



## Review of the Interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs (Senate Document #22-23-03)

**TO** Darryll J. Pines | President

**FROM** Rochelle Newman | Chair, University Senate

I am pleased to forward the accompanying legislation for your consideration and approval. Rohan Tikekar, Chair of the Educational Affairs Committee, presented the Review of the Interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs (Senate Document #22-23-03), which the University Senate approved at its meeting on March 8, 2023. Please inform the Senate of your decision and any administrative action related to your conclusion.

**Approved:**

**Darryll J. Pines**  
President

**Date:**

**03-24-2023**

Copies of this approval and the accompanying legislation will be forwarded to:

**Jennifer King Rice**, Senior Vice President and Provost  
**Jen Gartner**, Interim Vice President and General Counsel  
**Dylan Baker**, Associate Vice President for Finance and Personnel  
**John Bertot**, Associate Provost for Faculty Affairs  
**Elizabeth Beise**, Associate Provost for Academic Planning & Programs  
**Rhonda Smith**, Director, Division of Academic Affairs  
**Michele Eastman**, Assistant President and Chief of Staff  
**Christopher Jarzynski**, Chair-Elect, University Senate  
**Ellen D. Williams**, Past Chair, University Senate  
**Matthew Hodge**, Vice President for University Relations  
**Rohan Tikekar**, Chair, Educational Affairs Committee



## Review of the Interim UMD Policy and Procedures on the Naming of Facilities and Programs (VI-4.00(A))

**PRESENTED BY** Rohan Tikekar, Chair

**REVIEW DATES** SEC – February 22, 2023 | SENATE – March 08, 2023

**VOTING METHOD** In a single vote

**RELEVANT POLICY/DOCUMENT** [VI-4.00\[A\]](#) – University of Maryland Policy and Procedures on the Naming of Facilities and Programs

**NECESSARY APPROVALS** Senate, President

### ISSUE

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The University System of Maryland (USM) revised its Policy on the Naming of Facilities and Programs ([VI-4.00](#)) to incorporate new guidelines for name removals and asked all institutions to develop their own procedures for name removals. At the time, the University policy was only focused on facilities naming and there was no policy in place for program naming. In Summer 2021, the President's Office received a few requests for name removals. Because of the urgency of addressing both the USM request for alignment with its new provisions, and the newly submitted requests for name removals, the President and the Senate leadership worked collaboratively to develop a University policy that adds the naming of programs to the existing facilities naming policy and also addresses the name removal procedures that would be most constructive in addressing the immediate need.

An interim policy was created by combining the University's and USM's existing facilities naming policies, reviewing the past work of the Educational Affairs Committee on program naming, and the addition of the new USM guidelines on the removal of names. The draft policy was reviewed by the President and the Senate leadership and ultimately approved by the President on September 20, 2021 on an interim basis, pending Senate review.

### RECOMMENDATION(S)

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The Educational Affairs Committee recommends that the proposed revisions to the Interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs (VI-4.00(A)), as shown immediately following this report, be approved.

### COMMITTEE WORK

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On October 21, 2022 the Educational Affairs committee began reviewing and discussing the SEC issued charges (original-Appendix 1 and amended-Appendix 2), reviewed both the interim UMD Policy and Procedures on the Naming of Facilities and Programs ([VI-4.00\(A\)](#)) and the University System of Maryland (USM) Policy on the Naming of Facilities and Programs ([VI-4.00](#)), and reviewed

data on policy and procedures from other BIG10 universities, USM schools, and peer institutions (Appendix 3).

The committee conducted a review of completed and pending naming processes that have occurred since the implementation of the interim policy. There have been no name removals using the interim policy. There have been many facility name announcements however; with further review of Board of Regents (BOR) published meeting minutes, these name requests were found to be processed prior to the interim policy taking effect. Consultations were conducted with key stakeholders including a selection of representatives of deans from the University's colleges and schools and the representative or designee from the offices of the President, Senior Vice President & Provost, Vice President & Chief Administrative Officer, Vice President for University Relations, Vice President for Research, Vice President for Finance & Chief Financial Officer, and Vice President for Student Affairs.

During late November and December 2022, the interim policy was revised to address suggestions or concerns identified based on input from stakeholders and committee discussions. Consideration of the naming criteria was conducted. The committee discussed the honor of naming a UMD facility or program and the importance of having high standards. However, the committee also felt some flexibility should be incorporated. Changes to the criteria were made to also align the policy with naming practices that have occurred. A non-payment clause was added to remove a gift-related naming in the event the donor or donor's family cannot or will not fulfill the gift agreement terms. This clause would allow the University an "out" if needed. The committee decided on the formation of a Program Naming Committee dedicated to the evaluation of a program naming proposals after they are reviewed by the Senior Vice President and Provost. The committee's design factors in components of confidentiality, efficiency, and a balanced membership of stakeholders and Senate representation to ensure a nimble decision-making committee. The interim policy also had some minor changes to add language clarity by using consistent terminology or titles, define or remove terms, and added sections to create a parallel structure in the policy. Throughout the revision process, attention was given to ensure that no inadvertent conflict would occur between the UMD and USM policies and that the naming policy would not be unduly burdensome.

After consideration, the committee voted to approve the revised UMD Policy and Procedures on the Naming of Facilities and Programs by an email vote concluded on January 11, 2023. The revised policy was shared with the Office of General Counsel and the Division for University Relations for a legal review and any implementation concerns noted by University Relations of the committee's proposed revisions. Based on the feedback some changes were incorporated.

## **ALTERNATIVES**

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The Senate could choose not to accept these recommendations and revisions to the UMD Policy and Procedures in the Naming of Facilities and Programs leaving the interim policy in effect. However, the University would lose the opportunity to improve and clarify the naming procedures of facilities and programs.

## **RISKS**

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There are no risks to the University in adopting these recommendations.

## **FINANCIAL IMPLICATIONS**

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There are no known financial implications to adopting these recommendations.



## Review of the Interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs (VI-4.00(A))

### 2022-2023 Committee Members

**Rohan Tikekar** (Chair)  
**Sopiko Beriashvili** (Graduate Student)  
**Caroline Boules** (Faculty)  
**Lawrence Clark** (Ex-Officio Undergraduate Studies Rep)  
**Robert DiLutis** (Faculty)  
**Alice Donlan** (Ex-Officio Provost's Rep)  
**Mary Fortier** (Faculty)  
**Joanna Goger** (Faculty)  
**Ayelette Halbfinger** (Ex-Officio SGA Rep)  
**Kevin He** (Undergraduate Student)  
**Donal Heidenblad** (Faculty)  
**Joanne Klossner** (Faculty)  
**Linda Macri** (Ex-Officio Graduate School Rep)  
**Celina McDonald** (Faculty)

**Marcio Oliveira** (Ex-Officio Division of IT Rep)  
**Siddhesh Ranade** (Ex-Officio GSG Rep)  
**Doug Roberts** (Ex-Officio Associate Dean for General Education)  
**Matthew Sinclair** (Staff)  
**Wendy Stickle** (Faculty)  
**David Straney** (Faculty)  
**Elizabeth Warner** (Faculty)  
**Kellee White** (Faculty)  
**Marilyn Yang** (Undergraduate Student)

### Date of Submission

February 2023

## BACKGROUND

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The University System of Maryland (USM) revised its Policy on the Naming of Facilities and Programs ([VI-4.00](#)) to incorporate new guidelines for name removals and asked all institutions to develop their own procedures for name removals. The University policy was only focused on facilities naming and there was no policy in place for program naming. In Summer 2021, the President's Office received a few requests for name removals and therefore needed the University to have procedures in place to address those requests. Because of the urgency of addressing both the USM request for alignment with its new provisions, and the newly submitted requests for name removals, the President and the Senate leadership agreed that working together to collaboratively develop a University policy that adds the naming of programs to the existing facilities naming policy but also addresses the name removal procedures would be most constructive in addressing the immediate need while still allowing for a thoughtful Senate review.

