

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

*In Joint Sessions with*

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

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

**BACKGROUND:**

During the 2007-08 academic year, the Board of Regents recommended that the Facilities and Spaces Naming Policy be revised, namely to involve the Regents in the early stages of project development and to address policies related to the naming of facilities for corporations and foundations. The key revisions are:

1. **Business Plan Review.** The Business Plan for new projects will include information about the amount of private funding sought for the project and the gift level recommended for naming the facility. The Business Plan will be presented (by the appropriate sponsoring dean, vice president, or director) to the Regents for approval in the early stages of project development, before discussions occur with potential donors.
2. **Corporate Naming.** Where corporation or organization names are used, the building or area name will be limited, normally for a period not to exceed 25 years. The numbers of years will be identified in the Business Plan when it is presented to the Board of Regents for approval. No corporate logos will be allowed.

**REVIEW PROCESS:**

The revised policy was discussed with individual members of the Board of Regents by representatives of University Advancement (formerly Development and Alumni Relations); edits were made in response to Regental input, and the Finance and Audit Committee now recommends that the revised document be accepted by the full board.

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

Attachment:

*Revised Facilities and Spaces Naming Policy*

# **FACILITIES AND SPACES NAMING POLICY**

## **Section 1. General Policy**

A building, outdoor area, and interior feature, object or space may be named for a person or family associated with the University community who has rendered distinguished service to the University or who has made a significant contribution to society. The above may also be named in recognition of a benefactor of the University who makes a substantial contribution toward total project cost. In lieu of naming a building or area for the benefactor, the donor may propose that another person be honored in this manner, subject to the concurrence of the University.

Corporations or organizations are encouraged to be major benefactors of the University by recognizing a person or family important to their success. An interior feature, object or space may also be named for a corporation or organization. Only in rare situations will a building or outdoor area be named for a corporation or organization whose gift represents a major contribution toward total project cost.

The President has final approval for naming interior features, objects and spaces. Final decision to name buildings and outdoor areas rests with the Board of Regents, upon recommendation of the President.

Naming actions shall not detract from the institution's values, dignity, integrity, or reputation, nor shall any such action create a conflict or the appearance of a conflict of interest or confer special privileges.

## **Section 2. Individual / Family Naming Guidelines**

### **A. Buildings or Outdoor Areas**

A building or outdoor area may be named for a person or family associated with the University community who has rendered distinguished service to the University or who has made a significant contribution to society. The above also may be named as agreed to with a benefactor of the University whose gifts represent a substantial contribution toward the project cost, based upon the following criteria.

1. The individual has a prominent relationship with the University and/or the region, and he or she has 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.
2. The guidelines for determining the gift amount that represents "a substantial contribution" to the project cost are as follows:
  - a. While a minimum of 50% of the project cost (which may include an operating endowment) is the desired minimum amount for naming, the target gift amount for naming will be set for each project as part of the

Business Plan section of the Project Agreement approved by the Board of Regents in the early stages of project development.

- b. Donations for naming should be realized in full within five years of the commitment.
3. Buildings named for an individual or family generally will be termed " \_\_\_\_\_ Hall." If a functional title is selected, the building may be named " \_\_\_\_\_ Building."
4. The name will remain on the building or outdoor area for the life of the building or area (subject to Section 2.A.1). If at some future time the building or area is replaced (which may include a major reconstruction that substantially changes the functions / appearance of a building's interior and exterior), the name may or may not be carried on the replacement facility as approved by the Board of Regents. If the name is not used on the replacement facility, the Board of Regents will determine the appropriate recognition to be incorporated into the new building or area.

## B. Interior Features, Objects or Spaces

A named interior feature, object or space will not be exhibited on external building walls; the name will be located as close as possible to (and otherwise affiliated with) the funded feature, object or space.

An interior feature, object or space may be named for a person or family associated with the University community who has rendered distinguished service to the University or who has made a significant contribution to society. The above also may be named as agreed to with a benefactor of the University whose gifts represent a significant and substantial contribution toward the project cost or the purchase of the object, based upon the following criteria.

1. The individual has a prominent relationship with the University and/or the region, and he or she has 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 consultation with the donor when possible.
2. The guidelines for determining the gift amount that represents "a substantial contribution" to the project cost are as follows:
  - a. While the desired goal for a naming gift is the cost to provide and equip the space (which may include an operating endowment), the target gift amount for naming will be set for each project in advance of soliciting donors in coordination with the Vice President for Advancement, who will obtain written authorization from the President on amounts specified. Interior spaces that are part of a total building fundraising campaign should be included as part of the Business Plan section of the Project Agreement approved by the Board of Regents in the early stages of project development.

