

Contact: Gary Steinke/
Joan Racki

REVIEW OF BOARD'S NAMING POLICY

Action Requested: Receive and discuss the following report on possible revisions to the Board's Naming Policy.

Executive Summary: It was requested that the Board, at its September 2007 meeting, review possible revisions to its existing Naming Policy (included as Attachment A), including, but not limited to, whether the policy should be amended to exclude the naming of colleges or other major units of the universities after a "business or commercial product."

The Board Office has reviewed the policies of other public universities and their governing boards and has consulted with the presidents of the Regent universities. As a result of that review and consultative process, the following possible options are provided for Board discussion:

1. No changes be made to the Board's current policy.
2. No changes be made to Sections A and B of the Board's current policy but institutional responsibilities (Section C) be increased to include requirements for:
 - a. Development of university guidelines/rationale to determine the appropriate recognition of a donor(s), including the contribution level(s) for naming of a major unit.
 - b. Institutional "due diligence" review of the donor and the person/entity (if different than the donor) in whose honor the naming is to be made and the implications of the naming for the institution. Due diligence on the part of the university would include:
 1. Review of any potential conflict of interest issues;
 2. Review of the potential impact upon the academic and research autonomy of the University;
 3. Evaluation of the impact on future giving by the donor or others; and
 4. Consultation with appropriate legal/bond counsel to determine whether the naming of the facility or program could adversely affect existing or future tax-exempt bonds, and if so to what extent.
 - c. Gift agreement with a donor which may result in the naming of a major unit, unless this provision is waived by the Board; the agreement would stipulate that recognition is subject to the prior approval of the Board and is subject to subsequent reconsideration by the Board.
3. Board policy be revised to exclude the naming of a college or other major academic unit or a facility after a business or commercial product; this would not preclude the naming when the name of the corporation and the founder of the corporation may be the same. (Auditoria, classrooms etc, could be named for a corporation or commercial product.)

4. Board policy be revised to develop a separate policy for the naming of a college or academic unit and a separate policy for the naming of a building or wings of a building with different criteria established for each.

Based upon the discussion which occurs at the September Board meeting, the Board Office will draft, if requested, suggested changes to the Naming Policy which would be presented to the Board for first reading at its October 2007 meeting.

Additional Information:

History of Naming Policy: In October 2001, the Board adopted a policy regarding the naming of facilities, properties or university units; this policy, which was developed in consultation with the institutions, established a uniform policy that set forth some parameters for the naming of academic units, buildings and other facilities at the Regent institutions. At that time, a survey by the Board Office found that most higher education multi-campus governing boards had a "naming policy." The policies were developed to guide the naming process at the institutions and to specify what aspects of naming were delegated by the Board to the institutions and those that needed specific Board action. The policy adopted at that time is included as Attachment B.

In 2006, the Board's policy was revised, after substantial review by the Board's Property and Facilities Committee and the Regent institutions, to include specific provisions for donors who have made significant contributions to the institutions, a college or major unit; and those who have made significant contributions toward construction, renovation and/or critical programmatic, annual operating or future capital renewal costs of new, renovated or other existing facilities. (The current policy is included as Attachment A.)

Institutional Procedures and Processes: The Regent universities each have policies and procedures for the naming of buildings, areas of campus (including streets) and spaces within buildings. These policies and procedures are included as Attachment C.

Named Colleges and Facilities at the Regent Universities: There are currently two colleges within the Regent enterprise which have other than solely descriptive, functional names. These are the Henry B. Tippie College of Business, and the Roy J. and Lucille A. Carver College of Medicine, both at the University of Iowa. In February 1999, the Board approved the naming of the College of Business for Mr. Tippie. At that time, President Coleman stated that Mr. Tippie had contributed more than \$30 million to the University of Iowa. The College of Medicine was named, by Board action, in March 2002. At that time, the University informed the Board that the Roy J. Carver Charitable Trust had made an aggregate \$90 million commitment to the College of Medicine.

