1. Purpose

This policy and its procedures implement SDBOR Policies 1:27, 2:14, and 6:7 to uphold the mission and reputation of the University when naming its facilities, programmatic units, or funded academic honors.

2. Definitions

a. Facilities: any building, part of a building, structure, street, drive, landscaped area, outdoor art, open space, farm, physical improvement or other property under the administrative control of the University.

b. Programmatic Unit: any academic or non-academic program such as a school, college, division, institute, center, or department.

c. Funded Academic Honors: any chair, endowed professorship, post-doc, scholarship, fellowship, or award.

3. Policy

a. The SDBOR and the University have a long-standing tradition of naming its institutional facilities, programmatic units, and funded academic honors in recognition of persons or entities who have made important contributions to enable or to advance the mission of the University. All naming in recognition of an honoree must be consistent with the SDBOR’s role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with SDBOR Policy 1:27 and this policy.

b. The SDBOR shall approve the names of all new or existing campus facilities, such as roadways or buildings and additions (if they are to carry a different name from the original building), costing more than $250,000. It shall also approve the naming of programmatic units such as colleges, institutes, centers, or departments.

c. The University President may name wings, halls, rooms, or other areas within buildings, and chairs, lecture series, or other funded academic honors.
d. Where federal requirements including State or Congressional Law control, center names may be designated in Congressional authorizations, by federal agencies, or by state programs; the designated name will be used; and the Naming Committee will be informed of the name and the source of authorization language where the name is designated. The name will be forwarded for recommendation and approval pursuant to this policy.

e. When naming a facility or programmatic unit for a person, family, or organization where there is no gift, the proposed honoree shall have achieved distinction in one or more of the following ways:

   i. Serving the University in an academic or administrative capacity with high distinction; or

   ii. By contributing in other exceptional ways to the welfare and reputation of the University, to education, or to the community in general.

f. When naming a facility or programmatic unit for a person, family, or organization where there is a gift to the University, consideration shall be given to the following factors:

   i. The significance of the gift to the likely realization or success of a facility project or programmatic unit, based on the following guidelines:

      1. A name proposed for a new facility or a facility to be renovated so as to recognize a gift to the University may be considered when the gift represents a substantial component of the project’s total cost.

      2. A name proposed for an existing but presently untitled facility so as to recognize a gift to the University may be considered when the gift represents a significant proportion of the value of the facility.

      3. A name may be proposed for a programmatic unit to recognize an endowed gift to the University if the gift is similar to donations received for comparable naming at peer institutions, provided that any associated endowment will be sufficient to sustain the program or a substantial part of it, since the naming shall be in effect for the life of the program.

      4. If a fundraising drive or a contractual agreement may involve naming that is subject to SDBOR approval, the SDBOR must be apprised of such initiatives in advance.

      5. Before recommending a name in honor of an individual, corporate, or commercial entity, the University must avoid any appearance of commercial influence or conflict of interest by taking additional due diligence. The naming for an individual associated with a corporation should be handled as any naming for an individual.

         a. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the
contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express the University’s appreciation should be modest in size and appropriate to the University setting.

ii. The urgency or need for the project or program, or continuing support for the program;

iii. The standing of the individual, family, or entity in the community or profession; and

iv. The nature and duration of the relationship of the proposed honoree to the University.

g. Prior to recommending to the SDBOR the naming of a facility or programmatic unit for a person, family, or organization, the University President shall have a reasonable assurance that:

i. The proposed name will bring additional honor and distinction to the University;

ii. The recognition implied by the naming is appropriate for the behavior exhibited by the individual, family, or organization; and

iii. Any philanthropic commitments connected with the naming can be realized.