An interim policy was created by combining the University's and USM's existing facilities naming policies, reviewing the past work of the Educational Affairs Committee on program naming, and the addition of the new USM guidelines on the removal of names. The draft policy was reviewed by the President and the Senate leadership and ultimately approved by the President on September 20, 2021 on an interim basis, pending Senate review.

In September 2021 The SEC voted to charge the Educational Affairs Committee with a review of the Interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs but agreed to postpone the charge until after the committee completed its current charge to review the General Education Diversity Requirement (Senate Document #20-21-10).

In September 2022, the Educational Affairs Committee was charged (Appendix 1) with the review of the Interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs (VI-4.00[A]). In October 2022, the committee received an amended charge (Appendix 2) to include consultations with the Vice President for Finance and Chief Financial Officer and a consult with the Vice President for Research.

## COMMITTEE WORK

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On October 21, 2022, the committee began reviewing and discussing the originally issued charge (Appendix 1) and the amended charge (Appendix 2) that included two additional consultations with the Vice President for Research and the Vice President for Finance and Chief Financial Officer. The committee reviewed both the interim UMD Policy and Procedures on the Naming of Facilities and Programs ([VI-4.00\(A\)](#)) and the USM Policy on the Naming of Facilities and Programs ([VI-4.00](#)). Data on policy and procedures from other BIG10 universities, USM schools, and peer institutions was reviewed (Appendix 3). It was noted that USM schools have various levels of compliance with the current USM policy. A majority of the schools' policies have not been updated since 2017 and four schools refer directly to the USM policy.

Overall, a majority of BIG10 and peer institutions have a policy that combines the facility and program naming processes, and includes the name removal or name change process. Approximately half of the colleges indicate that a committee is involved as part of the naming process. A majority of universities specify if a company/corporate/organization name is requested, the name can only apply to a facility, not a program. The interim UMD policy is aligned with these practices.

The committee discussed an additional point of interest in the data. Some universities state 75 years as a maximum life of a name before it is retired. The committee reviewed some possible advantages of this practice, including that it allows the university some turnover to recognize new accomplishments, allows a re-evaluation of a name to ensure alignment with the school's values, and a proactive approach of renaming without waiting for a concern to be voiced by constituencies or a negative connotation to be associated with the removal. Consultants said they could see the value in such an idea but a defined set of standards to guide the re-evaluation would need to be established. They also voiced a concern that a philanthropic donor may feel as though they are being "squeezed" for more money. It was suggested that it could be helpful to have the re-evaluation stated as a best practice, rather than include it into the policy.

The committee also conducted a review of completed and pending naming processes that have occurred since the implementation of the interim policy. There have been no name removals using the interim policy. There have been many facility name announcements; however, with further review of Board of Regents (BOR) published meeting minutes, these name requests were found to be processed prior to the interim policy taking effect in September 2021. One program, the Brin Mathematics Research Center, was named with this interim policy in November 2021 and there have been a few facilities named with this policy. One naming is currently pending BOR's possible decision of approval and announcement.

The committee found it advantageous to ask broad standard questions of consultants to account for various levels of familiarity and knowledge of the policy, with the flexibility to adjust the individual consultation based on the representative's familiarity or experience level with the interim policy.

Consultations were conducted with key stakeholders including representatives from offices of the following:

- President
- Senior Vice President & Provost
- Vice President & Chief Administrative Officer
- Vice President for University Relations
- Vice President for Research
- Vice President for Finance & Chief Financial Officer
- Vice President for Student Affairs
- Robert H. Smith School of Business
- Philip Merrill College of Journalism (JOUR)
- Office of Undergraduate Studies (USGT)
- College of Agriculture and Natural Resources (AGNR)
- College of Arts and Humanities (ARHU)
- College of Computer, Mathematical, and Natural Sciences (CMNS)
- College of Behavioral and Social Sciences (BSOS)
- A. James Clark School of Engineering (ENGR)
- School of Architecture, Planning, and Preservation (ARCH)

The decision to consult with the Vice President for Student Affairs was made to gain insight on student involvement on campus and the division's perspective on non-academic facilities such as residence and dining halls. Representatives from a variety of colleges and schools were sought out to increase the committee's overall understanding of how well the interim policy works. Additionally, the selection of deans gave input about specific circumstances such as recent naming activity, a dean's membership on the Facility Naming Committee, consideration of a college with a variety of associated college properties not located on UMD College Park campus, and the perspective of program naming considerations.

Feedback from stakeholders helped the committee identify concerns and questions that needed to be resolved, as well as identify processes that are working well and require no changes. Appreciation for the interim policy's name removal process was repeatedly mentioned. Citing, it ensures history is not buried, but still allows for a name removal if warranted. Also, many representatives expressed appreciation of the policy's flexibility to allow a college or school to name interior spaces of a facility excluded in this University-level policy. Feedback about the requirement for philanthropic donations for program naming indicated that no changes were necessary since it currently provides the flexibility necessary to navigate a wide variety of scenarios that UMD may encounter related to the variety of academic programs UMD offers.

During late November and December 2022, the interim policy was revised to address suggestions or concerns based on input from stakeholder and committee discussions. The committee clarified policy language and terms, deleted redundancy, added sections for a consistent parallel structure, the addition of the Vice President for Student Affairs on the Facility Naming Committee, and created a Program Naming Committee. Throughout the revision process, attention was given to ensure that no inadvertent conflict would occur between the UMD and USM policies and that the naming policy would not be unduly burdensome. The overall purpose of this policy remains unchanged from the current interim policy as, "it is responsible for evaluating and making a recommendation on a naming proposal to the President."

**Non-payment Clause:**

Currently, the interim policy has no process to remove a name due to non-payment in the event the donor cannot or will not fulfill the gift agreement terms. A few consultations indicated a clause for name removal due to non-payment should be added to the UMD policy in the event that a donor fails to meet terms of the stated financial commitment. They further expressed that attempting to obtain the promised philanthropic donation from the person or the person's family is a distressing process. The USM policy has a stipulation indicating that in the event that a non-fulfillment of a gift related naming occurs, a naming proportional to the actual payment received will occur. The committee agreed a similar solution is needed and revised the UMD policy to include a clause to align it with the USM policy, allowing UMD an "out" in the event of non-payment.

**Naming Criteria:**

Several stakeholders expressed concern that requiring that an honoree meet all the naming criteria is a very high standard that discourages potential namings. The committee considered a number of prominent names found on campus and evaluated them using the criteria in the interim policy. Several circumstances were noted that were not consistent applications of the policy. Members felt this language does not reflect naming practices that have justifiably occurred. The committee discussed the honor of naming a UMD facility or program and the importance of having high standards. However, the committee also felt flexibility should also be incorporated. Additional language was included to increase the transparent and equitable application of this policy in future decisions with these types of circumstances.

Revisions to broaden the criteria occurred in a few places. The interim policy criteria was reviewed and it was determined the criterion of "highest personal integrity" is mandatory and non-negotiable. It was included in the statement as "highest personal integrity that aligns with the University's values" before listing the rest of the criteria with an option to meet a majority of the requirements, rather than all the requirements as the interim policy currently states. A discussion about "honorable public service" included concerns that a namesake may fulfill all other characteristics, but never having served as a public servant or worked in any government capacity could lead to the exclusion of very deserving individuals.

