

**ACADEMIC AFFAIRS COUNCIL**

**AGENDA ITEM: 4 – B (4)**

**DATE: October 5, 2016**

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**SUBJECT: Facilities, Programmatic Unit, and Academic Honors Naming Requests**


The Academic Affairs Council discussed the process for naming, renaming, and reorganizing academic divisions, departments, and units at the [March 2016 AAC meeting](#). A short AAC guideline was prepared to guide this process. This guideline only addressed naming requests that did not involve recognition of specific persons or entities who have made important contributions (including financial contributions) to the university; Board Policy 1:27 governs such requests. A revised guideline (attached) has been prepared with the intent to provide clarification between the two types of naming requests.

AAC representatives should discuss any proposed modifications to the guidelines.

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**RECOMMENDED ACTION**

Discussion and recommendation.

			<h2>ACADEMIC AFFAIRS GUIDELINES</h2>
<b>Section 10:</b>	Miscellaneous		
<b>Title:</b>	Facilities, Programmatic Unit, and Academic Honors Naming Requests		
<b>Number (Current Format)</b>	<b>Number (Prior Format)</b>	<b>Date Last Revised</b>	
10.2		10/2016	
<b>Reference</b>	BOR Policy 1:27 (Naming of Institutional Facilities, Programmatic Units or Funded Academic Honors)		
<b>Related Form(s)</b>	Naming Request Form		

### **Approval Summary Quick View**

*Naming requests for academic divisions, departments, or units that do not involve recognition of specific persons or entities*

Naming Request ► CAO ► AAC information item ► COPS ► BOR

*Naming requests for facilities or academic divisions, departments, or units involving recognition of specific persons or entities*

Naming Request ► General Counsel ► BOR

1. The Board of Regents approves requests to name or rename facilities as well as name, rename, or reorganize academic divisions, departments, units.
2. Institution presidents and special school superintendents may name wings, halls, rooms or other areas within buildings, and chairs, lecture series or other funded academic honors.
3. Requests to name, rename, or reorganize academic divisions, departments, or units that do not involve recognition of specific persons or entities who have made important contributions (including financial contributions) to the university are submitted through the system Chief Academic Officer (CAO).
  - 3.1. The university Vice President for Academic Affairs (VPAA) reviews proposed naming requests under Section 3 with the system CAO.
  - 3.2. The system Chief Academic Officer will place the request on the Academic Affairs Council (AAC) agenda as an informational item.
  - 3.3. Proposals viewed by the AAC move to the agenda of the Council of Presidents and Superintendents (COPS).
  - 3.4. Proposals approved by the COPS move to the Board of Regents agenda for review and approval.

4. Requests to name, rename, or reorganize academic divisions, departments, or units that involve recognition of specific persons or entities who have made important contributions (including financial contributions) to the university are submitted through the system General Counsel.
  - 4.1. The university VPAA and/or President reviews proposed new naming, renaming or reorganization of academic units, divisions, or departments as described in Section 4 with the system General Counsel.
  - 4.2. The system General Counsel will place the request on the Board of Regents agenda for review and approval; such requests will appear on the COPS agenda for review and approval at the discretion of the General Counsel.
  - 4.3. Board Policy 1:27 governs requests to name divisions, departments, units, or facilities for specific persons or entities.
  - 4.4. 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:
    - 4.4.1. Serving the university in an academic or administrative capacity with high distinction, *or*
    - 4.4.2. By contributing in other exceptional ways to the welfare and reputation of the university, to education, or the community in general.
  - 4.5. When naming a facility or programmatic unit for a person, family, or organization where there is a gift to the institution, consideration has been given to the following factors:
    - 4.5.1. The significance of the gift to the likely realization or success of a facility project or programmatic unit, based on the following guidelines:
      - A. A name proposed for a new facility or a facility to be renovated so as to recognize a gift to the institution may be considered when the gift represents a substantial component of the projects' total cost.
      - B. A name proposed for an existing but presently untitled facility so as to recognize a gift to the institution may be considered when the gift represents a significant proportion of the value of the facility.
      - C. A name may be proposed for a programmatic unit to recognize an endowed gift to the institution 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 portion of it, since the naming shall be in effect for the life of the program.

- D. If a fund raising drive or a contractual agreement may involving naming that is subject to Board approval, the Board must be apprised of such initiatives in advance.
  - E. Before recommending a name in honor of an individual, corporate, or commercial entity, institutions 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. 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 institutional appreciation should be modest in size and appropriate to the public university or school setting.
- 4.5.2. The urgency or need for the project or program, or continuing support for the program.
  - 4.5.3. The standing of the individual, family, or entity in the community or profession.
  - 4.5.4. The nature and duration of the relationship of the proposed honoree to the university.