14. PROPERTY AND FACILITIES

Policy 14.J: Naming University Facilities and Programmatic Units

Introduction

This policy covers the naming of university facilities. This policy also sets forth the university’s naming guidelines for major facilities and programmatic units. (See 14.J.5 for the definition of major facility and programmatic unit.)

The naming of a university facility or programmatic unit contributes to the University of Colorado’s sense of its own heritage and is a significant event in the history of the institution. On occasion, the university seeks to honor the efforts and/or contributions of individuals by offering the naming of programs, buildings, portions of buildings or other areas on its campuses.

The naming of a university facility or programmatic unit shall not distract from the institution’s values, dignity, integrity, or reputation, nor shall any such naming create a conflict of interest, or the appearance of a conflict of interest, or confer special privileges.

This policy covers the naming of both major and smaller university facilities. Major facilities include buildings, wings of buildings, recreational fields, plazas, fountains, roadways, walkways, malls, quadrangles, and similar facilities on the campuses of the University of Colorado. Smaller facilities include classrooms, seminar rooms, lecture halls, laboratories, and interior portions of buildings, service facilities, and vest pocket parks, patios, and steps. This document was approved by the Board of Regents on February 28, 1973, and subsequently amended on January 23, 1974, May 17, 1984, September 15, 1988, and September 10, 1998.

14.J.1 Functional Naming of Facilities and Programmatic Units

Guidelines for Functional Designations

(A) Each new university facility and programmatic unit shall be given a functional name that is reasonably descriptive of and will identify the principal activity or purpose of the facility or program. The process for assigning functional names shall be determined as provided by APS 3004-Functional and Honorary Naming of University Facilities and Programmatic Units.

(B) Each new major facility shall have a functional designation as a part of its name.

(B) The chancellor shall approve the functional name for each new major facility, with the concurrence of the president. As appropriate, program plans for construction and acquisition of facilities are approved by the Board of Regents.
(C) The chancellor shall approve the functional name for all smaller facilities, with the concurrence of the president.

(D) The chancellors shall develop a process for categorizing campus functions and for developing appropriate functional names. The campus Long Range Facilities Master Plan may provide guidance in developing the functional names of major facilities.

14.J.2. Guidelines for Honorary Names

From time to time, a functional name for a university facility or programmatic unit may be replaced with an honorary name to pay tribute to an individual, corporation, organization, or group having made a distinguished contribution of service, research, teaching, or support to the university.

(A) Approvals and process for determining honorary names of major facilities and programmatic units.

(1) Honorary names for major facilities and programmatic units shall require approval of the Board of Regents to ensure the preservation of the university’s values and reputation.

(A) In addition to the functional designation, both major and smaller facilities may also have honorary names. Honorary names for major facilities shall require the approval of the Board of Regents. Honorary names for smaller facilities must be approved by the chancellor, with the concurrence of the president.

Honorary names include concepts, places, flora and fauna, natural landmarks, etc. Honorary names also include the names of individuals and groups.

(B) Both major and smaller facilities may be named to honor individuals or groups, although it is not necessary that all facilities be named to honor individuals.

(B) Criteria for honorary names for major facilities and programmatic units.

(1) Naming may be offered in recognition of service to the university or in recognition of charitable giving for the benefit of the university.

(2) When naming a major facility, the facility’s size, location, age and prominence will be taken into consideration.

(3) When naming a university program, the program’s size, stature and maturity will be taken into consideration.

(4) No major facility or program may be named for an elected public official while currently serving in an official capacity.

(5) Corporations and organizations are encouraged to be major donors to the university with opportunities for naming rights. The corporation or organization must have a prominent relationship with the university or the region, a positive image and demonstrated integrity.
(6) Additional criteria for naming major facilities and programmatic units will be determined as provided by APS 3004.

(C) All other honorary naming opportunities are determined by the president, which may be delegated to the chancellors as provided by APS 3004.

(C) Persons proposing to name a major facility for an individual or a group (e.g., corporations, foundations, or other entities) must establish that the individual or group meets one or more of the following criteria.

(1) The individual or group shall have rendered outstanding academic and/or professional service to the university community. Names of individuals may not be proposed under this criterion earlier than five years after the date of the individual's retirement; or if the individual is deceased, the name may not be proposed earlier than five years after the date of death.