Policy language "and/or to the State" was added so a person could be recognized for their contributions to the state of Maryland. Consultants provided examples of current namings including the Harriett Tubman Program and a statue of prominence, Frederick Douglass. These are examples of people that have achieved recognition on the UMD campus. Harriett Tubman and Frederick Douglass were born in Maryland, and made significant contributions to society, but were not affiliated with UMD or USM; due to the laws at the time, they could not attend UMD. The committee felt this additional language gives flexibility to the policy and would allow for these types of circumstances.

The current interim policy has a stipulation that any employment or formal affiliation with the USM or State of Maryland must cease for a minimum of one year before a naming consideration of that person can occur. It does not allow for any exceptions. Revisions of the interim policy included the addition of USM policy language allowing exceptions for flexibility to grant a naming despite not meeting the requirement to cease employment or affiliation with USM or State employment for one year. Noted examples include of the names of the Miller and Kirwan facilities. Members expressed support for adding the USM policy language, as doing so will bring the University policy into closer alignment with the overarching USM policy and allow for namings of deserving individuals.

The current interim policy states that no programs may be named after any corporations or foundations. A review of the “program” definition in the policy determined that academic programs (e.g., Southern Management Leadership Program and A. James & Alice B. Clark Foundation Maryland Promise Program) have been named prior to the interim policy. To align the policy with both the USM policy and with the current practice, the restriction of naming a program after corporations or foundations was removed. The criteria for a program naming remained unchanged.

#### **Language Clarity Added:**

The committee clarified the role of the Programs, Curricula, & Courses (PCC) Committee’s involvement in program namings not related to academic or curricula changes, cut redundant terms and sections, and removed the stated maximum limit that can be donated leaving the minimum limit. This revision was made after confirming with Division for University Relations that there is no maximum limit that can be donated. Added specifications for the “honorific naming considerations” section for both programs and facilities. Currently, the interim policy only states the honorific considerations for programs. In addition, language was included to clarify the term “historian” since UMD does not have a designated “historian” on campus. The “designee” option was included for some representatives on both committees. Members felt permitting a “designee” gives more flexibility to schedule a meeting while ensuring the voice of the representative.

#### **Program Naming Committee:**

The Educational Affairs Committee decided to create a Program Naming Committee (PNC) based on stakeholder feedback and discussions. It will be dedicated to the evaluation of a program naming proposal when it is forwarded by the Senior Vice President and Provost. USM policy requires any naming proposal evaluation be conducted in the strictest confidence regardless if the naming is honorific or philanthropic. Additionally, no public announcements of a naming can occur until the BOR’s approval. These USM imposed constraints were factors guiding the committee’s decisions about program naming process.

A majority of stakeholders emphasized any namings must be conducted with discretion to avoid any embarrassment for UMD or the honoree. Committee members also agreed that avoiding an embarrassing situation for everyone involved is crucial. Stakeholders expressed concern about the current interim policy process efficiency by the need to factor in the timing of multiple committee schedules. This concern can be especially problematic with a philanthropic donation which can already be a delicate process. With the creation of the PNC, the program naming process will occur while addressing the concerns for confidentiality and efficiency expressed by the majority of stakeholders.

The PNC membership was selected ensuring campus-wide representation and meaningful discussions to evaluate a program naming proposal while maintaining the confidentiality that USM mandates. It was decided the PNC would be similar to the Facilities Naming Committee; the overall number of committee members was factored in to ensure a nimble decision-making committee balanced with effective representation of stakeholders. Senate representation was ensured with three members (faculty, student, and staff) appointed by the Senate leadership. The Senate Leadership will use their judgement to appoint a qualified engaged representative for the committee. It does not stipulate if the member must be affiliated with the Senate or an organization. Additionally, the PCC committee chair will also serve on the committee. The inclusion of the PCC committee chair on the committee has additional benefits for determining



whether the curriculum aligns with what is known about the potential honoree and whether PCC committee involvement is necessary due to anticipated or unanticipated curricular changes as a result of the naming. The University Archivist on the PNC can help conduct and evaluate historical research into the integrity of potential honorees.

After consideration, the committee voted to approve the revised UMD Policy and Procedures on the Naming of Facilities and Programs by an email vote concluding on January 11, 2023. The revised policy was shared with Office of General Counsel and the Division for University Relations for a review of the committee's proposed revisions. Based on the feedback, some changes were incorporated to ensure no inadvertent harm to the University or undue implementation burdens were caused by the policy revisions.

## **RECOMMENDATIONS**

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The Educational Affairs Committee recommends that the interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs (VI-4.00(A)) be revised as indicated in the policy document immediately following this report.

## **APPENDICES**

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- Appendix 1 — Original charge from the Senate Executive Committee
- Appendix 2 — Amended charge dated September 9, 2022
- Appendix 3 — BIG 10 Data, USM Schools, Peer Institution Data



**A. VI-4.00(A) UNIVERSITY OF MARYLAND POLICY AND PROCEDURES ON THE NAMING OF FACILITIES AND PROGRAMS**

(Approved by the President September 20, 2021 on an interim basis pending University Senate review)

**I. Purpose**

The naming of a facility or program is one of the highest honors an individual or organization can receive from a university. The University of Maryland (“the University”) feels great responsibility to ensure that such recognition honors its history, values, and central mission as a land grant institution, and aligns with its goals of achieving excellence in teaching, research, and public service within a supportive, respectful, and inclusive environment that fosters the free and open exchange of ideas.

The University encourages opportunities for the naming of its facilities and programs through significant philanthropy or by honoring scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University. Any such naming must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the University. The University is governed by the University System of Maryland (USM) Policy on the Naming of Facilities and Programs (VI-4.00).

No naming shall be permitted for any entity or individual whose public image, products, or services may conflict with the University’s purpose and mission.

**II. Definitions**

- A. “Benefactor” means an individual(s) who contributes financially to the University.
- B. “Facility” means planned and existing University buildings of all types; major new additions to existing buildings; institution grounds and athletic facilities; and all major outdoor areas including roads, plazas, entrances, gates, and landscape features such as quadrangles, gardens, lakes, fountains, and fields.

- C. “Honorific Naming” means naming a Facility or a Program to honor scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University.
- D. “Namesake” means the individual for whom a Facility or Program may be named.
- E. “Naming” means the act of honoring an individual or entity by placing their name on a University Facility or Program.
- F. “Landmark Building” is a Facility on the main University campus that has historical or cultural significance to the University.
- G. “Philanthropic Naming” means Naming a Facility or a Program for a Benefactor who underwrites the cost or the partial cost of a University Facility or contributes financially to the Program being named.
- H. “Program” means Colleges, Schools, departments, centers, institutes, and academic programs, including those that are online or virtual.
- I. “Useful Life” means the estimated lifespan of a Facility in terms of the utility and purpose for which it was established or acquired.

### **III. Exclusions**

- A. Interior spaces within Facilities (laboratories, classrooms, practice rooms, lecture halls, etc.); minor landscape or architectural elements such as benches, desks, or sidewalk bricks; fellowships; and endowed chairs are not covered by this Policy. **These may be named separately from the Facility in which they are located to recognize:**
  - 1. A Benefactor, corporation, or foundation who wish to underwrite the cost or partial cost of a defined portion of the Facility; or**
  - 2. An individual who has made substantial scholarly or service contributions to the University or to higher education in general.**
- B. The University of Maryland Policy on Endowed Faculty Chairs and Professorships (IX-6.00[A]) covers Naming endowed positions.
- C. This Policy does not apply to academic program proposals that would name or rename Programs based on the academic discipline or field rather than for Philanthropic or Honorific purposes. Such proposals should be submitted and considered under the existing Programs, Curricula, & Courses (PCC) process administered by the Office of Academic Planning & Programs.

