


<p>CAMPUS POLICY</p>  <p>UNIVERSITY OF COLORADO at COLORADO SPRINGS</p>	<p>POLICY NUMBER: 400-005</p>	<p>PAGE NUMBER: 1 of 4</p>
	<p>CHAPTER: Facilities</p>	
	<p>SUBJECT: Naming University Facilities</p>	
	<p>EFFECTIVE DATE: January 14, 2008</p>	
<p>OPR: Facilities</p> <p>VC: Administration and Finance</p>	<p>SUPERSESSSION: February 21, 2005; April 1, 1996</p> <p>APPROVED: by Pamela Shockley-Zalabak, Chancellor, on January 14, 2008</p>	

I. POLICY:

The University of Colorado at Colorado Springs (UCCS) welcomes the opportunity to honor those who have rendered distinguished service or support to the university. The conferring of a naming honor should advance the reputation of UCCS as well as increase the awareness, understanding and public support for the university and its programs. Facilities and interior spaces may be named for individuals or entities whose accomplishments or generosity advance and/or increase the capacity of UCCS to meet its overall mission of education. To ensure the appropriateness of the honor, UCCS will adhere to the following guidelines to make decisions on the merits of each opportunity with regard to naming facilities and interior spaces. All naming guidelines at UCCS will adhere to *University of Colorado Board of Regents Policy 14-J*.

II. AUTHORITY FOR CAMPUS POLICIES:

- A. Authority for the creation of campus administrative policies is found in the Laws of the Regents, 1990, which states:
- B. Facilities shall be named in accordance with policies of the Board of Regents.

III. PURPOSE:

To establish and maintain standard procedures for consideration of naming opportunities that reflect the University's values and have the potential to affect UCCS's public image.

IV. DEFINITIONS:

- A. **Major facilities** include buildings, wings of buildings, recreational fields, plazas, fountains, roadways, walkways, malls, quadrangles, and similar facilities on the campus of the University of Colorado at Colorado Springs.
- B. **Smaller facilities** include interior portions of buildings such as classrooms, seminar rooms, lecture halls, laboratories, and service facilities. Exterior elements include landscaping, commemorative trees, bricks, benches, sculptures, vest pocket parks, patios, and steps.

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- C. **Honorary names** include concepts, places, flora and fauna, natural landmarks, etc. Honorary names also include the names of individuals and groups.

VI. PROCEDURES:

A. General Guidelines

- a. The Chancellor shall charge an ad-hoc committee to review and make recommendations to him/her for naming opportunities. The membership of the Facility Naming Committee will include the Chief Operating Officer, Vice Chancellor for Administration and Finance; the Vice President of Development, and any other representatives of the University community may serve on the committee, as deemed appropriate by the chancellor. The chancellor shall appoint the chairperson of the committee.
 - i. When it appears that a contribution to the University will result in a request to name a portion of a building for a donor or other individual, the committee chairperson shall be notified in writing. The request shall contain a profile of the donor, the area of interest with any proposed stipulations, and information about how the gift will be paid. The committee will review and research each submitted facility-naming nomination on its individual merits. The Facility Naming Committee as a part of deliberative review and research process may consult with others outside its membership when appropriate and necessary. The Committee will make a recommendation to the chancellor.
- b. Facilities will not normally be named to honor persons who have no formal connection with the University unless they are substantial benefactors.
- c. All namings through donated funds are subject to the receipt of final payment. Such namings may be approved by the Facility Naming Committee before receipt of final payment. If payment is to be made over an agreed-upon period of time, the name may be used and a dedicatory event held during the payment period at the discretion of the Facility Naming Committee.
 - i. Generally, naming rights for benefactors would be granted where there is a minimum commitment of five years.
 - ii. The Vice President of Development of the University of Colorado Foundation may recommend to the chancellor that the use of a benefactor's name be discontinued if and when the donor defaults on a gift payment.
 - iii. Deferred gifts, including, but not limited to, life insurance and bequests are not to be used for current naming opportunities. Discussion should be made with the interested donor(s) concerning the possible naming opportunities that may be available when the gift is actually received.
 - iv. Donor names proposed for landscaping, commemorative trees, benches, sculptures and similar features will normally require a gift to cover the full cost of the project and a maintenance endowment fund equal to 50% of the cost.
 - v. Bricks and similar items consuming little, if any, square footage may carry donor or honorary names with the approval of the Facility Naming Committee. All external designs and namings of this nature shall be reviewed

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and approved by Facility Naming Committee to assure compliance with the University's design standards.

