

**State**

# A University For All

EST. 2002

# ***We are State.***

In every sense except the name, Nevada State has been a university for years. Nevada State is the only primarily four-year institution in the State of Nevada still using “college” to represent its mission. A name change to “university” during its 20th anniversary is the best way to demonstrate Nevada State’s growth and bright future. Changing the institution's name from “college” to “university” is part of a natural progression to better reflect Nevada State as the youngest, most diverse, and fastest growing institution in the state. Over the last 20 years, Nevada State College has grown to 7,200 students, now offers a master's degree, and graduated its largest class ever in 2022.

# ***We are State.***

Southern Nevada has one of the lowest educational attainment rates of adults with bachelor's degrees in the United States. Overall, Nevada is 46th in the nation in terms of college-going rates. Less than a quarter of adults hold a bachelor's degree or more. As the southern Nevada region has continued to grow to 2.3 million residents, it is more urgent than ever to offer clear educational choices and expand access to higher education. Nevada State University is a new university – for all.

# ***We are State.***

Higher education is necessary for economic mobility in Nevada. Persistent inequities by race and income leave some students – especially Black, Latino, and students from low-income backgrounds – without equal access to higher education. Students of all backgrounds deserve access to the same educational programs, as well as the “university” designation, to reflect the full value of their work.

# ***We are State.***

A new university will also facilitate economic growth and diversification in Nevada. Among its western competitors for business investment (Utah, Arizona, and Colorado), Nevada ranks last in economic diversification (Hachman Index). Increased enrollment as a result of the renaming will strengthen Nevada's economic competitiveness and help overcome the state's top challenge in recruiting new companies: the availability of an educated and talented workforce.

# ***We are State.***

Nevada State exists to deliver relevant degrees for the new majority. We boldly define the new majority as first-generation students, adult learners, students of color, Dreamers, immigrants, and anyone looking for the opportunity to lift themselves and their family out of poverty. Our purpose is to create and expand the new majority's participation higher education, while at the same time, increasing income mobility and wealth for all Nevadans. We will act with intention to design, redesign, and reinvent our campus as necessary to break down historic barriers that prevent learning.

# ***We are State.***

We do this by focusing on great teaching, transformative student experiences, empowering employees, and creating strategic alliances that advance our mission. Our new university will continue to be a community where anyone can belong. We will protect our people, our culture, and live out our values in the work we do. Nevada State will make the audacious bet on the future of education in Nevada, by Nevadans, and for Nevadans, and the responsibilities that come with it. We are Bold. We are Great. We are State.



# ***Be bold. Be great. Be **State.*****

Nevada State has no aspiration to become a research university. We have no desire to use the renaming to obtain Land Grant status. Nevada State does not contemplate any change in tuition or fee structure as a result of the renaming and remains committed to a goal of being an affordable and accessible option.





# ***Be bold. Be great. Be **State.*****

Nevada State College was founded in 2002 to provide access to a wide range of baccalaureate degrees for a diverse population of students and meet the workforce needs of the state especially in high-need areas such as healthcare, education, and business. Positioned between the two-year community colleges and doctorate-granting research universities, the first and only state college in Nevada has served as the middle tier in the Nevada System of Higher Education (NSHE), similar to the California three-tiered system between research universities, state universities, and community colleges. Nevada State's mission is focused on delivering baccalaureate degrees of value, as well as niche graduate degrees.





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# A Name for Now and Nevada's Future



## **A Name for Now and Nevada's Future**

Across the nation, the “college” designation has increasingly diverged from Nevada State’s mission until the name has misidentified the breadth and quality of the institution’s programs and degrees. Nevada State’s renaming reflects the four-year education programming at the institution and the fact that the college offers a master’s degree. It is a name fit for the present and future of Nevada State education.