### **IV. Naming of Facilities and Programs**

- A. The authority to name University Facilities and Programs rests with the Board of Regents of the USM, upon the recommendation of the President of the University.
- B. All discussions and negotiations related to Philanthropic and Honorific Namings must be kept confidential in alignment with Section VII of the USM Policy, which requires that no public announcement be made prior to Board of Regents approval.
- C. Prior to making a determination on whether to support a Philanthropic or Honorific Naming proposal and put it forward to the Board of Regents for consideration, the President may receive advice from University committees as defined in Section V of this Policy.
- D. Requests for Philanthropic and Honorific Namings of Facilities and Programs require the submission of a formal proposal to the responsible official, as noted in sections IV.G.1 and 2.
- E. **Proposals must be submitted with sufficient time to permit an initial evaluation by the President or their designee, who must authorize any planned negotiations with a potential donor or honoree's family.**
- F. The procedures for submitting a Naming proposal or a name removal proposal, and the associated review processes are specified in Sections V and VII of this Policy.
- G. Guidelines for Facilities and Program Naming are set forth below.
  - 1. University Facilities are generally named after counties, municipalities, and bodies of water in the State of Maryland. Such Namings must be reviewed by the Facilities Naming Committee under the procedures indicated in V.B.1 of this Policy.
  - 2. Namings may only be considered for individuals, corporations, and foundations that are **consistent** ~~comport~~ with the mission and purpose of the University.
  - 3. ~~Discrete parts of a Facility such as auditoriums, classrooms, porches, gates and gardens may be named separately from the Facility in which they are located, to recognize:~~
    - a. ~~A Benefactor, corporation, or foundation who wish to underwrite the cost or partial cost of a defined portion of the Facility; or~~
    - b. ~~An individual who has made substantial scholarly or service contributions to the University or to higher education in general.~~
  - 4. Facilities and Programs that are to be named for individuals should be named in honor of scholars and other distinguished individuals who are preeminent in their field of endeavor. University Facilities may also be named for foundations and corporations who by service, mission, scholarship, or major gift have made

substantial contributions to the University, or to higher education in general.

~~Programs may not be named for foundations and corporations.~~

- a. Individuals after whom Facilities and Programs are named should have **the highest personal integrity that aligns with the University's values and a majority of the** following characteristics, at a minimum:
    - i. ~~Highest personal integrity;~~
    - ii. Honorable public service;
    - iii. **Significant Major** positive contributions to society;
    - iv. Contributions to the University of Maryland **and/or the State**; or
    - v. Known to the University community.
  - b. Foundations and corporations after which Facilities **and Programs** are to be named must exemplify the following attributes, at a minimum:
    - i. History of high integrity of officers;
    - ii. Appropriate corporate mission;
    - iii. Contributions to the University; and
    - iv. Familiarity of the corporation at least to the impacted portion of the University community.
  - c. A **corporate name Facility** may be assigned ~~a corporate name~~ only if the entity has undergone careful scrutiny by the University to ensure that such a Naming will not demean the academic endeavors ~~to be carried out within the Facility~~ or the campus at large.
  - d. When corporate names are considered for Facilities, the propriety of the name in a public and educational context should be considered. **If a naming opportunity is being considered for a set period of time (naming rights to an athletic field, for example), the cost of installing and removing the name should be a consideration, and plans accounting for those costs should be included in the naming proposal. Once established, the corporate name of a Facility shall normally remain for its Useful Life notwithstanding future changes in the corporation.**
5. No campus Facility or Program will be named for individuals employed by or formally affiliated with the USM or the State of Maryland, unless and until one year has passed since the individual's USM or State employment or affiliation has ceased. **Exceptions will be considered under the following circumstances:**

- a. **If an individual has completed 10 years of service to UMD and is currently serving in a position of reduced authority (e.g., from institution president to faculty status).**
  - b. **If there are health issues or special family circumstances.**
6. ~~Philanthropic and Honorific Program Namings may only be considered if the administrative unit head(s) of the Program has consulted confidentially with the faculty of the Program, and the administrative unit head(s) and a majority of the faculty have agreed to move forward with a formal proposal on the Naming.~~
  7. Individuals, corporations, and foundations after whom Facilities or Programs are named who later are found to violate the high standards indicated in Section IV.F.4.a-d of this Policy may have their names removed from such, based on the guidelines defined in Section VI of this Policy.

#### G. Considerations for Philanthropic Namings

1. Philanthropic Namings of Facilities must be overseen by the Vice President for University Relations.
  - a. A Facility may only be named for or by a Benefactor, a corporation, or a foundation, if they contribute a significant portion of its costs for construction or renovation.
  - b. Philanthropic Namings of Facilities shall normally only be considered in association with a gift to the University or to an affiliated foundation when the present value of the gift is a minimum of ~~within 15 to 30~~ percent of the estimated cost to construct or substantially renovate the facility. Maintenance and endowment funds should be considered as part of the gift for the purpose of these calculations.
  - c. The Naming of Landmark Buildings shall generally require a higher percentage of investment.
  - d. The Philanthropic gift should be made in cash or by means of a ~~legally binding pledge~~ **fully executed gift agreement**, provided however, that if in the form of a pledge, it should be paid in full within five years.
  - e. Gifts made in the form of an irrevocable trust or bequest, provided that the donor is age 75 or older (including but not limited to a charitable remainder trust, a pooled income fund, a charitable gift annuity, a deferred pledge agreement/estate note, or a contract to make a will), shall generally not be accepted for the purpose of Naming a new University facility for which contributions from private sources are needed to pay construction costs. Such a deferred gift, however, may support the Naming of an existing facility if there is no current need of funds for renovating or expanding the structure. If

the gift is a bequest, there must be a ~~legally-binding~~ **cash or by means of a documented** pledge backing up the bequest.

2. Philanthropic Namings of Programs must be overseen by the Senior Vice President and Provost, in consultation with the Vice President for University Relations.
  - a. Philanthropic Namings of Programs may only be considered if the administrative unit head(s) and the faculty of the Program have been consulted confidentially as part of the process, and the administrative unit head(s) and a majority of the faculty agree to move forward with a formal proposal on the Program Naming.
  - b. **Consideration of all Philanthropic and Honorific Program Naming proposals should include an assessment of the long-term impact of the Naming on the mission of the Program and whether it is possible that the Program's mission may evolve over time to the extent where the proposed name would no longer be relevant.**
  - c. The named gift levels for Programs will be established on a case-by-case basis.
  - d. Endowed gifts are strongly encouraged. Generally, the endowment established through the gift should generate 10 to 20 percent of the unit's operating budget on an annual basis, depending on the size of the unit.
  - e. The Philanthropic gift should be made in cash or by means of a **fully executed gift agreement** ~~legally-binding pledge~~, provided however that if in the form of a pledge, it should be paid in full within five years.

