

For Assigning the Names of Individuals, Families or Organizations to Campus Facilities or Programmatic Units (i.e., Departments, Schools, Institutes, Centers, or Colleges)

1. When naming a facility or programmatic unit for a person, family, or organization *where there is no gift*, the proposed honoree shall have achieved distinction in one or more of the following ways:
 - a. serving the university in an academic or administrative capacity with high distinction, or
 - b. by contributing in other exceptional ways to the welfare and reputation of the university, to education, or to the community in general.
2. When naming a facility or programmatic unit for a person, family, or organization *where there is a gift to the university*, consideration shall be given to the following factors:
 - a. the significance of the gift to the likely realization or success of a facility project or programmatic unit, based on individual university guidelines and policies,
 - b. the urgency or need for the project or program, or continuing support for the program,
 - c. the standing of the individual, family, or entity in the community or profession,
 - d. the nature and duration of the relationship of the proposed honoree to the university.
3. Prior to approving the naming of a facility or programmatic unit for a person, family or organization, the president shall have a reasonable assurance that:
 - a. the proposed name will bring additional honor and distinction to the university,
 - b. the recognition implied by the naming is appropriate for the behavior exhibited by the individual, family, or organization, and
 - c. any philanthropic commitments connected with the naming can be realized.

Under ordinary circumstances, serving Regents, elected officials, and university employees are not eligible for a naming. The Board may make exceptions to this rule if other unusually meritorious reasons justify the naming.