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## NAMING PROCEDURE

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Purpose:

To establish policy for the naming of University facilities.

Scope:

These guidelines and procedures apply only to the naming of University facilities and administrative units. The guidelines in this document do not apply to the naming of scholarships, fellowships or professorships.

Responsible Party:

University Advancement, 426-3276

Definitions:

Administrative unit—colleges, departments, centers, institutes, programs and other functional areas of the university.

Major facility—buildings, building additions, roads, and significant open spaces.

Minor facility—spaces that are within major facilities.

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## POLICY

### I. Policy Statement

This document provides guidelines to be used for requesting that a university facility or administrative unit be named after an individual, group of individuals, or organization, and lists the criteria for such naming. The guidelines herein will be cited and applied by the University Naming Committee in making recommendations to the President for the naming of a university facility or administrative unit which are intended to be permanent in nature. Additionally, this policy also applies to naming rights that are not permanent in nature and come in the form of advertising or sponsorships.

### II. Naming Committee Membership

Membership of this committee will be composed of university representation as indicated:

1. Dean (appointed by the president, will also serve as chair of the committee)
2. ASBSU President (or designee)
3. Association of Classified Employees President (or designee)
4. Professional Staff Association President (or designee)
5. Faculty Senate President (or designee)
6. Vice President for Advancement (or designee)
7. University Counsel (or designee)
8. Director of Government Relations (or designee)
9. Associate Vice President for Planning (or designee)
10. Department Chair (appointed by the provost)
11. Athletic Director (or designee)
12. Director of Communications (or designee)

### III. Criteria for Naming

- A. Primary Criteria: The primary criteria for naming a facility or administrative unit after individual(s) and organization(s) will include but not be limited to:
  1. Substantial contributions to the university as member(s) of its faculty, staff, administration, or governing board;
  2. Personal achievements as alumni or alumnae of highest distinction in an academic, professional, or public service role, while maintaining close ties with and providing significant support to the university; or
  3. In the case of a major facility, substantial financial contribution equivalent to fifty-percent 50% of the replacement or construction costs of the facility is recommended.
- B. Right to Refuse: The University reserves the right to refuse a naming request or to reverse a naming decision should the individual or organization after which the facility or unit is named be shown to have

rejected values that preserve human dignity or the educational ideals of the university.

- C. Avoidance of Functional Names: In general, functional names of major facilities will be avoided to account for the fact that functions within major facilities may change over time; however, major facilities may be assigned temporary names to indicate function for a designated period, until a permanent name is assigned.
  - D. Combination of Named Facilities and Units: Named administrative units may be housed in facilities that are also named. In this case, the assigned name of the facility will appear on the facility face and external sign, with named units indicated as dictated by signage standards of the University's Facilities Planning Council.
  - E. Duration of Name: The name on an existing major facility will remain for the life of the facility, if the facility is named after a person or organization.
  - F. Transfer of Name: The name on a facility to be demolished will not necessarily be transferred to a new facility; if a named facility is demolished and replaced, a request must be submitted in order to recommend a name for the replacement facility.
  - G. Naming Minor Facilities and Duration: Minor facilities may be assigned the name of an individual or corporate sponsor in return for a substantial contribution toward equipping or remodeling the facility as well as an endowment for operating or recapitalization expenses. In general, such names will be assigned for a designated period of time, in keeping with the expected tenure of the facility's function. Proposals for naming a minor facility do not need to be reviewed by the Naming Committee, but will instead be forwarded to the President for approval through the Vice President for Advancement.
- IV. Procedure for Requesting a Named Facility
- A. Requests of Named Facility: All facility naming requests should be directed to the Chair of the Naming Committee and include the following:
    1. A memorandum giving the particulars of the naming request that includes rationale for the naming, referring to relevant criteria in 4.0 above;
    2. Supporting information about the individual or group for which the facility is to be named;

3. Letters of support for this request from unit administrators, faculty, staff, students, or alumni as appropriate; and
  4. Any other information that may be relevant to the potential implementation of the request.
- B. Requests for Named Facility for Major Financial Contribution: Facility naming requests in response to a major financial contribution should be directed to the Naming Committee by the Vice President for Advancement in consultation with the President. No formal proposals or commitments should be made to donors without prior review and agreement, in principle, of the President by way of the Vice President for University Advancement.
- C. Receipt and Deliberation of Requests: Upon receiving a naming request, within thirty (30) days the Chair of the Naming Committee will convene the committee to consider the request, and the committee will make a recommendation to the Facilities Planning Council in due course. The Facilities Planning Council will then forward the recommendation to the President with comments as necessary.
- D. Recommendation of University President: The President will confer with or respond to the recommendation from the Naming Committee and Facilities Planning Council as he or she deems appropriate and forward a recommendation, as necessary and appropriate, to the State Board of Education.
- E. Conveyance of University President's Recommendation: The President will convey the decision on the proposed naming recommendation to the Chair of the Naming Committee, who will in turn, inform the party (ies) who made the request.
- F. Implementation: Implementation of the naming request will be directed by the Office of the President.
- V. Procedure for Requesting a Named Administrative Unit
- A. Requests for Naming of Administrative Units: All administrative unit naming requests should be directed to the Chair of the Naming Committee and include the following:
1. A memorandum giving the particulars of the naming request that includes rationale for the naming, referring to relevant criteria in 4.0 above;

2. Supporting information about the individual or group for which the administrative unit is to be named;
  3. Letters of support for this request from unit administrators, faculty, staff, students, or alumni as appropriate; and
  4. Any other information that may be relevant to the potential implementation of the request.
- B. Requests for Named Administrative Units for Major Financial Contribution Administrative unit naming requests in response to a major financial contribution should be directed to the Naming Committee by the Vice President for Advancement in consultation with the President. No formal proposals or commitments should be made to donors without prior review and agreement, in principle, of the President by way of the Vice President for University Advancement.
- C. Receipt and Deliberation of Requests: Upon receiving a naming request, within thirty (30) days the Chair of the Naming Committee will convene the committee to consider the request. The Naming Committee will take input from the faculty and/or staff of the effected administrative unit. The input from the faculty and staff may be summarized in the recommendation to the President, however, all input from the faculty and staff must be reported.
- D. Recommendation of University President: The President will confer with or respond to the recommendation from the Naming Committee as he or she deems appropriate and forward a recommendation, as necessary and appropriate, to the State Board of Education.
- E. Conveyance of University President's Recommendation: The President will convey the decision on the proposed naming recommendation to the Chair of the Naming Committee, who will in turn, inform the party (ies) who made the request.
- F. Implementation: Implementation of the naming request will be directed by the Office of the President.