(2) The individual or group must have contributed in his/her/their own or in another’s name substantial funds toward the construction, renovation and/or maintenance of the facility for which the individual or group is recommending a name. A contribution of at least 50% of the construction or renovation cost of a major facility is deemed to be substantial. A lesser percentage may be deemed to be substantial if that contribution made possible the construction, renovation, or maintenance of the major facility. An endowment sufficient to provide for 75% of the maintenance and operating cost of a major facility at the time of the endowment is deemed to be substantial.

(3) Any existing or planned major or smaller campus facilities which have not been given an honorary name may be named if funds substantially equivalent to the cost of the facility to be named are contributed. Such funds may be designated to another campus fund or program related to such facilities in exchange for an appropriate naming opportunity for such facilities.

(4) The individual or group has historical or social importance to the state of Colorado or to the University of Colorado.

14.J.3. Duration of Names and Changes to or Removal of Names of Major Facilities and Programmatic Units Name Changes

(A) An honorary name for a major facility is generally assigned to a facility for its useful life. If the facility is substantially renovated, replaced or demolished, the campus vice chancellor for advancement will consult with the honoree or the honoree’s descendants, if reasonably possible, to determine whether the naming will be discontinued or if there is an opportunity to continue the naming in the renovated facility, a replacement facility or in another facility. The Board of Regents must approve the continuation of the naming in the renovated or replacement facility or in another facility.
B. An honorary name for a programmatic unit will generally be attached to a program unless and until the program is substantially changed or dissolved by action of the campus or Board of Regents. If a program is discontinued, the campus vice chancellor for advancement will consult with the honoree or the honoree’s descendants, if reasonably possible, to determine whether to discontinue the naming or to continue the naming for a replacement program. The Board of Regents must approve the continuation of naming for a replacement program.

C. In circumstances where a major facility is named for a corporation or organization in recognition for a charitable contribution and the corporation or organization subsequently changes names or ceases to exist, the duration of the naming will be subject to review by the university.

(1) If a corporation or organization changes its name, it may request that the name of the major facility also be changed. If such a request is made, the name will be changed if (a) the change is acceptable to the Board of Regents, and (b) as long as the corporation or organization pays the complete expense of making the change.

D. The university reserves the right to refuse a naming request or to reverse a naming decision should the individual, group of individuals, corporation, or organization after which the major facility or programmatic unit is named or is to be named, be shown to have acted in a way that is counter to values that preserve human dignity or the educational ideals of the university, as provided in Regent Law and Policy, or in the case of a major facility or programmatic unit named after a benefactor, failure to fulfill the terms of the gift agreement.

(A) If there is a change in the function of either a major or smaller facility that is not named for an individual, the functional name may be changed on the approval of the campus chancellor.

(B) If a major facility is named to honor an individual under this policy the facility’s honorary name may not be changed unless the chancellor, with the concurrence of the president, and the Board of Regents approve the change. In such cases, any pre-existing agreements with the donor(s) will be taken into consideration.

The honorary names of smaller facilities cannot be changed unless approved by the chancellor, with the concurrence of the president.

14.J.4 Implementation and Administration

(A) When a major facility is named for an individual or group, it is expected that there will be suitable ceremonies of formal dedication and that appropriate prominent plaques and signs will be installed and will be maintained to recognize the individual or group who is being honored. When a smaller facility is named for an individual or group, suitable signage will be installed and suitable ceremonies of formal dedication shall be held.
The President and Each campus chancellor shall develop procedures for implementing this policy, including policies and procedures for naming facilities on the campus, the list of functional name categories, the actual names of all campus facilities, and the interior space names.

14.J.5 Definitions

(A) Major facilities typically include buildings, building wings, and building additions; any may also include facilities such as recreational fields, plazas, fountains, roadways, walkways, quadrangles or other similar campus infrastructure, as determined by the president and each campus chancellor.

(B) Programmatic units typically include schools or colleges, institutes, and departments; and may also include units such as divisions, degree-granting interdisciplinary units, centers, or other similar operational area of the university, as determined by the president and each campus chancellor.

(C) Corporations and organizations include entities engaged in business or activities separate from the university.

History:
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