



ADMINISTRATIVE POLICY STATEMENT

Policy Title: Functional and Honorary Naming of University Facilities and Programmatic Units

APS Number: 3004

APS Functional Area: **FACILITIES**

Brief Description:	This policy delegates authority and provides guidance for naming university facilities and programmatic units.
Effective:	February 10, 2022
Approved by:	President Todd Saliman
Responsible University Officer:	Acting Chief Financial Officer
Responsible Office:	Acting Chief Financial Officer
Policy Contact:	Senior Director of Capital Assets, 303-860-6205
Supersedes:	N/A
Last Reviewed/Updated:	February 10, 2022
Applies to:	All Campuses

Reason for Policy: This policy guides the process for naming university facilities and programmatic units.

I. INTRODUCTION AND SCOPE

Pursuant to regent policy 14.J, honorary names for *major facilities* and *programmatic units* shall require approval of the Board of Regents. This policy provides additional criteria for naming university facilities and *programmatic units*. The policy delegates the authority for determining **functional names** for university facilities and *programmatic units* to the chancellors. The policy provides criteria for the **honorary naming** of *major facilities* and *programmatic units*. Additionally, the policy requires the campuses to create any necessary policies and procedures to govern other honorary naming opportunities beyond those outlined in regent policy 14.J. Finally, the policy provides guidance for reversal of any of these other honorary naming decisions.

Italicized terms used in this Administrative Policy Statement (APS) are defined in regent policy 14.J.5 and excerpted in section III: Definitions in this policy.

II. POLICY STATEMENT

A. Approvals and Process for Determining Functional Names for University Facilities and *Programmatic Units*

1. The chancellors shall approve the functional name for each university facility and *programmatic unit*. Each new university facility and *programmatic unit* shall be given a functional name that is reasonably descriptive of its principal activity or purpose.
2. 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 university facilities.

B. Honorary Naming of *Major Facilities* and *Programmatic Units*

1. Criteria for honorary names in recognition of service to the university.

Naming in recognition of individuals who have made substantial contributions to the university as a member of its faculty, staff, administration, or governing board; or an alumni or university stakeholder of highest distinction in an academic, professional, or public service role, who has maintained close ties to the university; is subject to the following criteria:

- a. Factors to consider when determining if it is appropriate to name a *major facility* or *programmatic unit* in recognition of service to the university include, but are not limited to:
 - i. length and quality of service to the university;
 - ii. impact on and significance to the university; and
 - iii. professional and/or academic achievement.
- b. Naming a *major facility* or *programmatic unit* in honor of a retired faculty, staff or administrator may not be proposed earlier than five years after the date of the individual's retirement. The president may approve exceptions to this criterion.
- c. If a facility is to be named for a deceased individual, a minimum of five years should pass between the date of death and the naming, so that the naming may be considered more objectively. The president may approve exceptions to this criterion.

2. Criteria for honorary names in recognition of benefactors to the university.

- a. The university may name a *major facility* in recognition of a benefactor who has made a substantial contribution toward the construction, renovation and/or maintenance of the facility. Because of the durable and public nature of *major facilities*, facility naming should only be offered to benefactors that act in a way that upholds values that preserve human dignity and the educational ideals of the university, as provided in regent law and policy. The following factors will be considered when naming a major university facility:
 - i. When naming a *major facility* in recognition of a gift, the size of the gift should be relative to the cost of the facility regardless of the actual source of construction or renovation funding.
 - ii. For *major facilities*, a substantial financial contribution equivalent to at least 25 percent of the replacement or construction cost of the facility is recommended. A lesser percentage may be deemed to be substantial if that contribution makes possible the construction, renovation, or maintenance of a *major facility*. A greater percentage may be required on a case-by-case basis if the facility is to be constructed entirely with private support. In addition to a financial contribution to the construction, renovation or maintenance of a *major facility*, the university may also consider the following when awarding naming opportunities for *major facilities*:
 - the value of the facility relative to other named facilities on campus;
 - the giving capacity for potential benefactors to the facility;
 - the marketability of the facility based on the use of the facility;
 - the marketability of the facility based on the age of the facility. (Named spaces are the most marketable during and directly after the construction is complete.);
 - the ability of a lead benefactor to attract additional contributions to the facility; and
 - a benefactor's lifetime giving to the relevant campus and/or *programmatic units* housed within the facility.

