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.

as approved, June 1999
rev. November 1999