



Eastern Kentucky University

Policy and Regulation Library

Administrative Regulation: 3.1.2

Responsible Office(s): Office of Development and Alumni Engagement

Effective: [DATE]

Next Review Date: [DATE]

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Naming of University Property and Programs

Statement

This regulation is intended to establish guidelines and procedures for the naming of University Property and Programs, including but not limited to Tangible Assets, colleges, scholarships, chairs, professorships, and other academic and/or administrative appointments.

This regulation is designed to ensure an appropriate name for all University Property and Programs (not all University Property and Programs shall be named pursuant to this Regulation). An appropriate name achieves the following:

- Accounts for present and possible future uses of the property;
- Reflects functions performed and interests served by the property;
- May acknowledge a significant charitable gift or other contribution to the University;
- Achieves consistency in naming decisions; and
- Ensures naming decisions properly reflect the University's core values in matters that have strong potential to positively affect the University's public image.

This regulation establishes the University Naming Advisory Committee (hereinafter "Committee") and sets forth the procedures for naming University Property and Programs.

Entities Affected

This regulation applies to all employees and departments of the University, as well as the ECU Board of Regents and the ECU Foundation Board.

Procedures

I. University Naming Advisory Committee

A. Responsibilities

1. The Committee solicits, receives, and considers proposed names for University Property and Programs, in accordance with the guidelines and procedures outlined in this regulation.
2. The Committee provides a recommendation to the President and the Board of Regents through the President in matters related to naming University Property and Programs.

B. Membership

1. The President appoints the Committee members and designates the Chair and ex officio members.
2. The Committee will consist of no more than eleven (11) members, with at least two (2) staff representatives from different departments and two (2) faculty representatives from different colleges, who shall have staggered three-year appointments. The Committee will also include three (3) standing representatives from the Development Office, and one (1) standing representative from the Alumni Office.

C. Committee Procedures

1. All naming nominations shall be submitted to the Chair of the Committee, together with a statement indicating the suitability of the proposed name in accordance with the guidelines and procedures outlined in this regulation.
2. The Committee shall forward specific recommendations regarding names for University Property and Programs to the President's Cabinet, who subsequently shall make recommendations to the President.
3. The President, or the Chair of the Committee through the President, shall seek the approval of the Board for the naming of all University Property and Programs which constitute a major gift. For information regarding what constitutes a major gift, consult the Office of Development and Alumni Engagement.
4. All naming nominations shall be held in the strictest confidence by all interested parties until the Board approves a name.

II. Naming Guidelines

A naming decision must meet one or more of the following criteria:

- Designate the function of a facility or property;
- Reflect natural or geographic features;

- Reflect a traditional theme of the University; and/or
 - Honor an individual or organization.
- A. Donor Naming Opportunities. When a donor gift is involved, the naming opportunity shall be in consideration of a major contribution benefiting Eastern Kentucky University. The gift amount that may be considered for a naming opportunity is flexible so that each situation may be judged on its own merits. It is expected that each naming opportunity will recognize the donor according to the level of the gift and significance to the University.
- B. Honorary Naming Opportunities. When no donor gift is involved, recommendations for naming may be made in honor of living or deceased individuals who have served as faculty, staff, administrators, Board of Regents members, alumni, or community, state, or national leaders. Naming recommendations shall be considered on a case-by-case basis only when supported by extraordinary justification for the naming. Proposed honorees shall have achieved unique distinction in one or more of the following ways:
- While serving the University in an academic capacity, achieved such high scholarly distinction as to have earned a national or international reputation in the individual's field(s) of specialization;
 - While serving the University in an administrative/staff capacity, rendered distinguished service to the University warranting recognition of the individual's exceptional contributions to the welfare of the institution; or
 - The individual has contributed in exceptional ways to the public good or to the welfare of the University in a manner that will have exceptional and lasting impact.

When a proposal for naming in honor of an individual involves service to the University in an academic or administrative capacity, a proposal may not be considered until the earlier of the following:

- Two years after retirement or other separation from the University or from elected or appointed office; or
- Two years after the person's death, if the person had not yet retired or otherwise separated from the University.

No naming decision will be approved that is inconsistent with the University's core values or that otherwise has potential to adversely affect the University's public image. The University reserves the right to remove or change naming recognition for circumstances including, but not limited to the following:

- Undesirable publicity of the donor; or
- Personal or corporate name changes.

III. Required Procedures for Submission of Naming Nominations

Nominations for naming must be submitted to the Committee in writing. The nomination must provide details demonstrating that the proposed naming meets the guidelines set forth above. In rare circumstances, if a nomination does not conform to these procedures and guidelines, the reasons for setting aside the usual criteria shall be clearly articulated within the nomination form.

Nominations for naming of academic-related property and/or programs shall include a recommendation from the Vice President for Academic Affairs & Provost and the effected Dean and/or Department Head as appropriate.

Nominations for naming of administrative-related property and/or programs shall include a recommendation from the Vice President responsible for the effected administrative area. Nominations in recognition of a donor shall include recommendation from the Vice President of Development and Alumni Engagement.

The Committee may consult with additional internal or external stakeholders in evaluating the naming nomination. The Committee will make a recommendation regarding the naming nomination to the President of the University, who will make a recommendation to the Board of Regents. The Board of Regents is the approval authority for all naming recommendations.

Definitions

- **University:** Eastern Kentucky University (EKU)
- **Tangible Assets:** Tangible assets include, but are not limited to buildings, regional academic centers, land, parking lots, streets, laboratories, classrooms, equipment, programs, and other amenities.
- **University Property and Programs:** All administrative and academic property and programs including but not limited to Tangible Assets, colleges, scholarships, chairs, professorships, and other academic and/or administrative appointments.

Policy Adoption Review and Approval

Policy Issued

Date

Entity

Action