- iii. *Major facilities* can be named after an individual or family that is important to the success of a *corporation or organization*.
 - iv. In certain circumstances, the university may consider naming a *major facility* after a *corporation or organization*. In order to consider naming a *major facility* after a *corporation or organization*, the *corporation or organization* must have:
 - values that align with those of the university;
 - stature in its respective industry and/or community;
 - a historical reputation of the highest moral standing; and
 - anticipated longevity in the industry.
- b. The university may name a *programmatic unit* in recognition of a benefactor who has made a substantial contribution that elevates the stature of the *programmatic unit*. Because of the constant and public nature of *programmatic unit* namings, programmatic namings should only be offered to benefactors that act in a way that upholds values that preserve human dignity and the educational ideals of the university, as provided in regent law and policy.
- i. For *programmatic units*, namings should be offered to benefactors whose contribution is substantial enough to transform a programmatic unit and/or meaningfully enhance the stature of the unit. The determination of whether a contribution is substantial will be considered on a case-by-case basis, taking into consideration the long-term financial needs of the program, the importance of the program to the university's strategic objectives, and the levels of similar naming gifts at the relevant campus or its peer institutions.
 - *Programmatic units* may be named after individuals or families important to the success of the *corporation or organization*.
 - ii. In certain circumstances, *programmatic units* may be named for a *corporation or organization*. In order to consider naming a *programmatic unit* after a *corporation or organization*, the *corporation or organization* must have:
 - values that align with those of the university;
 - stature in its respective industry and/or community;
 - a historical reputation of the highest moral standing; and
 - anticipated longevity in the industry.
- C. Campus Policy for all Other Honorary Naming Opportunities:
- 1. The president delegates the authority to the campus chancellors for all other campus honorary naming opportunities, beyond *major facilities* and *programmatic units*.
 - 2. The campuses must develop any policies and procedures necessary to govern all other honorary naming opportunities.
 - 3. The campuses must consider the following when developing their policies and procedures:
 - a. Fund minimums established through the University of Colorado Foundation's relevant policies;
 - b. Funding amounts required to support a giving opportunity's intended purpose (i.e., scholarship, fellowships, chairs, professorships, etc.);

- c. The potential reputational impact of the honorary naming; and
- d. Other criteria, as applicable, outlined in section II.B.

D. Duration of Other Honorary Names and Changes to or Removal of Those Names

1. For physical spaces, an honorary name will generally remain for the functional life of the named space, or as is documented in the appropriate gift instrument.
2. For programmatic units, an honorary name is generally offered for as long as the program exists, or as is documented in the appropriate gift instrument.
3. When determined by the chancellor or president to be necessary, removal of an honorary name for anything other than a *major facility* or *programmatic unit* will follow the principles outlined in regent policy 14.J.3.D.

E. Signage

All signage associated with functional names and honorary names shall be designed consistent with campus policies and university branding standards. Some signage may also be subject to the University Design Review Board review process, as outlined in Appendix C of [APS 3002 – Capital Construction Planning and Projects](#).

III. DEFINITIONS

Italicized terms used in this APS are defined in regent policy 14.J.5 and excerpted below.

- A. *Major facilities* typically include buildings, building wings, and building additions; and 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 areas 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.

IV. RELATED POLICIES

- A. [Regent Policy 14.J: Naming University Facilities](#)

V. HISTORY

- Adopted: February 3, 2022, became effective February 10, 2022, with the Board of Regents' approval of the revisions to Regent Policy 14.J: Naming University Facilities.
- Revised: N/A.
- Last Reviewed: February 10, 2022.