There are a number of buildings which have been named for individuals at the Regent institutions; there are no buildings which have been named for a business or a commercial product.

Research Results – Naming of Colleges: The Board Office has undertaken research regarding the naming of colleges/schools at public universities for a business or commercial product. Ohio University's Scripps College of Communication and the College's E.W. Scripps School of Journalism were named following gifts from the Scripps Howard Foundation which is the philanthropic arm of the E.W. Scripps Company. In addition, there is the ConocoPhillips School of Geology and Geophysics in the University of Oklahoma College of Earth and Energy.

The research found one deanship named for a corporation - the "Bank of America Dean" of the Haas School of Business of the University of California, Berkeley.

In addition, there are a number of colleges and schools at public universities that are named after the founder, owner, or executive of a business or company. A summary of this research is included as Attachment D.

Research Results – Naming of Facilities: The Board Office has identified a number of facilities at public colleges or universities which are named for businesses. While the research was extensive, the list is not necessarily inclusive of all public university facilities which may be so named. A summary of the research is included in Attachment E. The research discovered 11 sports venues, 13 academic facilities, and nine other facilities; some of the latter may include academic components.

Tax Implications of Naming: The Board Office has consulted with the Board's bond counsel (Ahlers & Cooney, PC) regarding naming rights as the issue involves many legal and financial concerns. One financial concern arises when the granting of naming rights relates to a facility that is (or will be) financed with tax-exempt bonds. The primary concern is whether the granting of naming rights to a "nongovernmental person" would result in the governmental bond issuer being unable to issue tax-exempt bonds or cause previously issued tax-exempt bonds to be declared taxable. In today's interest rate environment, the difference between taxable and tax-exempt rates translates into an approximately 1% - 1.5% per annum additional interest rate cost to the issuer.

Policies of Other Governing Boards and Institutions: The Board Office has also undertaken research on the policies of other governing boards and institutions related to naming of academic units and facilities. Policies of approximately 50 entities were reviewed. Many of the policies include review by appropriate university naming committees and general counsel, and provisions for removing a name and/or renaming an academic unit or facility. Summaries of some comprehensive policies (web links to policies also included), which discuss corporate naming, are included as Attachment F.

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

(Adopted February 2006)

- 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 the institution generally, to a college or major unit, or to a related program.
 5. Donors who have made significant contributions toward construction, renovation and/or the critical programmatic, annual operating, or future capital renewal costs of new, renovated, or other existing facilities.
 6. 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.
 7. Combinations of the above.
- 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.

**BOARD OF REGENTS, STATE OF IOWA
NAMING POLICY**
(Adopted October 2001)
(In Effect from October 2001 – January 2006)

- 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 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
 - 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.

INSTITUTIONAL PROCEDURES AND PROCESSES

**University of Iowa
Operations Manual**

**CHAPTER 42: THE NAMING OF BUILDINGS, AREAS OF THE CAMPUS, OR SPACES
WITHIN BUILDINGS**

42.1

Proposals for the naming of buildings, designated areas of the campus, or spaces within buildings should be forwarded through the appropriate collegiate deans' or directors' offices to the President.

42.2

In the case of the naming of buildings and of designated areas of the campus (not in buildings), the President forwards the proposed name to the President's Advisory Committee on the Naming of Buildings for recommendation. If, upon receipt of that recommendation, the President decides to proceed with the proposal, it is then presented to the Campus Planning Committee for review, to include such matters as whether the proposed name will cause confusion and whether the name is consistent with the building's function. Subsequent to the review of that committee, the President forwards the proposed building or area name to the Board of Regents for approval.

42.3

In the case of the naming of space within buildings, the President forwards the proposal to the Advisory Committee on the Naming of Buildings for recommendation, and upon receipt of that recommendation, the President takes the appropriate action.