h. A name will generally be effective for the useful life of the facility or the designated use of the area and will be set forth in the naming recommendation, approval, and contract documents. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action. The University President and SDBOR may approve:

i. Term naming for a period of years as set forth in the Naming Request Form (Appendix A or B);

ii. Life of project naming for the duration of the facility or programmatic unit. In the event of demolition, renovation, or discontinuance, the University reserves the right to continue recognition in alternate ways or discontinue recognition all together;

iii. Perpetual naming to the extent a facility or programmatic unit is funded by a perpetual endowment. If the facility or programmatic unit changes function, then the University shall review the related agreement(s) to ensure changes in name are consistent with previous stipulations. A second name may be added when the facility or programmatic unit is sufficiently modified for a new or additional purpose, and the review shall go through the requirements of this policy. In the event of unforeseen circumstances, the University and SDBOR have the right to discontinue use of the name in order to protect the ideals and reputation of the University. Said review will be performed judiciously and with assistance of legal counsel, the involvement of the University President and the SDBOR.
i. Under ordinary circumstances, serving SDBOR elected officials and University employees are not eligible for a naming.

j. Donations for landscaping, outdoor spaces, and horticulture related items may be accepted and shall be recorded at the South Dakota State University Foundation, Inc. and shared with University Facilities and Services.

   i. Plant species, varieties, and size shall be approved by the Campus Planning and Design Committee (Campus Tree Board) to meet the requirements to maintain University Tree Campus USA designation. The A.V.P. for Facilities and Services, or successor, reserves the right to make related recommendations.

   ii. Naming requests for these outdoor spaces will be processed in accordance with this policy and shall be limited to life of project or term naming duration limitations.

   iii. Long term upkeep of these spaces is at the determination of University Facilities and Services.

k. The SDBOR may make exceptions to the standards and practices ordinarily required under this policy where, in its discretion, circumstances justify such departures to serve what it deems to be the best interests of the University or the SDBOR.

l. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.

m. If the University proposes to change the function of a named facility or area, it must document the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, the University shall consult with the SDBOR General Counsel and may do so via the University Counsel.

n. Notwithstanding any contractual provision to the contrary, if at any time following the approval of a naming circumstances change substantially so that the continued use of the name may compromise the public trust, the SDBOR may authorize the University to discontinue use of the name.

o. University Review and Approval:

   i. A Naming Committee shall oversee this policy for the University and is responsible for reviewing all naming or related requests in accordance with this policy prior to their submission to the University President or SDBOR for final approval.

      1. The Naming Committee shall include the University Provost, University V.P. for Finance and Business, University A.V.P. for Facilities and Services, the South Dakota State University Foundation, Inc. President/CEO, and South Dakota State University Foundation, Inc. V.P. of Development, or their successors, as well as other University Vice
Presidents, Deans, or Directors when applicable.

2. Prior to recommending to the SDBOR or University President the naming of a facility or programmatic unit for a person, family, or organization, the Naming Committee shall ensure the proposed name meets the requirements of this policy and substantiation of the required criteria will be included in the recommendation or request for approval.

p. Building plaques shall be installed in accordance with the requirements set forth in SDBOR Policy 6:7. All signage shall also be in compliance with campus design guidelines and will be approved by the A.V.P. for Facilities and Services, or successor. Purchase and installation of all plaques must be coordinated with the South Dakota State University Foundation, Inc., and University Facilities and Services.

i. Buildings:

1. Exterior: Approved name will appear in an appropriate size and style on the exterior of the building and will be readily visible.

2. Interior Spaces: Signage will be located at the main entrance to the facility in appropriate size and finish to be compatible with existing interior finishes.

3. Construction completion signage will include plaques conforming to SDBOR Policy 6:7.

4. Major Building Components: Unenclosed Interior Spaces shall place an appropriately sized acknowledgement stating donor name at a maximum of two (2) entrances to the space.

ii. Outdoor Spaces: Visual recognition for outdoor spaces shall be determined on an individual basis with particular concern regarding practicality and maintainability.

