

From: David Miles [mailto:Miles@countrysiderenew.com]

Sent: Wednesday, July 18, 2007 9:00 PM

To: Steinke, Gary W [BOARD]

Cc: Gartner, Michael; Bonnie J. Campbell; jackevans@hallperrine.org; CraigLangBOR@ifbf.org; bobd@mearndonlaw.com; jenrokes@uni.edu; vasquez.rose@principal.com; ruth.harkin@cox.net; gary-fethke@uiowa.edu; geoffroy@iastate.edu; ben.allen@uni.edu; Mason, Sally K.

Subject: Board of Regents Naming Policy

Gary,

Recent press coverage regarding a potential naming gift by the Wellmark Foundation to the University of Iowa College of Public Health has highlighted an important policy issue for the Board of Regents. Namely, whether and under what circumstances the Board might agree to naming one of our colleges after a business. The Board's current policy is so broadly written that little guidance on the question is provided to our Regents' institutions. Indeed, by its letter, the current policy would allow naming of a college after a commercial product. However, at least from what I have been able to find, it appears that naming a college after a corporate donor would be a first in higher education; so, it is not clear whether that possibility has actually been considered by the Board in prior years. It certainly has not been considered by this Board.

In order to provide clearer guidance to our institutions, and to avoid misunderstanding with or embarrassment to potential corporate contributors, the Board should provide clearer direction on this question.

By this email I request that at our September meeting the Board of Regents discuss possible revisions to the Naming Policy including, but not limited to, whether the policy should be amended to exclude the naming of colleges or other "major units" of our public universities after a "business or commercial product". In preparation for that discussion I ask the Board office to prepare a written analysis of the issue. The written analysis should include a discussion of pros and cons of such a restriction, and should include a review of practices in higher education. I encourage you to seek input broadly from the various constituencies of all of our Regents institutions.

Thank you.

Regards,

David W. Miles