42.4

Because of the relative permanence of decisions to name buildings, areas, or spaces, it is prudent to allow reasonable time for consideration at each stage of the process. Comments from the occupants of the building or space in question should be sought, whenever possible, before the proposal is forwarded to the President. The President will also seek the staff advice of Facilities Management before a proposal is forwarded for committee review. Except in extraordinary circumstances, consideration by the Advisory Committee and by the Campus Planning Committee will be at convened meetings of the committees rather than by phone or by mail. As a charter committee, the Campus Planning Committee includes faculty and staff members, as does the Advisory Committee. It is important that those constituencies have ample opportunity to weigh the implications of any recommendation. The Advisory Committee serves at the pleasure of the President and is responsible to the President. The committee shall be composed of five persons -- three faculty members and two staff members. The members will be selected by the President, after consultation with the presidents of the Faculty Senate and Staff Council, and they will serve staggered six-year terms. The President will designate the chair of the committee. In appointing committee members, the President should consider the value of the individual's institutional memory and sense of the history and traditions of the University. Committee members will not be eligible for reappointment before one year following the expiration of their previous appointment.

Iowa State University

Naming Buildings and Streets

Effective: Moved to Policy Library from University Policy Manual (UPM) 2.2(5) through 2.2(10)
Contact(s): [President's Office](#)

Introduction

The President's Advisory Committee on Naming Buildings and Streets has the responsibility of recommending to the president names for buildings and streets. The Board of Regents, State of Iowa, also must approve naming of buildings and facilities, except for minor unit or functional or generic names, as provided by Regents Policy Manual, Chapter 6.

Policy Statement

Criteria for Naming Buildings

- Generally, major buildings are named for distinguished individuals who have made extraordinary contributions of a scholarly, professional, or public service nature related to the university's mission.
- In some cases, buildings also may be named for major donors to the construction of the building.
- A building not named for an individual must be identified in a manner that is descriptive of its function.
- Confusion with or duplication of existing names used on buildings, streets, roads or residence system houses must be avoided.

Criteria for Naming Sub-Sections of Buildings

- Sections of buildings that have a discrete function and are of significant value such as an auditorium, a major conference room, a special classroom, a seminar room or a laboratory may be named independently of the building.
- Sections of buildings are generally named for donors who have played major roles in equipping, renovating, or constructing that portion of the building.
- Alternatively, sections of buildings may be named for members of the academic community whose outstanding work is associated with the function of the space to be named.

Criteria for Naming Streets

Campus streets may be named for individuals, unique service or building proximity (e.g., Union Drive, Morrill Road). Generally, streets running north and south should be designated as roads and those running east and west should be designated as drives. Where appropriate, the continuation of a city street through the campus may bear the city street name.

Proposals and Approvals

- The President's Advisory Committee on Naming Buildings and Streets has the responsibility of recommending to the president names for buildings and streets. The committee is appointed by the president and may include representation from various university contingencies (faculty, staff, students, and administrators; for current membership). The committee reviews all nominations and transmits its recommendations to the president. The president's approval and that of the Board of Regents, when needed, must precede the implementation of the naming.