4. Procedures

a. Appendix C shall be completed for all donor-funded naming opportunities for new construction or renovated spaces.

b. Prior to solicitation, all proposed naming opportunities and all proposed names must be approved by the Naming Committee.

c. Upon review and approval by the Naming Committee, a recommendation is sent to the University President for consideration.

d. The University President shall review the recommendation of the Naming Committee and holds final approval for projects costing less than $250,000 and for the naming of wings, halls, rooms, or other areas within buildings, and chairs, lecture series, or other funded academic honors.
e. For projects costing more than $250,000 and for the naming of programmatic units such as schools, colleges, divisions, institutes, centers, or departments, the University President shall forward their recommendation to the SDBOR for official naming approval.

f. Upon approval by all parties, the South Dakota State University Foundation, Inc. shall complete donor communication and documentation. Appendix A (unfunded recognitions) or Appendix B (gift funded recognitions) shall be completed, with copies filed at the South Dakota State University Foundation, Inc., in the Office of the Provost, the Office of Finance and Business, and with Facilities and Services, or their successor units.

g. The Office of the Provost, or successor unit, will maintain a suggested list of naming opportunities under this Policy along with suggested funded levels and criteria. The Provost and University President, or successors, shall periodically review the minimum gift levels detailed in this document in consultation with the South Dakota State University Foundation, Inc.

5. Responsible Administrator

The Provost and Executive Vice President for Academic Affairs, successor, or designee, is responsible for annual and ad hoc review of this policy and its procedures. The University President is responsible for approval of this policy.

SOURCE: Approved by President on 05/09/2016.
Appendix A
South Dakota State University

Naming Request Form – No Associated Gift

South Dakota State University proposes naming ____________________ (insert facility or programmatic unit) as ________________________________, for _______________________________. The proposed honoree has achieved distinction in the following ways:

________________(insert criteria from SDBOR Policy 1:27(1))

This is an approved name, and this fully executed form verifies this meets the criteria applicable for this naming. The approved name will become effective on ________________ (date) and will be honored until ________________ (date). This naming may be revoked in the event that the named facility or programmatic unit is discontinued. The University reserves the right to recognition at its sole discretion in alternate methods.

___________________________________________________  _________________
Authorized Official, South Dakota State University Foundation Inc.  Date

___________________________________________________  _________________
Chair, South Dakota State University Naming Committee    Date

___________________________________________________  _________________
President, South Dakota State University     Date

___________________________________________________  _________________
Executive Director, Board of Regents      Date

(Note:  Board of Regents authorized signature is required only if 1) the new or existing campus facilities project cost exceeds $250,000, and 2) the naming is of programmatic units such as colleges, schools, institutes, centers, divisions, or departments in accordance with SDBOR Policy 1:27 and 2:14 upon recommendation of the University President; May attach Board of Regents agenda item in lieu of signature.)

When completed, the original of this form shall be kept on file at the SDSU Foundation with a copy sent to the SDSU Offices of the Provost, the V.P. for Finance and Business, and the A.V.P. for Facilities and Services.
Appendix B
South Dakota State University

Naming Request Form – Associated Gift

South Dakota State University proposes naming ____________________ (insert facility or programmatic unit) as ____________________________, for _______________________________. The proposed honoree has met the following factors:

________________(insert criteria from SDBOR Policy 1:27 (2))

This is an approved name, and this fully executed form verifies this meets the criteria applicable for this naming and that the donor has gifted a substantial amount of the total project cost of ___________________. The approved name will become effective on ________________ (date) and will be honored until ________________ (date). This naming may be revoked in the event that the named facility or programmatic unit is discontinued. The University reserves the right to recognition at its sole discretion in alternate methods.

___________________________________________________  _________________
Authorized Official, South Dakota State University Foundation Inc.  Date

___________________________________________________  _________________
Chair, South Dakota State University Naming Committee    Date

___________________________________________________  _________________
President, South Dakota State University     Date

___________________________________________________  _________________
Executive Director, Board of Regents      Date

(Note: Board of Regents authorized signature is required only if 1) the new or existing campus facilities project cost exceeds $250,000, and 2) the naming is of programmatic units such as colleges, schools, institutes, centers, divisions, or departments in accordance with SDBOR Policy 1:27 and 2:14 upon recommendation of the University President; May attach Board of Regents agenda item in lieu of signature.)

