

POLICY REVIEW – NAMING OF BUILDINGS

Requested Action: Review and consider making recommendations to the Board regarding changes to the Board's naming policy.

Executive Summary: The work plan for the Property and Facilities Committee includes a review of the Board's policy on naming, with specific reference to the naming of buildings. At its October 2001 meeting, the Board adopted a policy on the naming of buildings and other facilities, and colleges and programs; this uniform policy, which sets forth parameters for the naming, has not been reviewed since its adoption.

The policy identifies major facilities (entire buildings and large sections) for which the naming must be approved by the Board of Regents and minor facilities (rooms, labs, units, small open spaces, structures, physical features, etc.) for which the naming is delegated to the institutional heads. The policy also specifies the categories of persons and entities eligible.

In June 2003, the Board adopted a policy which requires the universities to notify the Executive Director prior to the solicitation of private and/or federal funds for any capital projects by an affiliated organization or an institution. The Executive Director then in turn notifies the Board regarding institutional plans for fundraising for capital projects.

Given recent Board interest in the sources of funds for the operation and maintenance costs for "named facilities" for which construction funds have been donated, the Board Office reviewed more than 40 naming policies at public and private universities and other governing boards.

Many of the reviewed policies specify "substantial" or "significant" donations as a requirement for naming, and others include a specific percentage of the private funding component of the project budget as a criterion. Some naming policies require the establishment of an endowment for operation and maintenance costs. In some instances, the maintenance endowment is considered as part of the gift for purposes of calculation.

As a result of this review, a change to Board policy is proposed which would add specificity to the descriptor of "donors." This proposed change is highlighted in Attachment A, section B.4.

While not included in the proposed change to the policy, the Property and Facilities Committee and the Board may wish to consider development of a guideline encouraging the establishment of an endowment to provide for a percentage of the operation and maintenance costs for general fund facilities which are proposed to be named for a donor.

Each of the Regent universities has a policy on the naming of facilities that identifies the process for naming of buildings and is consistent with the Board's policy; these policies and summaries of the Board Office research on other higher education naming policies are available from the Board Office.

**BOARD OF REGENTS, STATE OF IOWA
NAMING POLICY**

§6.31 Policy Manual

(suggested modifications underlined and in italics)

- A. All proposed names for facilities, properties, or university units (except minor facilities as defined below) owned or operated by the five Regent institutions or the Board of Regents, State of Iowa, must have specific Board of Regents approval prior to naming. “Major units” include entire buildings, wings of buildings, colleges, programs and large sections of campus. “Minor units” include campus areas or sections of facilities (e.g., rooms, labs, open spaces, streets, structures, physical features, etc.) Naming of minor units or functional names of major units (e.g. Physics Building, Chemistry Building) may be approved by the institutional head and does not require Board of Regents approval.
- B. The Board will normally approve names of persons (living or deceased) or entities such as a business or commercial product. Examples of the categories of persons and entities eligible include:
1. Alumni with close ties to the institution.
 2. Distinguished Iowans.
 3. Persons who have made an outstanding contribution to a field of study, discipline, university, the State of Iowa, the nation or world.
 4. Donors *who have made significant contributions to a college or program; or toward the construction, renovation, and/or operation and maintenance costs of a facility.*
 5. Employees (presidents, superintendents, faculty staff) – no earlier than two years following the end of employment/appointment or upon death. No unit may be named for a current Regent employee.
- C. The institutional head shall keep members of the Board of Regents and the Executive Director informed of developments relating to possible naming of major units throughout the entire process.