- Any member of the university's alumni, students, staff, faculty or administrators may propose names for campus buildings and streets by writing to the chair of the President's Advisory Committee on Naming Buildings and Streets.
- When the name of an individual is proposed, the proposal must be in the form of a nomination and must be accompanied by supporting documentation that provides evidence of the extraordinary contribution which was made by that individual. Normally such documentation is of the nature that would be provided in connection with the nomination of an individual for a prestigious national or international prize.
- Nominators must consider the following questions in preparation of a nomination of a distinguished individual and in providing supporting documentation as cited in the Operating Guidelines:
 - What was the individual's extraordinary contribution(s) in terms of a scholarly, professional, or public service nature?
 - How does the contribution(s) relate to the mission of Iowa State University?
 - How will naming the building or street after the individual reflect the history, purpose, and diversity of the university's programs?
 - Will the contribution(s) of the individual still be recognized two to three decades in the future?
 - On whom in society does the contribution(s) have the greatest impact?
 - How is the individual being nominated related to the building or street in question?
- Generally, nominations may be submitted at any time and the committee will meet (a quorum being present) and act on the nominations in a timely fashion. However, nominations for current or former employees of the university will normally not be reviewed by the committee until at least five years have elapsed since the termination of their university employment (whether by death, retirement, or resignation) in order to ensure their sustained recognition and thus, the strength of the nominations.
- Nominations to recognize donors will be treated by the committee as information items, and endorsed as consent items.
- Nominations that are descriptive of functions will be treated by the committee as information items, and endorsed as consent items.
- When only one or two academic units regularly occupy the building or sections of buildings to be named, those units must be consulted about any proposed name.
- Representatives of the university administration, the faculty, the staff, the student body, and the alumni must be consulted regarding proposed names. Such consultation must be done in confidence when the name of an individual is involved.
- Where an individual's name is involved, considerations must be carried out quietly and not involve meetings with public debate or voting. All group discussions related to this task must be held privately. Public competition among various factions who may be interested in supporting alternative names must be avoided. Such competition can injure those whom we intend to honor.
- Nominations/proposed names of buildings or streets that meet with the approval of the President's Advisory Committee on Naming Buildings and Streets are forwarded to the president along with committee recommendations and appropriate documentation.

- After appropriate consultation with members of various constituencies, and given the concurrence of the president with the recommendation of the President's Advisory Committee on Naming Buildings and Streets, the president will send the proposed building or street name to the Board of Regents for consideration.
- Names of sections of buildings may be proposed by the academic or administrative unit that makes the greatest use of the space. Such proposals may go directly through appropriate administrative channels to the president and do not need to be reviewed by the Advisory Committee. Copies of the proposals must be forwarded to the President's Advisory Committee on Naming Buildings and Streets for informational purposes. Names of sections of buildings are approved by the president and do not require Regental approval.

Building Groundbreakings and Dedications

The Office of the President will generally be responsible for plans for building groundbreakings and dedications; the president's designee will coordinate both planning and the events. The president's designee will work with the ISU Foundation concerning dedication audiences, the appropriate university offices and programs who will be using the new facilities, and also will be responsible for organizing and submitting to the president the appropriate documentation for the proposed actions, details concerning timing, appropriate publicity, tentative budgets, and outlines for either the groundbreaking or dedication ceremonies.

**University of Northern Iowa
Policies and Procedures**

8.03 Naming of Buildings and Facilities

Purpose:

University facilities will be named as necessary and appropriate for the primary purpose of identification. "University facilities" include buildings, major portions of buildings, rooms or areas within buildings, campus streets, and campus areas.

Policy Statement:

University facilities are named in honor of individuals who have rendered distinguished service to the institution. Requests for naming are reviewed by the Naming of University Facilities Advisory Committee and recommended to the Cabinet. The use of an individual's name in the identification of buildings and facilities must be approved by the President and the Board of Regents as required. The placement of memorial plaques must also be recommended for Cabinet approval. Exterior nameplates shall be limited to the individual's last name.

Procedure:

1. Requests for the naming of facilities must identify specifically the facility or area under consideration with a rationale for the selection of the specific name.
 2. Requests are reviewed by the Naming of university Facilities Advisory Committee. Responsibilities of the committee include consideration of requests forwarded to the Cabinet from the university community, and initiation of recommendations to name university facilities in honor of individuals who have rendered distinguished service to the institution. Members of the university community, especially those in the discipline most closely associated with the particular facility, will be provided opportunities for input in the process.
 3. The final decision to name buildings rests with the Board of Regents. The President makes a recommendation to the Board after receiving requests from the Naming of University Facilities Advisory Committee and after consultation with the President's Cabinet.
- Approved by the President's Cabinet 6/1/99

**RESULTS OF RESEARCH REGARDING NAMING OF COLLEGES OR SCHOOLS
IN PUBLIC COLLEGES OR UNIVERSITIES**

Prepared by Diana Gonzalez

Summary: There are a number of colleges/schools, especially in business, that are named after the founder/owner/executive of a business or company; in some instances that person may also be an alumnus/alumna. The following are examples of names adopted for colleges/schools. The amount of the contribution, if available, is included.

