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Sent: Monday, October 29, 2007 10:44 AM

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Cc: Steinke, Gary W [BOARD]; abaumert@iastate.edu

Subject: Naming Policy

Importance: High

Fellow Regents,

Item 1 in the October docket was prepared by the Board Office and proposes changes to the current naming policy based upon our discussion at the September meeting. The attachment to this email is 5 pages long. The first 2 pages mirror the docket item. Pages 3-5 show a marked copy of the policy revisions I intend to offer at the meeting. The key differences are:

1. Added a new paragraph B. listing factors to be evaluated when considering a naming decision.
2. Removed reference to "commercial product" from paragraph C.
3. Added a new paragraph D dealing with corporate naming. I believe board policy should be that we will not normally name a college after a business and should say so directly in the policy. However, the option is available if there is a compelling case.
4. Added a new sub-paragraph E.2.b. I want to encourage each institution head to affirmatively seek out perspectives from different institutional constituencies in making a naming recommendation. I leave it entirely to each institution head how he/she wishes to go about the process.
5. E.2.e. has been revised to direct each institution to use written naming agreements rather than just consider doing so.

At my request, each of the institution heads reviewed the proposed language. Only minor changes were suggested which I believe have been addressed in the attached draft.

I look forward to seeing everyone on October 31st.

Regards,

Dave

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

(Proposed Changes to Current Policy Highlighted)

Chapter ~~6.26~~ 1.11

- A. All proposed names for facilities, properties, or university units (except minor facilities as defined below) owned or operated by the five Regent institutions, including UIHC, 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~~ may approve names of persons (living or deceased) or, entities such as a business or, in rare instances, a 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. Institutional Responsibilities

1. ~~C.~~ The institutional head shall keep ~~members~~ the President and President Pro Tem of the Board of Regents and the Executive Director informed, throughout the entire process, of developments relating to possible naming of major units, ~~throughout the entire process.~~
2. The institution shall:
 - a. Consult and coordinate with the appropriate officials of the applicable fundraising arm of the institution;
 - b. Develop guidelines/rationale to determine the appropriate recognition of a donor, including the contribution threshold for the naming of a major unit.
 - c. Conduct a “due diligence” review of each 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 would include, at a minimum:
 1. Review of any potential conflict of interest issues affecting any Regent institution;
 2. Review of potential impact upon the academic and research autonomy of the institution;
 3. Evaluation of the impact on future giving by the donor or others;
 4. Consultation with the Board’s bond counsel to determine whether the naming of the major unit could adversely affect existing or future tax-exempt bonds, and if so to what extent; and
 5. Consultation with institutional counsel and, to the extent appropriate, counsel for the applicable fundraising arm of the institution to ensure compliance with applicable laws and regulations.
 - d. Consider utilization of a written gift agreement with each donor if the naming of a major unit may result unless this provision is waived by the Board; the agreement would stipulate that, among other items, recognition is subject to the prior approval by the Board of Regents, that it remains subject to applicable policies of the Board, and to subsequent reconsideration by the Board. Reconsideration by the Board may occur in extraordinary circumstances if the prior approved naming may be damaging to the reputation of the Board or the institution; or contradictory to applicable law or to the policies, procedures or strategic objectives of the Board or institution.

BOARD OF REGENTS, STATE OF IOWA NAMING POLICY

(Possible Additional Changes to Proposed Policy Highlighted –
assumes that changes on pages 1 and 2 are accepted)

Chapter 1.11

- A. All proposed honorary names ~~for~~ of facilities, properties, or university units (except minor facilities as defined below) owned or operated by the five Regent institutions, including UIHC, or the Board of Regents, State of Iowa, must have specific Board of Regents approval **prior** to naming. “Major uUnits” include entire buildings, wings of buildings, colleges, programs and large sections of campus. “Minor uUnits” include campus areas or sections of facilities (e.g., rooms, labs, open spaces, streets, structures, physical features, etc.) Naming of ~~an~~ Minor uUnits or functional names of ~~an~~ Major uUnits (e.g. Physics Building, Chemistry Building) may be approved by the institutional head and does not require Board of Regents approval.
- B. Before proceeding with any naming, all circumstances surrounding the naming must be carefully considered, including the overall benefit to the institution, whether the name is and will continue to be a positive reflection on the institution, and whether the name comports with the purpose and mission of the Board of Regents and its institutions.
- C. The Board may ~~approve~~ names facilities, properties or university units in honor of persons (living or deceased) or, entities such as a business or foundation ~~and, in rare instances, a 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.

D. Corporate Naming

Corporate namings require a heightened degree of due diligence to avoid any appearance of commercial influence~~erest~~ or conflict of interest.

Normally a college will not be named after a business. However, w~~W~~hen a business and a college have a compelling commonality of mission and goals, ~~as well as a demonstrated strong collaborative relationship,~~ the Board of Regents will consider recommendations for naming a college in honor of a business on a case-by-case basis.

E. Institutional Responsibilities

1. ~~Each~~~~The~~ institutional head shall ~~regularly~~~~kee~~ ~~inform~~~~p~~ the President and President Pro Tem of the Board of Regents and the Executive Director, ~~informed, throughout the entire process,~~ of developments relating to any possible naming of a ~~M~~ajor ~~U~~nits.

2. The institution shall:

- a. Ensure that individuals wishing to pursue a gift-based naming opportunity for a Major Unit obtain the permission of the institutional head before any prospective donor is approached;
- b. Consult and coordinate ~~as needed with appropriate members of the institution's community and~~ with the appropriate officials of the applicable fundraising arm of the institution ~~to provide the benefit of the collective institutional memory and perspective with regard to the potential naming;~~
- c. Develop guidelines/rationale to determine the appropriate recognition of a donor, including the contribution threshold for the naming of a ~~M~~ajor ~~U~~nit.
- d. Conduct a "due diligence" review of each 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 would include, at a minimum:
 1. Review of any potential conflict of interest issues affecting any Regent institution;
 2. Review of potential impact upon the academic and research autonomy of the institution;
 3. Evaluation of the impact on future giving by the donor or others;
 4. Consultation with the Board's bond counsel to determine whether the naming of the ~~M~~ajor ~~U~~nit could adversely affect existing or future tax-exempt bonds, and if so to what extent; and
 5. Consultation with institutional counsel and, to the extent appropriate, counsel for the applicable fundraising arm of the institution to ensure compliance with applicable laws and regulations.

- e. ~~Consider Utilization~~ of a written gift agreement with each donor whereif the naming of a ~~Major~~ Unit may result (unless this provision is waived by the Board); the agreement ~~must~~would stipulate that, among other items, recognition is subject to the prior approval by the Board of Regents, that it remains subject to applicable policies of the Board, and to subsequent reconsideration by the Board. Reconsideration by the Board may occur in extraordinary circumstances if the prior approved naming may be damaging to the reputation of the Board or the institution; or contradictory to applicable law or to the policies, procedures or strategic objectives of the Board or institution.