When completed, the original of this form shall be kept on file at the SDSU Foundation with a copy sent to the SDSU Offices of the Provost, the V.P. for Finance and Business, and the A.V.P. for Facilities and Services.
Appendix C
South Dakota State University

Naming Opportunities for Buildings

This form shall be completed by the South Dakota State University Foundation, Inc. prior to the time of new construction or major renovation of a building. All spaces with naming potential will be identified in the column labeled “space” with a minimum suggested gift level identified. When completed, the form will be reviewed by the Naming Committee and forwarded to the President for final approval. Naming levels for each facility are determined by a combination of the following: visibility and use of space, current market, donor interest, and campus and peer institution comparable projects.

<table>
<thead>
<tr>
<th>Space</th>
<th>Minimum Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>$ __________</td>
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<tr>
<td>2.</td>
<td>$ __________</td>
</tr>
<tr>
<td>3.</td>
<td>$ __________</td>
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<tr>
<td>4.</td>
<td>$ __________</td>
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<td>5.</td>
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<td>6.</td>
<td>$ __________</td>
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<td>7.</td>
<td>$ __________</td>
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<td>8.</td>
<td>$ __________</td>
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<tr>
<td>9.</td>
<td>$ __________</td>
</tr>
<tr>
<td>10.</td>
<td>$ __________</td>
</tr>
</tbody>
</table>

(Add more lines as needed)

___________________________________________________  _________________
Authorized Official, South Dakota State University Foundation Inc.  Date

___________________________________________________  _________________
Chair, South Dakota State University Naming Committee    Date

___________________________________________________  _________________
President, South Dakota State University     Date

When completed, the original of this form shall be kept on file at the SDSU Foundation with a copy sent to the SDSU Offices of the Provost, the V.P. for Finance and Business, and the A.V.P. for Facilities and Services.
Endowed Opportunities and Suggested Minimum Levels
South Dakota State University

As SDSU strives to achieve ambitious strategic goals, a range of endowment possibilities has been identified as being most impactful in strengthening the University. With these endowed possibilities comes the potential for naming opportunities. The financial requirements for naming opportunities vary, and donors are encouraged to discuss their ideas with University officials or representatives at the SDSU Foundation. Minimum levels will be evaluated annually and adjusted if needed. The following offers a basic overview and guidelines for naming endowed opportunities.

**Named College:** A gift to name a College requires a substantial investment which is transformational to the College. Earnings from the endowment provide unrestricted support to the unit at the discretion of the Dean. The endowment shall provide annual earnings equivalent to at least 5% of the College’s operating budget. Minimum levels are as follows:

- Agriculture & Biological Sciences (ABS) $14 million
- Engineering $13 million
- Arts & Sciences (A&S) $13.5 million
- Nursing $8 million
- Pharmacy $5 million
- Education & Human Sciences (EHS) $9 million
- University College $2 million
- Honors Named

Subject to unique circumstances, exceptions to these minimums can be considered.

**Named Department** – This gift provides unrestricted support to the Department under current governing policies and procedures of the University at the discretion of the Department Head. The endowment shall provide annual earnings equivalent to at least 5% of the Department’s current operating budget. Minimum levels are defined by the number of faculty FTE within a department. A large unit is equivalent to 21 or more faculty FTE; medium unit 11-20 faculty FTE; and small unit 10 faculty FTE or less. The minimum levels are set at the following:

- Large departments $6 million
- Medium departments $5 million
- Small departments $4 million

A department’s annual operating budget is available upon request to the Provost’s office.

**Named School, Center, Institute, or Program** – The endowment shall provide annual earnings equivalent to at least 5% of the unit’s current operating budget. A unit’s annual operating budget is available upon request to the Provost’s office.
**Named Dean:** An endowed Deanship is the single most prestigious position in a school or college. A named Dean’s position provides substantial support to a College and specifically allows the Dean, who serves as chief academic and operating officer of the College, the ability to mobilize key initiatives through allocation of discretionary resources. The annual earnings will be placed in a Dean’s discretionary fund to be used on a non-recurring basis. A stipend from the earnings may be used to augment the Dean’s salary as a “Named Dean.” Once a Dean’s position has been named, all successors will be accorded this title. Minimum established levels for an endowed Deanship are set at $1 million or 50% of the College’s current operating budget, whichever is greater. The following amounts are either 50% of the College’s FY10 operating budget (rounded) or $1 million, whichever is greater:

<table>
<thead>
<tr>
<th></th>
<th>Already Named</th>
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<tbody>
<tr>
<td>ABS</td>
<td>$6 million</td>
</tr>
<tr>
<td>Engineering</td>
<td>$6 million</td>
</tr>
<tr>
<td>A&amp;S</td>
<td>$6 million</td>
</tr>
<tr>
<td>Nursing</td>
<td>$3 million</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>$3 million</td>
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<tr>
<td>EHS</td>
<td>$3 million</td>
</tr>
<tr>
<td>General Studies</td>
<td>$1 million</td>
</tr>
<tr>
<td>Honors</td>
<td>$1 million</td>
</tr>
</tbody>
</table>

Gifts received for the named Dean may not be used for additional naming opportunities.

**Named Department Head:** A named Department Head’s position provides substantial support to the department. Annual earnings will be placed in a Department Head’s discretionary fund to be used on a non-recurring basis. A portion of the earnings may be used as a stipend to the Department Head’s salary. Gifts received for the Department Head may not be used for additional naming opportunities. Once a Department Head has been named, all successors will be accorded this title. Minimum established levels for an endowed Department Head are set at $2 million or 25% of the Department’s current operating budget, whichever is greater.

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<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Large departments</td>
<td>$3 million</td>
</tr>
<tr>
<td>Medium departments</td>
<td>$2.5 million</td>
</tr>
<tr>
<td>Small departments</td>
<td>$2 million</td>
</tr>
</tbody>
</table>

Gifts received for the named Department Head may not be used for additional naming opportunities.

**Named Director:** A named Director’s position provides substantial support to a Center, Institute, School or similar unit. A Director whose unit is interdisciplinary and cuts across many Colleges/Departments assumes a higher level of impact/prestige than a Director within a specific Department or College. Annual earnings will be placed in the Director’s discretionary fund to be used on a non-recurring basis. Gifts received for the named Director may not be used for additional naming opportunities. A stipend from the earnings may be applied to the salary of the Director. Once a Director position has been named, all successors will be accorded this title. Minimum levels for an Endowed Director are: $2.5 million for Campus-wide Director and $2 million for within the College Director.

**$2 million endowment for a Named Faculty Chair:** Endowed Faculty Chairs have long been recognized as both a hallmark of academic quality and a means by which a university honors its most esteemed scholars and teachers. Faculty Chairs are reserved for scholars of national or international stature, with highly distinguished records of teaching, research and publication. They constitute a time-honored way to recruit or retain scholars with exceptional records of achievement. By providing funds to endow a Faculty Chair, donors make a prominent and permanent
investment in the University. Donors may designate their gifts for a Faculty Chair in a particular area of study, provided this area is a priority for the school or college. Faculty Chairs established with gift funds may be named for the donor or someone the donor wishes to honor. Minimum level for an endowed Faculty Chair is $2 million. Earnings from the endowment will typically be used to supplement the income of the chair holder through a stipend attached to the chair holder’s salary. If the holder of this chair leaves this role, they will continue their salary but the stipend associated with being the chair will be removed from their income. In cases of larger gifts (e.g. $5 million), the full income for the chair holder may come from the earnings. Beyond the stipend, other uses for the earnings may include funding graduate assistant(s), expenses associated with the chair holder’s scholarly work, and other discretionary expenses associated with the chair. An MOU shall be drafted by the Foundation with guidelines for endowment earnings and will be signed by all relevant parties including the Department Head, Dean, Provost or President and Foundation leadership. A $2 million endowment yields approximately $80,000 annually at a 4% payout.

$1 million endowment for Named Professorship: Endowed Professorships honor the career contributions of faculty members to an academic discipline. Professorships are traditionally named for faculty members who have made substantial scholarly and other contributions while at the University. By providing stipends and other enhancements to faculty members currently tenured at the University, Professorships recognize and reward faculty members whose work is of the highest quality. Professorships are often funded through endowment gifts from one or many individuals who wish to honor a former faculty member. Donors who provide these gifts support and recognize some of the University’s most prominent scholars. A $1 million endowment yields approximately $40,000 annually at a 4% payout.