- 📖 Indiana University-Bloomington: Jacobs School of Music – named in 2006 in recognition of the gift of Barbara M. Jacobs.
- 📖 Indiana University-Bloomington: Kelley School of Business – named in honor of E. W. “Ed” Kelley, a marketing innovator and alumnus.
- 📖 Louisiana State University: E. J. Ourso College of Business – named in 1997 after E. J. Ourso, philanthropist and entrepreneur in the funeral home and burial insurance business.
- 📖 Louisiana State University: Manship School of Mass Communication – renamed in 1985 in recognition of the Manship Family, owners of local media, who made a major financial contribution to the school.
- 📖 Miami University of Ohio: Richard T. Farmer School of Business – endowed in 1991 by Richard T. Farmer, chairman of the board of Cintas Corporation. In 2005, the Richard and Joyce Farmer and the Farmer Family Foundation presented a gift of \$30 million for a new 210,000 square foot school of business building which will be named Richard T. Farmer Hall.
- 📖 Michigan State University: Eli Broad College of Business & The Eli Broad Graduate School of Management – renamed in 1991 following a \$20 million gift. Broad is chairman of SunAmerica Inc. and KB Home (formerly Kaufman and Broad Home Corporation).
- 📖 Ohio State University: Fisher College of Business – renamed in 1993 following a gift from Max M. Fisher, an industrialist, philanthropist, and public servant.
- 📖 Oklahoma State University: William S. Spears School of Business – renamed in 2004.
- 📖 Purdue University: Krannert School of Management – named for Herman Charles Krannert, founder of Inland Container Corporation.
- 📖 Salisbury University: Franklin P. Perdue School of Business – created by a multi-million dollar endowment from Frank Perdue and Perdue Farms in 1986. In 2006, the Arthur W. Perdue Foundation presented an \$8 million gift for the construction of a new home for the Franklin P. Perdue School of Business.
- 📖 Texas A & M University: Mays Business School – college endowed by Lowry Mays, founder and CEO of Clear Channel Communications; college renamed in 2002 to Mays Business School.
- 📖 University of Arkansas: Sam M. Walton College of Business – named after founder of Wal-Mart.
- 📖 University of California, Berkeley: Haas School of Business – renamed in 1986 after Walter A. Haas, former president of Levi Strauss & Co.
- 📖 University of Colorado-Boulder: Leeds School of Business – renamed in 2001, following a \$35 million commitment from the Leeds family of New York.
- 📖 University of Connecticut: Neag School of Education – named after Raymond Neag, an entrepreneur and philanthropist. In 1999, he gave \$21 million to the School of Education.