- d. When a proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person's next of kin.
 - e. The CU Foundation shall maintain an official list of all requests and approved proposals for namings.
 - f. Naming rights will normally not extend beyond the normal life of the building.
 - g. No publicity shall be given the recommendation for naming until it is approved by the chancellor.
- B. Guidelines for Functional Designations
- a. Each new major facility shall have a functional designation as a part of its name
 - b. The chancellor shall approve the functional name for each new major facility, with the concurrence of the President. As appropriate, program plans for construction and acquisition of facilities are approved by the Board of Regents.
 - c. The chancellor shall approve the functional name for all smaller facilities, with the concurrence of the President.
 - d. Master Plan may provide guidance in developing the functional names of major facilities.
- C: Guidelines for Honorary Name
- a. In addition to the functional designation, both major and smaller facilities may also have honorary names. Honorary names for major facilities shall require the approval of the Board of Regents. Honorary names for smaller facilities must be approved by the chancellor, with the concurrence of the president.
 - b. Both major and smaller facilities may be named to honor individuals or groups, although it is not necessary that all facilities be named to honor individuals.
 - c. Persons proposing to name a major facility for an individual or a group (e.g., corporations, foundations, or other entities) must establish that the individual or group meets one or more of the following criteria.
 - i. The individual or group shall have rendered outstanding academic and/or professional service to the University community. Names of individuals may not be proposed under this criterion earlier than five years after the date of the individual's retirement; or if the individual is deceased, the name may not be proposed earlier than five years after the date of death.
 - ii. The individual or group must have contributed in his/her/their own or in another's name substantial funds toward the construction, renovation and/or maintenance of the facility for which the individual or group is recommending a name. A contribution of at least 50% of the construction or renovation cost of a major facility is deemed to be substantial. A lesser percentage may be deemed to be substantial if that contribution made possible the construction, renovation, or maintenance of the major facility. An endowment sufficient to provide for 75% of the maintenance and operating cost of a major facility at the time of the endowment is deemed to be substantial.

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- iii. Any existing or planned major or smaller campus facilities which have not been given an honorary name may be named if funds substantially equivalent to the cost of the facility to be named are contributed. Such funds may be designated to another campus fund or program related to such facilities in exchange for an appropriate naming opportunity for such facilities.
- iv. The individual or group has historical or social importance to the State of Colorado or to the University of Colorado.

D: Name Changes

- a. Individuals and organizations whose names are approved by the Board of Regents are expected to exemplify the attributes of integrity and civic leadership. Under extraordinary circumstances when the continued use of the name would compromise the public trust and reflect adversely upon the University, UCCS reserves the right to rename the building or facility.
- b. The University has the right, in consultation with the donor, to change the name of a building, space, facility or endowment if, for example, a corporate donor has itself changed its name, or marital donors have divorced or separated. The naming contract will specify details for this procedure including terms for the rename and re-brand process.
- c. If there is a change in the function of either a major or smaller facility that is not named for an individual, the functional name may be changed on the approval of the campus chancellor.
- d. If a major facility is named to honor an individual under this policy the facility's honorary name may not be changed unless the chancellor, with the concurrence of the president, and the Board of Regents approve the change. In such cases, any pre-existing agreements with the donor(s) will be taken into consideration.
- e. The honorary names of smaller facilities cannot be changed unless approved by the chancellor, with the concurrence of the president.

VII. Implementation and Administration

- A. When a major facility is named for an individual or group, it is expected that there will be suitable ceremonies of formal dedication and that appropriate prominent plaques and signs will be installed and will be maintained to recognize the individual or group who is being honored. When a smaller facility is named for an individual or group, suitable signage will be installed and suitable ceremonies of formal dedication shall be held.

VIII. ATTACHMENTS

Naming Request Form: (to be submitted to the Office of the VCAF)