#### H. Considerations for Honorific Namings

1. Honorific Namings of Programs:
  - a. **Must be overseen by the Senior Vice President and Provost in consultation with the administrative unit head(s) of the Program.**
  - b. May only be considered if the administrative unit head(s) and the faculty of the Program have been consulted confidentially as part of the process, and the administrative unit head(s) and a majority of the faculty have agreed to move forward with a formal proposal on the Program Naming.
  - c. **Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an Honorific Naming, Honorific Namings should not be used to circumvent the requirements of gift-related Naming policies.**

- d **Consideration of all Philanthropic and Honorific Program Naming proposals should include an assessment of the long-term impact of the Naming on the mission of the Program and whether it is possible that the Program's mission may evolve over time to the extent where the proposed name would no longer be relevant.**
2. Honorific Namings of **Facilities:**
- a **Must be overseen by the Vice President and Chief Administrative Officer in consultation with the administrative unit head(s) of the Facility.**
  - b **Facility naming proposal will be reviewed by the Facility Naming Committee.**
  - c **Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an Honorific Naming, Honorific Namings should not be used to circumvent the requirements of gift-related Naming policies.**
3. ~~Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an Honorific Naming, Honorific Namings should not be used to circumvent the requirements of gift-related Naming policies.~~

## V. Naming Procedures

A. Requests for the Philanthropic or Honorific Naming of Facilities and Programs require the submission of a formal proposal to the **responsible official relevant administrator.**

1. The proposal should include the Namesake's name and relationship to the University, if applicable.
2. A biographical profile of the Namesake should be provided.
3. The proposal must contain a **detailed** report demonstrating that the Namesake's background has been thoroughly considered; that the Naming honors and aligns with the values and mission of the University; and that any controversies, if they exist, have been examined and judged to be immaterial to the Naming.
4. The proposed name of the Facility or Program and, if applicable, the current name of the Facility or Program should be noted.
5. For Philanthropic Namings, the proposal must include the gift amount and terms, including but not limited to any costs associated with the gift and a copy of the gift contract and/or pledge agreement, if applicable.



6. Proposals must include the overall cost of the Facility construction or renovation or the overall budget of the Program to be supported. If the gift represents partial or total funding of the construction, remodeling, or renovation, the following information must be included:

- a. Relationship of the project to the University's long-range plans;
- b. Source and status of capital budget funds needed in addition to the gift;
- c. A timetable for project implementation; and
- d. Operating budget implications, and sources of funds.

7. For Honorific Namings, the proposal must provide a clear rationale for the request, including:

- a. A description of the honoree's accomplishments and contributions to the University or USM, **or the State of Maryland**;
- b. If applicable, how the Naming will further the mission of the Program;
- c. How the Naming will reflect positively on the University and/or the USM; and
- d. If applicable, a justification for an exception to the provisions defined in Section IV.F.5 of this Policy.

B. The review of proposals requesting the Naming of Facilities and the Naming of Programs will be handled in separate but parallel processes.

#### 1. Facilities Naming Procedures

- a. **Philanthropic or Honorific** Facilities Naming proposals should be **prepared by the Vice President for University Relations and Vice President and Chief Administrative Officer respectively and** directed to the **Facilities Naming Committee** ~~Vice President and Chief Administrative Officer~~.
- b. The Facilities Naming Committee is responsible for reviewing all proposals requesting the Naming of University Facilities, including Philanthropic and Honorific Namings, and making a recommendation to the President.
  - i. The membership of the Facilities Naming Committee includes:
    - (a) The Vice President and Chief Administrative Officer (Chair);
    - (b) **The Senior Vice President and Provost or designee**;
    - (c) The Vice President for University Relations **or designee**;

- (d) The Vice President for Diversity and Inclusion **or designee**;
  - (e) The Assistant President and Chief of Staff **or designee**;
  - (f) **The Vice President for Student Affairs or designee.**
  - (g) The Executive Director of Government Relations **or designee**;
  - (h) The Dean of the School of Architecture **or designee**;
  - (i) The Dean of another College or School, appointed by the Senior Vice President and Provost **or designee**; and,
  - (j) Two faculty, one student, and one staff representative, selected in consultation with the University Senate;
- c. The President shall take the recommendation of the Facilities Naming Committee into consideration before making a **final determination** ~~decision~~ on whether to ~~support the Facility Naming and~~ recommend **the Philanthropic or Honorific Facility Naming** ~~it~~ to the Board of Regents for **its consideration and** approval.
- d. In the event that a unique fundraising opportunity for a Facilities Naming requires an expedited decision, the President shall consult with the Vice Presidents for University Relations, **the Senior Vice President and Provost**, and Vice President **and Chief Administrative Officer** ~~for Administration~~ (as Chair of the Facilities Naming Committee) prior to making a recommendation to the Board of Regents.
- i. In such instances, the President's action shall be explained to the Facilities Naming Committee at its next meeting.

## 2. Program Naming Procedures

- a. ~~Consideration of all Philanthropic and Honorific Program Naming proposals should include an assessment of the long-term impact of the Naming on the mission of the Program and whether it is possible that the Program's mission may evolve over time to the extent where the proposed name would no longer be relevant.~~
- b. All Philanthropic and Honorific Program Naming proposals should be **prepared by the Senior Vice President and Provost in consultation with the administrative unit head(s) of the Program, and with the Vice President for University Relations in the case of philanthropic namings,**

**and** directed to the **Program Naming Committee** ~~Senior Vice President and Provost~~.

- i. ~~Proposals must be submitted with sufficient time to permit an initial evaluation by the President or their designee, who must authorize any planned negotiations with a potential donor or honoree's family.~~
- ii. All Program Naming proposals must have the endorsement of a majority of the faculty of the Program and its administrative unit head(s) prior to submission to the Senior Vice President and Provost.
  - (a) **Curricular changes or academically related name changes per section III. C. associated with** Program Naming proposals ~~that require associated curricular changes to the Program~~ must also be submitted ~~for to be~~ reviewed through the defined Programs, Curricula, & Courses (PCC) processes overseen by the Office of Academic Programs & Planning.
  - (b) ~~Proposals for Philanthropic Program Namings must be developed in consultation with the Vice President for University Relations.~~
- c. The Senior Vice President and Provost will conduct an initial review of the proposal to determine whether to initiate the formal review process.
  - i. The Senior Vice President and Provost may consult with the Academic Planning Advisory Committee (APAC) during the initial review of proposals for Philanthropic and Honorific Namings of Programs.
  - ii. The Senior Vice President and Provost, in consultation with the ~~administrative unit head(s) of the Program to be named, will determine~~ whether a formal review of the proposal by the **Senate Program Naming Committee** s, ~~Curricula, & Courses (PCC) Committee and the Senate Executive Committee (SEC)~~ should be initiated.
- d. The **Program Naming Committee** ~~Senate PCC Committee and the SEC~~ will have responsibility for evaluating all formal Philanthropic and Honorific Program Naming proposals and making a timely recommendation to the President.
  - i. **The membership of the Program Naming Committee includes:**
    - a. **The Dean of the School of Undergraduate Studies and/or Dean of the School of Graduate Studies of the relevant program naming proposal as appropriate (Chair-appointed by Senior Vice President and Provost);**

- b. **Dean of the relevant College/School of program naming proposal;**
  - c. **Vice President for University Relations or designee;**
  - d. **Executive Director for Government Relations or designee;**
  - e. **Vice President for Diversity & Inclusion or designee;**
  - f. **Assistant President and Chief of Staff or designee;**
  - g. **Senate PCC Committee chair;**
  - h. **Student (appointed by Senate Leadership);**
  - i. **Staff (appointed by Senate Leadership);**
  - j. **Faculty (appointed by Senate Leadership) and;**
  - k. **University Archivist**
- ii. The deliberations of the **Program Naming Senate-PCC** Committee ~~and the-SEC~~ will be held in closed session in order to maintain confidentiality, as required by the USM Policy.
  - iii. The **Program Naming Senate-PCC** Committee will review the Program Naming proposal and consider whether it meets the guidelines for Namings identified in Section IV of this Policy. The **Program Naming Senate-PCC** Committee will make a timely recommendation on whether the Philanthropic or Honorific Program Naming proposal meets the requirements of this Policy in a memo to the **President SEC**. **Program Naming proposals that require associated curricular changes to the Program must also be submitted for review through the defined Programs, Curricula, & Courses (PCC) processes overseen by the Office of Academic Programs & Planning.**
  - iv. ~~The-SEC will review the Philanthropic or Honorific Program Naming proposal and the PCC Committee's memo to evaluate whether the proposal meets the guidelines for Namings identified in Section IV of this Policy. The SEC will make a recommendation to the President on whether the Program Naming proposal meets the requirements of this Policy, and will forward the memo from the PCC Committee for consideration.~~
  - v. The President will take the recommendations of the **Program Naming Committee** ~~Senate-PCC Committee and the-SEC~~ into consideration before making a final determination on whether to recommend the Philanthropic

or Honoric Program Naming to the Board of Regents for its consideration and approval.