- 📖 University of Florida: Fisher School of Accounting – named for Frederick Fisher who gave \$6.5 million to the school in 1985.
- 📖 University of Florida: Hough Graduate School of Business – named in 2007 for William R. “Bill” Hough, founder of the investment banking firm of William R. Hough & Co. in St. Petersburg, which merged with RBC Dain Rauscher Inc. in 2004, for his gift of \$30 million.
- 📖 University of Florida: Warrington College of Business – named for Alfred Warrington, who donated \$11 million to the college in 1986.
- 📖 University of Houston: C. T. Bauer College of Business – renamed in 2000 following a gift of \$40 million from C. T. “Ted” Bauer, co-founder of Aim Management Group.
- 📖 University of Houston: Conrad N. Hilton College of Hotel and Restaurant Management – named in 1969 following a pledge of \$1.5 million to build a hospitality college. Today, a \$28.8 million complex includes an 86-room Hilton University of Houston Hotel, a 40,000 square-foot conference center, two full-service restaurants, three ballrooms, banquet facilities, a wine cellar, and numerous labs and test kitchens. Since the college’s founding, the Conrad N. Hilton Foundation has contributed more than \$45 million in scholarships, endowed chairs, building expansions, and updates.
- 📖 University of Massachusetts-Amherst: Isenberg School of Management – named after Eugene M. Isenberg following a gift of \$6 million in 1997.
- 📖 University of Michigan: Stephen M. Ross School of Business – named for Stephen Ross, a property developer, who bought the naming rights to the business school with a \$100 million gift in 2004. His first offer of \$50 million was deemed too low by the school’s dean.
- 📖 University of Missouri-Columbia: Charles and Josie Smith Sinclair School of Nursing – named after the Sinclairs who provided a substantial endowment to the School.
- 📖 University of Nevada-Las Vegas: Greenspun College of Urban Affairs & Hank Greenspun School of Communications – named for Hank Greenspun, owner of Las Vegas Sun.
- 📖 University of Nevada-Las Vegas: Howard R. Hughes College of Engineering – named for Howard Hughes in 1984, following a donation to the college by Hughes’ Summa Corporation.
- 📖 University of Nevada-Las Vegas: William F. Harrah College of Hotel Administration – named for founder of Harrah Entertainment.
- 📖 University of New Mexico: The Anderson School of Management – named for Robert O. Anderson, CEO & Chairman of the Board of Atlantic Richfield Co. and CEO and Chairman of the Board of Hondo Oil & Gas Co.
- 📖 University of North Carolina-Chapel Hill: Kenan-Flagler Business School – renamed in 1991 to honor philanthropist Mary Lily Kenan Flagler and her husband Henry Morrison Flagler. Mrs. Flagler’s brother discovered acetylene gas, which led to the creation of Union Carbide. Her husband co-founded Standard Oil Co. with John D. Rockefeller. The William R. Kenan Jr. Charitable Trust contributed \$10 million for the Business School’s new state-of-the art building.
- 📖 University of Texas-Austin: McCombs School of Business – renamed in 2000 following a gift of \$50 million from Red McCombs, a San Antonio businessman.
- 📖 University of Wisconsin-Milwaukee: Peck School of the Arts – renamed in 1999 to recognize the generosity of the Milton and Lillian Peck Foundation.

**PUBLIC UNIVERSITIES -
CAMPUS FACILITIES NAMED FOR CORPORATIONS**

Sports Facilities

<u>Institution</u>	<u>Building Name</u>	<u>Website</u>
Boise State University	Taco Bell Arena	http://www.tacobellarena.com/
California State University, Fresno	Save Mart Center (Arena)	http://www.savemartcenter.com/
Ohio State University	Value City Arena	http://www.schottensteincenter.com/
San Diego State University	Cox Arena	http://www.cox-arena.com/
Texas A&M University	First United Bank Building (Special Events [sports and performance] Center at West Texas A&M)	http://eventcenter.wtamu.edu
University of Central Florida	Bright House Networks Stadium (to be open this fall)	http://www.cfl.mybighthouse.com/about_us/bright_house_stadium/default.aspx
University of Colorado	Coors Events / Conference Center	http://www.colorado.edu/catalog/catalog07-08/index.pl?qi=11-16-2
University of Maryland, College Park	Comcast Center (Arena)	http://umterps.cstv.com/facilities/md-comcast-center.html
University of Minnesota	TCF Bank Stadium	http://www1.umn.edu/stadium/TCF.html
University of Nevada, Las Vegas	Cox Pavilion	http://maps.unlv.edu/cox.html
University of Texas, Austin	University Federal Credit Union Baseball Stadium	http://www.texasports.com/index.php?s=&url_channel_id

