



## EASTERN KENTUCKY UNIVERSITY

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**TO:** University Community  
**FROM:** Haley Norberg, J.D.; Director of Policy Development  
**DATE:** October 13, 2021  
**RE:** Administrative Regulation 3.1.2, Naming of University Property and Programs

### MEMORANDUM

Consistent with higher education reform in Kentucky and its encouragement of private support to higher education (see [KRS 164.350\(4\)\(e-f\)](#)), the attached Administrative Regulation provides for the naming of institutional assets in recognition of financial support or other significant gifts. While rules regarding the naming of certain public assets were considered during the 2018 legislative session (see [HB 151, 2018 RS](#)), those never left committee are not binding upon the University. Accordingly, proposed Administrative Regulation 3.1.2 complies with applicable state law and the practices of the University's in-state benchmark institutions (see UK's [Policies and Advisory Committee on Naming University Property](#) and NKU's [University Naming Policy](#)).

Institutions possess many valuable assets, which have significance in building resources for the institution. The University makes and receives requests to commemorate or recognize the service and commitment of long-standing, living or deceased faculty/staff members, students, retirees, alumni and friends of Eastern Kentucky University through the naming of these assets. The proposed Regulation, entitled "Naming of University Property and Programs," ensures that these specific requests are managed consistently and is designed to ensure an appropriate name for all University Property and Programs, including but not limited to tangible assets, colleges, scholarships, chairs, professorships, and other academic and/or administrative appointments. This regulation thereby establishes the University Naming Advisory Committee and defines its responsibilities, membership, and required procedures.

While the Office of Development and Alumni Engagement has traditionally managed the process for naming of University Property and Programs, to ensure transparency within the university community as well as provide a single source of reference to for potential donors, a drafting team met throughout the Fall 2021 semester to codify the University's position on the subject into one Administrative Regulation.

This Regulation effects all employees and departments of the University, as well as the ECU Board of Regents and the ECU Foundation Board. Because the Regulation codifies, rather than alters, the current practices of the University, the implementation of the Regulation should not require significant change.

Per Policy 1.1.1, Policy on Policies and Regulations, the Regulation has been properly vetted by the Office of University Counsel and is now posted for 10-day public comment. Following the comment period, the Regulation will be vetted by the President's Cabinet and presented to the President for final approval.