wilson College of Business.

The Board office supports approval of this request.

Reason for proposed change. University alumnus, David W. Wilson, is president and owner of one of the largest privately-owned automotive groups in the country. Wilson graduated from UNI in 1970 with a B.A. in philosophy and an academic record with numerous business courses. Growing up in Traer Iowa, Wilson personifies the hopes and dreams of first-generation students from financially challenged families who attend UNI and work hard to achieve. His hard work and perseverance were recognized in 2005 with a Horatio Alger Award.

In 1999 he donated \$1M to establish the David W. Wilson Chair in Business Ethics in the College of Business. This gift revealed his passion for the value of ethics as a guide to decision-making in life and business, a value he attributes to his phenomenal success. His investment has helped make ethics a focus of teaching and research in the College of Business.

Wilson has extended his generosity in the form of a \$25M transformational gift with the intent to meet four key strategic priorities:

- 1) Establish the **Wilson Scholars Program**. *This scholarship program honors the small-town Iowa values that made Wilson who he is, targeting students in Tama County who demonstrate financial need and exhibit the time-honored Midwestern work-ethic that results in career success.*
- 2) Elevate ethics and integrity as a core component of the **David W. Wilson College of Business** brand. *Current and future business leaders need a mindset that encourages them to live their values and lead with integrity. The **Wilson College** will build on its historical strengths, elevating ethics and integrity as core components of its brand.*
- 3) Expand ethics education for business and non-business students. *The **Wilson College** will ensure that critical thinking and ethical decision making remain central to its mission and seek continuous improvement in business program outcomes for **Wilson College** graduates while also engaging non-business students in professional ethics education programs in collaboration with Wilson's home department, Philosophy & Religion.*
- 4) Foster innovation and excellence. *To remain "cutting-edge" in an environment where business changes at a rapid pace requires a culture of innovation built upon a tradition of excellence. To support such a culture, this gift provides funding to support excellence and nurture innovation.*

The University of Northern Iowa is excited to enter a new chapter of business education. Focused on excellence, integrity, and innovation, the Wilson College of Business will ensure that generations of students are prepared to achieve their dreams.

Effect on students. The naming of the college will not affect current students. However, the increased public profile of the college and the generous gift will assist students for generations. Specifically, the Wilson Scholars Program and the elevation of ethics in business will assist students in obtaining a world-class education and provide them with skills and mindsets to be future leader. No program or curricular changes are being proposed at this time.

Effect on accreditation. The naming of the college does not impact accreditation, which is already in place.

Effect on resources. Resource needs are largely constrained to rebranding and updating signage, print materials and electronic resources. Physical changes, such as print materials, will be changed over time.

Date of implementation. Upon approval of the Board of Regents.