Academic Facilities

<u>Institution</u>	<u>Building Name</u>	<u>Website</u>
Auburn University	AFLA Services and Research Building	https://oitapps.auburn.edu/campusmap/default.aspx?id=58
Boise State University	Micron Engineering Center Simplot*-Micron Building	http://boisestate.edu
Delaware State University	MBNA America Building (houses School of Management)	http://www.desu.edu/som/mbna.php
Georgia Institute of Technology	Ford Motor Company Environmental Science & Technology	http://gtalumni.org/campusmap/bldngmodel.php?id=147S
University of Arkansas	J.B. Hunt Transport Services, Inc., Center for Academic Excellence	http://dailyheadlines.uark.edu/5540.htm
University of Colorado	Sommers-Bausch Observatory	http://www.colorado.edu/news/releases/2003/424.html
University of Memphis	FedEx Institute of Technology	http://fedex.memphis.edu/
University of Minnesota	Cargill Building - Microbial & Plant Genomics	http://www.ur.umn.edu/FMPro?-db=releases&-lay=web&-format=unreleased/releasedetail.html&-RecID=33055&-Find
Univ. of Missouri, Columbia	Anheuser-Busch Natural Resource Building	http://www.snr.missouri.edu/about/
University of Missouri, St. Louis	Anheuser-Busch Ecology & Conservation Complex	http://www.umsl.edu/divisions/conted/images/JCP_NCamp
University of Nevada, Reno	Mathewson IGT (International Game Technology) Knowledge Center (under construction)	http://www.library.unr.edu/
University of North Carolina, Chapel Hill	FedEx Global Education Center	http://international.unc.edu/GEC.html

Other Facilities (includes executive education / alumni / career services / conference centers)

<u>Institution</u>	<u>Building Name</u>	<u>Website</u>
Florida Atlantic University	"Office Depot" Center for Executive Education	http://wise.fau.edu/communications/internal/update/archive/06Feb/second.html
Oregon State University	CH2M Hill Alumni Center	http://www.visitcorvallis.com/meetings/meeting-ch2m.html
Pennsylvania State University	Bank of America Career Services Center	http://www.sa.psu.edu/career/contactcs.shtml
University of California, Los Angeles	Bank of America Building	www.ucla.edu
University of Central Florida	FAIRWINDS Alumni Center	http://ucfalumni.com/Main/Default.asp?CategoryID=11
University of Connecticut	SS&C Technologies Financial Accelerator and School of Business Graduate Learning Center in Hartford	http://www.advance.uconn.edu/2004/041108/04110801.ht
University of Missouri, St. Louis	J.C. Penney Building Conference Center	http://www.umssystem.edu/ums/departments/aa/pali/leader
University of Texas, Austin	AT&T Executive Education and Conference Center	http://www.utexas.edu/opa/news/2007/06/executive12.html
University of Washington	Bank of America Executive Education Center	http://admit.washington.edu/files/PDFs/2005_Tour_Booklet.pdf

* also family name

SELECTED COMPREHENSIVE NAMING POLICIES

Colorado State University System policies note, “under appropriate circumstances, Administrative Units or facilities may be named for an individual or an organization.” While the policy assumes that the naming will be retained for the useful life of the administrative unit/facility, it does provide provisions for changing a name. Details on the policy and the University’s procedures may be found at:

https://advancing.colostate.edu/media_wrap.asp?document_id=6659

North Carolina State University has developed policies, regulations and rules detailing “Criteria and Procedures for Naming Facilities and Programs.” Facilities and programs can be named to recognize: individuals who have attained achievements of extraordinary and lasting distinction, an organization with historical and exceptional ties to the university or benefactors (individuals, corporations and other organizations) who have made substantial contributions to the university. Minimum contributions to name a program (college, academic department or institute) are specified in the policy. http://www.ncsu.edu/policies/alumni_dev/pdf/POL03.00.2.doc

