

VII. STANDING COMMITTEES**A. Academic and Student Affairs Committee**

in Joint Session with

B. Finance, Audit and Facilities Committee**Revised Facilities and Spaces Naming Policy****RECOMMENDED ACTION:**

It is the recommendation of the Academic and Student Affairs Committee and the Finance, Audit and Facilities Committee that the Board of Regents approve the Revised Facilities and Spaces Naming Policy reflecting the addition of Section 5. The revised policy will go into effect immediately upon approval of the Board of Regents.

BACKGROUND:

It has become clear that many parts of the existing naming policy are not consistent with current practice. The entire policy is in need of revision and that will be undertaken in the coming months. Because of the immediate need for Intercollegiate Athletics to continue to solicit donations for the stadium, a new section is being added to the current Facilities and Spaces Naming Policy which deals only with the Temporary Naming Rights for Intercollegiate Athletic Facilities and Playing Fields. This is a stop gap measure until the entire policy can be rewritten.

Key elements of Section 5 are:

1. Business entities must make a substantial contribution to the University's intercollegiate athletics program (this includes consideration of relevant market conditions).
2. Agreements will be a fixed term of 5 years and will not exceed 10 years.
3. Building or outdoor space naming must be approved by Regents upon recommendation of the President.
4. Interior space naming (including use of logo) must be approved by the President.
5. Placement of signs on the exterior of buildings related to interior naming (including use of logo) must be approved by Regents upon recommendation of the President.
6. Naming agreements shall not detract from the institution's values, dignity, integrity, or reputation, nor create a conflict or the appearance of a conflict of interest or confer special privileges.

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REVIEW PROCESS:

The revised policy was discussed with individual members of the Board of Regents and representatives of University Advancement; edits were made in response to Regental input, and the Academic and Student Affairs Committee and the Finance, Audit, and Facilities Committee now recommend the revised document be accepted by the full Board.

Revisions to policy require the full endorsement of the Board of Regents.

Attachment

Section 5, Revised Facilities and Spaces Naming Policy

FACILITIES AND SPACES NAMING POLICY

Section 5. Intercollegiate Athletics Facilities and Playing Fields Temporary Naming Rights Agreements

The University may enter into agreements with business entities to temporarily name intercollegiate athletics facilities or playing fields when the business entity makes a substantial contribution to the University's intercollegiate athletics program. A "substantial contribution" in this context means that facts and circumstances, including relevant market conditions, show that the business entity is making a substantial financial contribution to the University's intercollegiate athletics program. Any such agreements must be reviewed by Advancement working with the Department of Intercollegiate Athletics and will normally be for a fixed term of five years and not in excess of 10 years. The term should be consistent with the contribution. Any agreement to temporarily name an interior feature, object or space must be approved by the President. An agreement to temporarily name an interior feature, object or space may include the right to place a sign on the exterior of a building or an outdoor area; however, such right shall be approved by the Board of Regents upon the recommendation of the President. Any agreement to temporarily name buildings or outdoor spaces must be approved by the Board of Regents upon the recommendation of the President.

The logo of a business entity may be included on the name temporarily affixed to an interior feature, object, space, building or outdoor area if the logo is part of a unique design created in part for the purpose of acknowledging the relationship between the University and the business entity. Inclusion of a logo in a unique design on the name temporarily affixed to an interior feature, object or space shall be reviewed and approved by the President. Inclusion of a logo in a unique design on the name temporarily affixed to a building or outdoor area shall be approved by the Board of Regents upon the recommendation of the President.

This policy will apply to both new and existing interior features, objects, interior spaces, buildings, and outdoor spaces. An agreement shall not detract from the institution's values, dignity, integrity, or reputation, nor shall it create a conflict or the appearance of a conflict of interest or confer special privileges. The business entity shall have a prominent relationship with the University and/or the region, and have a positive image and demonstrated integrity. In the event of changed circumstances, the University reserves the right, on reasonable grounds, to revise the form of or withdraw recognition. In the event there are any inconsistencies or ambiguities between this policy and other University Naming Rights policies this policy shall take precedence.

BR, April 14, 2011