$500,000 endowment for Faculty Scholars: The advancement of knowledge through research is one of the primary responsibilities of a university. Faculty Scholars are awarded to current tenured faculty members who have undertaken major research initiatives in their discipline. The termed award enables these scholars to concentrate on conducting significant new investigations or to complete a book or major paper. Donors can endow a Faculty Scholar in a particular discipline or field. By making a permanent investment in a cherished field of study, such gifts allow a donor to play an important role in furthering the capacity of a Department and advancement of knowledge in this area. These endowments are termed for a specified period of time such as 1 year, 2 years, and 3 years but not to exceed 5 years. Earnings can be used for release time, travel, stipend on salary or summer salary, graduate assistants or undergraduate stipend, and/or operating funds. A $500,000 endowment yields approximately $20,000 annually at a 4% payout.

$500,000 endowment for Young Faculty Scholars: Earnings from this endowment are used specifically to recruit and retain promising early-career faculty with three years or less experience. Earnings may be used as a stipend or summer salary support, for start-up costs, and to provide an attractive “package” for the first 1-3 years of a faculty member’s career. The ultimate goal of this fund is to build the quality of a Discipline/Department through outstanding recruitment of high caliber faculty. These endowments are termed for a specified period of time such as 1 year or 2 years, but not to exceed 3 years. A $500,000 endowment yields approximately $20,000 annually at a 4% payout.

$200,000 endowment to establish a Fund for Excellence: Provides discretionary support to a Dean or Department Head to further the mission of the unit. Funds are allocated by the Dean/Department Head for uses such as facility upgrades, equipment, travel, library support, or research support to one or several faculty members. Earnings may be awarded by the Department Head through internal competitive processes or based upon other priorities/criteria. Funds may be awarded to one or a few faculty members. These funds are sometimes used as start-up costs for new faculty. Earnings can be used to support buyout of time, research operating expenses, fund post docs, graduate assistantships or undergraduate stipends, or to further research dissemination.
$500,000 endowment for Visiting Artist or Scholar-in-Residence: A Visiting Scholar fund provides a stipend to a faculty member (often a visiting faculty member) on specific research projects or other creative activities. During their residency of a few weeks or months, the Visiting Scholar may offer guest lectures about their research/scholarship, attend seminars, study groups, talks and provide formal presentations to the university and community.

Endowment for named Lectureship: An Endowed Lectureship provides funds to support an honorarium, travel costs, printing of program materials, and other expenses incurred in bringing a distinguished person to campus to present a program for faculty and students in a particular discipline or to a university-wide audience on issues of national or international importance. The role of a Lectureship is to provide campus access to distinguished leaders who are influencing their discipline or our society, the nation or the world. Minimum level for an Endowed Lectureship is $100,000 and a 3 year pledge minimum. Uses may include, but are not limited to stipends, travel, lodging, facilities, refreshments, advertising and other special activities during visits to deliver a lecture.

$400,000 endowment for named Graduate Fellowship: The intent of the Graduate Fellowship is to recruit the best and brightest graduate students into a department or discipline. Viewed as more prestigious than a graduate assistantship, the Fellowship provides a financial stipend for graduate students with no specific assignment or expectations for worked hours. Tuition and fees may also be included. Additional income may provide living stipend, supplies allowance or books/material under the discretion of the donor. Fellowships may be renewable at the discretion of the donor as long as the graduate recipient is in good academic standing and making significant progress toward a degree. Minimum fellowship endowment may vary by discipline.

$300,000 endowment for Graduate Assistantships: Graduate Assistantships are critical to recruit strong graduate students into a program. The most typical Graduate Assistantship is considered to be half-time and carries expectations for about 20 hours of work per week with an assignment to teach, assist a professor with his/her research, or provide some other specific assignment.

$100,000 endowment to establish an Undergraduate Enhancement Fund: Funds to enhance the educational experience of students may include the provision of enrichment services, professional development funds to attend a conference or visit a renowned lab/program, or attendance at an honorary society meeting. Funds can be used for such enhancements as international study, to expand internship opportunities, or support undergraduate research stipends.