The policy of Virginia Polytechnic Institute and State University specifically states that while corporate names are appropriate for the naming of internal spaces, they are not considered appropriate for the external identification of campus buildings. A major academic unit may be named in honor of an individual in recognition of service to the university and/or in recognition of financial contributions sufficient to provide physical facilities and equipment for its academic and/or research programs, or which would provide sufficient income to cover an appropriate portion of the annual operating costs of the unit, or both. <http://www.policies.vt.edu/12005.pdf>

Policies for the University of California, Davis and Los Angeles state in part, “To avoid any appearance of commercial influence or conflict of interest, due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. 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.” The policy also discusses the size, design and wording of acknowledgements of corporate generosity. <http://manuals.ucdavis.edu/ppm/200/200-51.htm>

At the University of Colorado, naming of a facility for an individual or group (e.g. corporations, foundations or other entities) must meet one or more of the following criteria: outstanding university or professional service, financial contribution or historical or social importance. <http://fm.colorado.edu/planning/bcpc/documents/NamingPolicy-rev2005.doc>

Policies at the University of Maryland state that corporations after which facilities are to be named must exemplify: history of high integrity of officers; appropriate corporate mission; contributions to the University; and familiarity of the corporation at least to the impacted portion of the University community. The policy goes on to say that an academic facility may be assigned a corporate name only if such naming has undergone careful scrutiny by the Facilities Naming Committee and “that give such assurance that such naming will not demean the academic endeavors to be carried on within the facility or the campus at large. When corporate names are considered for facilities, the propriety of the name in a public and educational context should be considered.” <http://www.president.umd.edu/policies/vi400a.html>

While the University of Miami is a private institution it is worthy of note that the University's policy on "Gifts for Naming of Schools, Colleges, Hospitals, Centers, Institute and Departments and for Naming and support of University Buildings and Physical Spaces," states in part "Generally, a commitment to name a school, college, hospital, center, institute, department, program, building or physical space should not include any commitment permitting the donor to exploit the naming opportunity in a trade or business or for advertising, marketing, or other commercial purposes. The exploitation of the name for a commercial purpose may adversely affect the ability of the University to obtain tax exempt financing."

http://www6.miami.edu/UMH/CDA/UMH_Main/1,1770,7737-1;15827-3,00.html

The policies of the University of New Mexico Board of Regents state that the naming of facilities, spaces, endowments and programs in honor of individuals is generally expected to last the lifetime of the respective entity. However, the naming of such entities "in honor of corporations or other organizations will have set number of years attached to the naming which will be determined on a case-by-case basis and listed in the signed gift agreement."

<http://www.unm.edu/~brpm/r211.htm>

Detailed naming guidelines and procedures were approved for the University of North Carolina at Charlotte in February 2007. These guidelines state that when the university is considering naming a building for a corporate entity where the building is or will be funded in whole or in part by the proceeds of tax-exempt bonds, that any naming must be done in such a way as not to jeopardize the tax-exempt status of the bonds. The policy goes on to state that, "If this cannot be accomplished in the University's sole and unfettered judgment, then the corporate name will not be used." The guidelines further detail the circumstances under which a facility name may be changed or removed. Program naming proposals are to comply with all the "facilities guidelines" outlined in the document.

www.uncc.edu/giving/resources/pdfs/NamingProcedures.pdf

The University of Texas System has a detailed naming policy, which specifically addresses corporate naming. This policy lays out special considerations for corporate naming including a detailed due diligence review. The policy also states that each corporate naming must be analyzed to ensure that there are no conflicts of interest and that certain restrictions may also apply to any proposed naming of a facility financed with the proceeds of tax-exempt bonds. While not specifically included in the University's current rules and regulations, the Board of Regents has directed its staff to inform the Texas Regent institutions that the Board will not consider corporate namings for academic buildings. The University of Texas Policy can be found at the following:

<http://www.utsystem.edu/BOR/rules.htm#A9>