## **VI. Removal of Names from Facilities and Programs**

### A. Guidelines

1. The authority to remove a name from a Facility or Program lies with the Board of Regents of the USM, upon the recommendation of the President of the University.
2. If at any time the University determines that the continued Naming of a Facility or Program may compromise the University's integrity or reputation, the University may amend or remove the name, upon approval by the President and Board of Regents and notification of the donor, if applicable.
3. **In the case of philanthropic naming, the University reserves the right to remove names from Facilities and Programs when the gift remains unpaid beyond the terms of the gift agreement. Should this occur, the Vice President for University Relations may recommend an area of the facility or seek an alternative naming opportunity appropriate to the value of the gift received.**
4. The removal of a name should be rare, and those making the request should understand that their case must be compelling and well-researched.
5. The removal of a name should not erase the University's history. Where possible, education about and reinterpretation of the name may be a reasonable alternative to name removal, in order for the University community to deepen its understanding about its history.

### B. Considerations for Name Removal Requests

1. The scholarly historical evidence supporting the request should be compelling and should satisfy one or more of the following criteria:
  - a. Following the Naming recognition, the Namesake was found to have committed a serious violation of a state or federal law;
  - b. The Namesake was found to have exhibited offensive behavior that was central to the Namesake's career, public persona, or life as a whole or it was central to the corporation's/foundation's mission or public reputation;
  - c. Allegations of offensive behavior are supported by documentary evidence that demonstrates both the extent and intentionality of a Namesake's actions;
  - d. Retaining the name demonstrably jeopardizes the University's integrity and materially impedes its mission of teaching, research, and public engagement;

- e. Retaining the name significantly contributes to an environment that excludes some members of the University community from opportunities to learn, thrive, and succeed; and/or
  - f. Removing the name would not stifle viewpoint diversity or fail to acknowledge the historical complexity or holistic contributions of the individual to the University or the public.
2. Those submitting name removal requests should consider whether any of the following elements exist in the specific case that they are raising, and should consider the impact of the presence of those elements on the strength of the case for removal:
    - a. If the Namesake's offensive behavior or viewpoints were conventional at their time and other aspects of the Namesake's life and work are especially noteworthy to the University or the greater community; and/or
    - b. Despite the evidence of objectionable behavior or views, there is also evidence of a significant level of evolution or moderation of the Namesake's behavior or views over their lifetime.
  3. Procedures for and elements associated with requests to remove a name from a Facility or Program are specified below in Section VII of this Policy.

## **VII. Name Removal Procedures**

- D. Requests for the removal of a name from a Facility or Program can be submitted to the Office of the President by any member of the campus community including faculty, staff, students, and alumni.
- E. Name removal requests should include a letter providing the rationale for the request that addresses the following:
  1. The process by which the original Naming took place and what was known at that time about the Namesake, to the extent that such information is available;
  2. Clearly documented research about the prevalence and persistence of the Namesake's objectionable behavior, including the centrality of the offensive behavior to the Namesake's life as a whole and whether the behavior was consistent with conventions of the time;
  3. The past and present effects of the Namesake's behavior, including whether the behavior caused hurt to individuals or groups in the past that undermine the ability of those individuals or groups to feel a sense of belonging to the University community;

4. The Namesake's relationship to the University and what contributions the Namesake made to the University;
  5. The voices and views of more than one constituency of the University; and
  6. Any possibilities for mitigation and interpretation.
- F. Name removal requests must be supported by the major constituencies of the campus community (faculty, staff, and students).
1. Name removal requests require signatures in support of the request from at least 2% of two (2) of the major constituencies of the current campus community (faculty, staff, and students).
  2. The signature requirement will be facilitated through the University's petition platform and current members of the campus community will be verified through the University's authentication service.
  3. Name removal requests will undergo an initial review to ensure that they meet the required thresholds for further consideration.

G. Review of Name Removal Requests

1. The ~~Facilities~~-Naming Committee **associated with the removal request (i.e. facility or program)** together with the University Archivist will conduct an initial review of the name removal request, reviewing the letter and petition to consider whether it meets the considerations in Section VI.B and the procedures defined in Section VII of this Policy, to determine whether it should be studied further.
  - a. ~~In cases where requests for the removal of names from Programs are submitted, the University Senate Chair will be included in the membership of the Facilities Naming Committee to conduct the initial review.~~
2. If the **associated Facilities** Naming Committee determines that the request should be forwarded for further study, the President will form an ad hoc Study Committee for a formal review of the name removal request.
  - a. The membership of the Study Committee will include faculty, staff, students, and alumni appointed by the President, some of whom will be selected from University Senate nominations. The University Archivist and **a person (faculty or staff) with scholarly expertise about the subject** ~~an historian~~ will also be members of the Study Committee.
  - b. The Study Committee will be charged with conducting a review of the name removal request and providing the President with an impartial analysis that includes reasons for removing the name, reasons for retaining the name, and,

if appropriate, possible ways of **addressing acknowledging controversies the wrongful behavior** if the name is retained.

- c. The Study Committee may invite comments from interested members of the University community, as well as from the Namesake or their heirs.
  - d. Where helpful, those on the Study Committee should take advantage of the knowledge, expertise, and methodologies of the social sciences, humanities, and other disciplines available at the University.
  - e. The Study Committee must consistently weigh and balance relevant factors, taking into account the considerations listed in Section VI.B of this Policy.
3. Upon receipt and consideration of the Study Committee's findings, the President will make the final determination of the appropriate action regarding the name removal request.
- a. If the President determines that removal of the name is appropriate, the President will submit a formal request to the Board of Regents for consideration of the name removal with a coinciding request to replace the name with a general name that aligns with the University's standard practices for Naming Facilities and Programs identified in Section IV.F.1 of this Policy.
  - b. If the President determines that the request to remove a name does not warrant a formal request to the Board of Regents, the President will provide a response to the requesting party explaining the decision.
  - c. The President may also choose to add historical markers inside of buildings to illustrate the full history of the Namesake's complete behavior as part of the decision process.
4. Facilities and Programs that have undergone a name removal and been given a general name are eligible to be considered for a new Philanthropic or Honorific Naming through the Naming procedures defined in Section V of this Policy.

*Replacement for:*

*Policy VI-4.00(A) University of Maryland Policy on the Naming of Facilities*





Charged: September 9, 2022 | Deadline: February 3, 2023

**Review of the Interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs  
(Senate Document #22-23-03)  
Educational Affairs Committee | Chair: Rohan Tikekar**

The Senate Executive Committee (SEC) and Senate Chair Newman request that the Educational Affairs Committee review the interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs (VI-4.00[A]).