- b. Donations for naming should be realized in full within five years of the commitment.
3. The name will remain for the life of the feature, object or space with appropriate recognition as determined by the President if it is replaced.

### **Section 3. Corporate / Organizational Naming Guidelines**

#### **A. Buildings or Outdoor Areas**

Corporations or organizations are encouraged to be major benefactors of the University by recognizing a person or family important to their success. Only in rare, exceptional situations will a building or outdoor area be named for a corporation or organization whose gifts represent a substantial contribution toward the project cost, based upon the following criteria.

1. The corporation or organization has a prominent relationship with the University and/or the region, and it has 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.
2. The guidelines for determining the gift amount that represents "a substantial contribution" to the project cost are as follows:
  - a. A minimum of 50% of the project cost (which may include an operating endowment) is provided unless a different gift amount for naming is specified as part of the Business Plan section of the Project Agreement approved by the Board of Regents in the early stages of project development.
  - b. Donations for naming should be realized in full within five years of the commitment.
3. Buildings named for a corporation or organization generally will be termed "\_\_\_\_\_ Hall." If a functional title is selected, the building may be named "\_\_\_\_\_ Building."

The name will appear on the building, signage, and University maps and other documents in University approved lettering. No corporate logos will be permitted.

4. In cases where a corporation or organization name is used, the number of years during which the building or area will be named will be limited, normally for a period not to exceed 25 years. The number of years will be set out in the Business Plan for the project when it is presented to the Board of Regents for approval. The gift agreement will specify the number of years during which the building or area will be named and it will include the clause that any name changes during that period will be at the University's sole discretion, subject to approval by the Board of Regents.

#### **B. Interior Features, Objects or Spaces**

A named interior feature, object or space will not be exhibited on external building walls; the name will be located as close as possible to (and otherwise affiliated with) the funded feature, object or space.

An interior feature, object or space may be named for a corporation or organization whose gifts represent a substantial contribution toward the project cost or the purchase of the object, based upon the following criteria.

1. The corporation / organization has a prominent relationship with the University and/or the region, and it has 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.
2. The guidelines for determining the gift amount that represents "a substantial contribution" to the project cost are as follows:
  - a. While the desired goal for a naming gift is the cost to provide and equip the space (which may include an operating endowment), the target gift amount for naming will be set for each project in advance of soliciting donors in coordination with the Vice President for Advancement, who obtain written authorization from the President on amounts specified. Interior spaces that are part of a total building fundraising campaign should be included as part of the Business Plan section of the Project Agreement approved by the Board of Regents in the early stages of project development.
  - b. Donations for naming should be realized in full within five years of the commitment.
3. In cases where the entity name is used, the gift agreement will specify the number of years during which the feature, object or space will be named, and it will include the clause that any name changes during that period will be at the University's sole discretion, subject to approval by the President.

#### **Section 4. Approval Process**

Proposals for naming opportunities will follow the approval process described below in order to obtain appropriate approvals before publicly discussing recognition of a person, family, corporation or organization and before approaching a prospective donor for a naming gift. Discussions with individual, corporate, or other organizational donors who seek naming rights must be conducted with the understanding that the Board of Regents reserves final approval on both the minimum amount of a naming gift and the name of the person or organization to be honored by the naming.

Each campus of the University of Washington, UW Bothell, UW Seattle, and UW Tacoma, is responsible for developing campus-specific processes and committees for approval for the naming of facilities, including but not limited to buildings, outdoor areas, interior features, objects or spaces at their respective campuses. The UW Bothell and UW Tacoma will forward their recommendations through the Chancellors to the

President. The UW Seattle will forward its recommendations from the UW Seattle Names Committee to the President.

Members of the Names Committees at the three campuses will advise proposers on the respective campuses to ensure that the naming decisions reflect University of Washington values.

The President has final approval for naming interior features, objects and spaces. Final decision to name buildings and outdoor areas rests with the Board of Regents, upon recommendation of the President. In situations in which a building may be named in recognition of a substantial contribution to the total project costs, the minimum contribution needed for naming and any limits imposed on the number of years it will be named will be specified as part of the Business Plan section of the Project Agreement approved by the Board of Regents.