**Between 2001 and 2016, 122 four-year colleges in America changed their name from “college” to “university.”**



**Colleges that changed their name  
experienced a 5.2% increase in students  
within five years and 7.2% after six years.**



**Less than 1% of public schools within Nevada State's Carnegie Classification in the western United States use "college."**



**Among its AASCU  
peers, only one other  
school in the western  
United States still  
uses “college.”**





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# Adding Value and Validation to Higher Education





# Adding Value and Validation to Higher Education

Students are currently questioning the cost of higher education and examining more closely the value offered by colleges and universities. Nevada State's new name conveys the educational excellence and quality of instruction at the university, underlining the value that Nevada State delivers.





# Adding Value and Validation

Over the last 20 years, Nevada State has grown to 7,200 students. It offers a master's degree, graduated its largest class ever in 2022, and has over 7,400 alumni.



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# Adding Value and Validation

80% of college and university applicants agree financial aid is “extremely” or “very necessary” and their biggest worry is their level of debt, according to the Princeton Review.







# Adding Value and Validation

The average total tuition and fee paid by the 2021 graduating class was \$19,731. Those who started as first-year student paid a total of \$27,177 over the entire cost of their education.





**67% of Nevada State students agree a degree from a “university” is more valuable than a “college” degree.**





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# Highlighting History



# Highlighting History

The combination of the new name and Nevada State's 20-year anniversary creates an opportunity to highlight its record of achievement, excellence, and educational innovation that the institution has had over the past two decades.



**Six of the eight NSHE institutions  
have changed the name of their  
school one (or more) times.**



**Community College of Southern Nevada and Western Nevada Community College changed their names in 2007, removing "Community" and taking on the "College" only designation.**



**This shift has created confusion in the higher education space between students who begin their studies at a "college" only to transfer to another "college."**



**33% of Henderson business and community leaders surveyed couldn't name the difference between Nevada State College (NSC) and the College of Southern Nevada (CSN).**

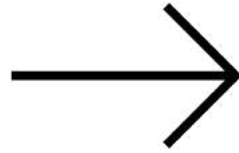




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# Highlighting History

There is minimal cost associated with the renaming. We currently brand logos and other apparel with "Nevada State," "State," and "NS." However, costs and challenges with transitioning to a new name will grow as NS goes beyond 10,000 students, 15,000 students, and more.



**NEVADA STATE**  
COLLEGE

**NEVADA STATE**  
UNIVERSITY

**A change in name does not mean a change in mission. The purpose is to differentiate Nevada State's existing mission.**





# Highlighting History

Nevada State commits to implementing the renaming in the most cost-effective manner as well as pursuing private funds.

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# Standing Up for Students



# Standing Up for Students

Nevada State has always operated with the best interests of the students at heart. This renaming is a simple step that will make a big impact on the lives of past, current and future students.

With a university diploma, they will go further and be appropriately recognized for the caliber of their education.





# Standing Up for Students

Students experience increased earnings of about \$1,500 per year when their college is converted to a university.

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# Standing Up for Students

Overall, 82% of the Nevada State campus community were “supportive” or “very supportive” of the renaming. Support for the proposed renaming was consistent across the groups surveyed including students, faculty, alumni, and other members of the campus community.



**A university name change increases yield rates, meaning more admitted students choose to enroll once an institution uses “university” in its name.**



**Students and families from outside of the U.S. associate colleges with secondary or high school education, rather than higher education.**





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# A University For All



# A University For All

Nevada is a state with no ethnic majority and this diversity is reflected in Nevada State's enrollment. 77% of Nevada State students are non-white. Hispanic enrollment has surged to 47.4% as of percent of total enrollment in 2021. That's higher than the states general population with about 4 out of 10 identifying as Hispanic or Latino according to the U.S. Census Bureau.



# A University for All

A majority of Nevada State students (55.4%) are the first in their family to attend college. These first-generation students are paving the way for their families to succeed by creating upward economic mobility.







# A University for All

Only 2% of Nevada State students of color are considered “traditional” students. Traditional means first-time entry into college, under the age of 25, not first-generation, and not low-income. This trend holds consistent for white students as well, with only 4% of white students meeting our definition of traditional.

***We are State.***