The Educational Affairs Committee should:

1. Review the University System of Maryland (USM) Policy on the Naming of Facilities and Programs ([VI-4.00](#)).
2. Review the interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs ([VI-4.00\[A\]](#)).
3. Review similar policies and procedures at Big 10 and Peer Institutions.
4. Review any actions that have been completed under the interim University of Maryland Policy and Procedures on the Naming of Facilities and Programs ([VI-4.00\[A\]](#)) since its implementation.
5. Consult with the President or his designee regarding the naming and name removal processes, including the implementation of the interim policy.
6. Consult with the Senior Vice President & Provost or her designee regarding the naming and name removal processes, including the implementation of the interim policy.
7. Consult with the Vice President & Chief Administrative Officer or his designee regarding the naming and name removal processes, including the implementation of the interim policy.
8. Consult with the Vice President for University Relations or his designee regarding the naming and name removal processes, including the implementation of the interim policy.
9. Consult with a representative group of Deans on the naming and name removal processes, including the implementation of the interim policy.
10. Consult with the Office of General Counsel on any proposed policy revisions.
11. Consider whether the principles and procedures related to program naming align with the USM policy and the University's principles of shared governance (i.e., The Plan of Organization Preamble and Article 1.)
12. Consider whether the principles and procedures related to name removal align with the principles and procedures defined in the USM policy for name removal and the University's principles for shared governance. (i.e., The Plan of Organization Preamble and Article 1.)
13. If appropriate, recommend whether revisions to the interim policy are necessary.

We ask that you submit a report to the Senate Office no later than **February 3, 2023**. If you have questions or need assistance, please contact the Senate Office staff at [senate-admin@umd.edu](mailto:senate-admin@umd.edu) or x55805.



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7. Consult with the Vice President & Chief Administrative Officer or his designee regarding the naming and name removal processes, including the implementation of the interim policy.
8. Consult with the Vice President for University Relations or his designee regarding the naming and name removal processes, including the implementation of the interim policy.
9. Consult with the Vice President for Research or his designee regarding the naming and name removal processes, including the implementation of the interim policy.
10. Consult with the Vice President for Finance and Chief Financial Officer or his designee regarding the naming and name removal processes, including the implementation of the interim policy.
11. Consult with a representative group of Deans on the naming and name removal processes, including the implementation of the interim policy.
12. Consult with the Office of General Counsel on any proposed policy revisions.
13. Consider whether the principles and procedures related to program naming align with the USM policy and the University's principles of shared governance (i.e., The Plan of Organization Preamble and Article 1.)
14. Consider whether the principles and procedures related to name removal align with the principles and procedures defined in the USM policy for name removal and the University's principles for shared governance. (i.e., The Plan of Organization Preamble and Article 1.)
15. If appropriate, recommend whether revisions to the interim policy are necessary.

## APPENDIX 2

We ask that you submit a report to the Senate Office no later than **February 3, 2023**. If you have questions or need assistance, please contact the Senate Office staff at [senate-admin@umd.edu](mailto:senate-admin@umd.edu) or x55805.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Policy links	Purpose/guiding principles of the policy	Applicability of the policy's procedures	Honorific naming process + criteria	Philanthropic naming process + criteria	Procedures and criteria for name removal or change
USM	<a href="#">Naming Policy</a>	<p>1) Encourage significant philanthropy through naming of major facilities &amp; programs. 2) Honor scholars preeminent in their fields &amp; other individuals who have made meaningful contributions to the USM. 3) All namings must undergo thorough consideration and due diligence to ensure alignment with the purpose and mission of the USM or institution. 4) No naming for anyone whose public image, products, or services conflict with the USM's or institution's mission.</p>	<p><b>Facilities:</b> planned and existing buildings, renovations or additions, major outdoor areas (streets, green spaces, fields, water features, etc). <b>Programs:</b> all levels of academics from colleges and schools to departments and programs, regardless of in-person/remote learning status. Also includes institutes and centers. <b>Excludes:</b> interior spaces (e.g., classrooms &amp; labs), minor landscape features (e.g., bricks &amp; benches), scholarships, chairs, and fellowships – institutions should have their own policy for these items that aligns with the USM policy. This policy also excludes buildings that an institution is attempting to prioritize in the capital projects queue.</p>	<p><b>Criteria:</b> Named for scholars and distinguished individuals who are preeminent in their field or have contributed meaningfully to the USM. Lifelong philanthropy may warrant honorific naming but should not be used to circumvent gift-related naming policies. No USM employee or affiliate can be a namesake until 1 year has passed since their association (2 exceptions in the case of a health crisis and/or the person has taken a role of lesser responsibility). <b>Honorific process:</b> Need a clear rationale for the request with a description of the honoree's accomplishments and contributions &amp; how the naming will benefit the USM. <b>Honorific Fundraiser Process:</b> Detailed letter containing namesake's name and relationship to USM, current and expected funds or gifts (including associated costs), a rationale for honorific naming (need to meet the same criteria).</p>	<p><b>Criteria for facilities:</b> proposed gifts should contribute significantly to the project and reflect that the institution maximized the potential for fundraising through facility naming. For UMD, UMB, &amp; UMBC, gifts should be 15%+ of the project's cost (7.5%+ for other institutions). Gifts directly to construction or endowment are preferred. Cost of name install and removal must be considered. All gifts must be paid in cash or with a legally binding pledge to pay within 5 years. Portions of gifts may also be given in the form of a trust or bequest, given that the donor is 75+ <b>Criteria for programs:</b> endowed gifts are preferred and should generate 10-20% of the unit's annual operating budget. All program and school-level naming is considered on a case-by-case basis. Gift payment terms are the same as facilities. <b>Philanthropy Process:</b> Detailed letter containing namesake's name and relationship to USM, a detailed report proving that the namesake's background aligns with the USM's values and that any controversies are insignificant, the gift amount and associated terms.</p>	<p><b>Criteria:</b> If the gift associated with the name goes unpaid for more than 5 years, if the facility or program comes to the end of its useful life, or if there are controversial or changed circumstances rendering a previously approved name at odds with USM values and reputation. Requests to change a name must include 1) rationale behind original naming process, 2) documented research on the namesake's objectionable behavior, 3) effects of said behavior, 4) the namesake's relationship to the University, 5) community input, 6) possibilities for mitigation and interpretation. <b>Procedure:</b> Institutions may choose that the campus community should submit a request to the President with a rationale and signed petition or they may have requests come through shared governance bodies. At the president's discretion, the request may undergo formal review; if so, the president may form a special committee with faculty, senior admin, student leadership, alumni, and volunteer representation. The committee will review the request through the lens of the University's mission and values and with sufficient community outreach, consideration of all opinions, and appreciation of the longevity and weight of naming decisions.</p>
UMD	<a href="#">Interim naming policy</a>	<p>1) Naming of a facility or program is one of the highest honors. Such recognition should honor UMD's history, mission, &amp; values, and align with its goals of public service, excellence, respect, &amp; inclusivity. 2) Encourage opportunities for naming through significant philanthropy or honoring preeminent scholars. 3) All namings must undergo thorough consideration and due diligence to ensure alignment with the purpose and mission of UMD. 4) No naming for anyone whose public image, products, or services conflict with UMD's mission. Individuals should have the following characteristics: highest personal integrity, honorable public service, major positive contributions to society, contributions to UMD &amp; MD, and known to the UMD community. Foundations and Corporations must exemplify: history of high-integrity officers, appropriate corporate mission, contributions to the University, known to the impacted portion of the UMD community.</p>	<p><b>Facilities:</b> planned and existing buildings, renovations or additions, major outdoor areas (streets, green spaces, fields, water features, etc). Discrete parts of a facility (classrooms, gardens, porches) may be named separately from the larger facility. <b>Programs:</b> all levels of academics from colleges and schools to departments and programs, regardless of in-person/remote learning status. Also includes institutes and centers. <b>Excludes:</b> interior spaces within facilities (e.g., classrooms &amp; labs), minor landscape features (e.g., bricks &amp; benches), scholarships, chairs, and fellowships. Does not apply to the naming or renaming of programs based on academic discipline, as opposed to philanthropic or honorific naming.</p>	<p>Although significant philanthropy over time may warrant honorific naming, it should not be used to circumvent the requirements of gift-related naming policies. Cannot be named for UMD/USM employees or affiliates until 1 year after last association. <b>Criteria for facilities:</b> no language. <b>Criteria for programs:</b> Overseen by Sr. VP &amp; Provost, in consult with the admin unit head of the program. Only considered with approval from admin head and faculty <b>Process:</b> Requires a formal proposal to the relevant admin with the namesake's name and relationship to UMD. Must include a biographical profile with background and it aligns with UMD's values, mission, and the honor of naming. Proposed name and current name should be noted. Should include a clear rationale with the honoree's accomplishments and contributions to UMD/USM and how the naming furthers the mission of the program and reflects positively on UMD/USM.</p>	<p><b>Criteria for facilities:</b> Overseen by VPUR. Gifts must have a present value of 15-30% of the estimated project costs, as well as maintenance and endowment funds. Landmark Buildings (culturally and historically significant) require a greater percentage of investment. All gifts must be paid in cash or with a legally binding pledge to pay within 5 years. Trusts or legally-binding bequests (donor must be 75+) are not accepted for new builds, but may be accepted to support an existing building's future needs. <b>Criteria for programs:</b> Overseen by Sr. VP &amp; Provost, in consult with VPUR. Admin and faculty of program must be consulted. Endowed gifts are preferred and should generate 10-20% of the unit's annual operating budget. Named gift levels for programs are established on a case-by-case basis. Gift payment terms are the same as facilities. <b>Process:</b> Requires a formal proposal to the relevant admin with the namesake's name and relationship to UMD. Must include a biographical profile with background and it aligns with UMD's values, mission, and the honor of naming. Proposed name and current name should be noted. Include gift amount and terms, including contract costs, in addition to the overall cost or budget of the project or program with a timeline for funding, project implementation, fund needed in addition to the gift, and relationship of the project to UMD's long-term plans.</p>	<p><b>Criteria:</b> if the namesake committed a serious violation of law following the naming, exhibited offensive behavior central to their life or actions, or has allegations of offensive behavior supported by documentary evidence demonstrating the extent and intentionality of the namesake's actions. Additionally, names may be removed if retaining the name jeopardizes UMD's integrity or contributes to an exclusionary learning environment. Removing the name should not "stifle viewpoint diversity or fail to acknowledge the historical complexities or holistic contributions of the individual." Requesters should consider whether the namesake's actions were conventional at the time and whether there has been significant evolution of the behavior over time. <b>Process:</b> removal requests should include rationales addressing the original naming process and what was known of the namesake at that time, thorough research about the prevalence and persistence of the objectionable behavior, the effects and intents of the behavior, the namesake's relationship with and contributions to UMD, and possibilities for mitigation and interpretation. Requests require signatures from at least 2% of at least 2/3 of the major constituencies (faculty, staff, students). There will be an initial review by the FAC and university archivist (in the case of program naming, the senate chair will also join the review) to determine if further review is warranted. If so, the president will form an ad hoc Study Committee(SC) (membership in section VII.D.2.a). The SC will provide an impartial analysis for removal, retention, and interpretation of the name, and may seek input from the community, the namesake, or heirs. Based on the SC's findings, the president will decide whether to submit a formal request to the BOR.</p>
Big10						
University of Illinois	<a href="#">University of Illinois System naming policy: article 5, section 4 of the BOT General Rules</a>	No language	<p><b>Facilities:</b> any building, street, drive, landscaped area, open space, physical improvement, or property under the admin control of UI. <b>Programs:</b> any academic or non-academic program, school, college, institute, center, etc. <b>Excludes:</b> endowed faculty positions (chairs, professorships).</p>	<p><b>Criteria:</b> distinguished public figures in Illinois or nationwide, former BOT members, former faculty, staff, or admin. BOT must approve all recs.</p>	<p><b>Criteria:</b> substantial contributions towards financing construction or renovations of a facility and/ or establishing, maintaining, or advancing a program. Such donors may also nominate an honoree as namesake. BOT must approve all recs.</p>	No language
Penn State	<a href="#">Naming Policy</a>	To name certain facilities and academic units in honor of benefactors (individuals, corporations, and private foundations) and persons or other parties who have made substantial contributions to the University or to education in general.	<p><b>Facilities:</b> buildings, parts of buildings, roads, and plazas. <b>Programs:</b> campuses, colleges, schools, departments, centers and institutes</p>	No language on purely honorific naming, only naming in association with benefactors.	No facility or program can be named in honor of a revocable deferred gift. <b>Criteria for facilities:</b> donors must provide at least 50% of the estimated construction/reno cost to have a facility named after them or their designee (Can be paid with a 5-year pledge). Irrevocable deferred gifts (estate note, trust) can not be used on new facilities. They may be accepted to name an existing facility, given that there is no immediate need for the funding and the gift is at least 75% of the facility's replacement value. Deferred funds may be used to name existing buildings if the funds are otherwise unrestricted. Gifts with burdensome terms generally are not accepted, unless the gift is enough to cover associated long-term maintenance costs. <b>Criteria for programs:</b> donors must provide an endowment that generates equal to at least 10% of the unit's general fund expense budget. Deferred gifts may be used to name a program when the gift's value creates an endowment of at least 25% of the unit's budget.	Names may be removed at the end of the useful life of the facility. The BOT can revoke the name of a facility or program should the namesake be convicted of a felony or engage in conduct that the BOT finds detrimental to the reputation of the namesake, such that continued association is detrimental to the university. Prior to formal revocation, the university will allow the benefactor to voluntarily relinquish naming rights.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Process differentiation for living or deceased namesakes	General procedures and other rules	Notes
USM	No language	The USM Vice chancellor for Advancement must be informed of discussions early in the process, before a formal request is able to be made. All requests must come from the institution president and be submitted six weeks prior to the full board meeting, where it will be considered. All public announcements related to the naming must occur after BOR approval and in conjunction with the Chancellor. In the case of philanthropic naming, 50% of the gift should be in-hand prior to the announcement. For honorific naming, announcements should include the rationale, the namesake's background, and how the naming positively reflects on the USM. In the case of name removal, each University president may decide the signature threshold. If a name is removed due to incomplete payment, the BOR may name a smaller area proportionate with the gift received.	Most current policy, approved in 2020
UMD	No language	Programs may only be named after individuals, whereas facilities may be named after individuals, corporations, or foundations. Facilities are usually named after MD counties, municipalities, and bodies of water after review by the facilities naming committee (FNC) -- membership listed in section V.B. 1.b.i. <b>Reviewing naming requests for programs:</b> Proposals should be developed in consul with the VPUR and submitted to the Provost with enough time for sufficient review by the president, who authorizes all negotiations. Must be approved by the majority of the program's faculty prior to submission to the Provost. The provost will consult with the admin unit heads and determine whether to send to SEC and PCC for formal review. PCC will determine if the proposal meets the requirements laid out in section IV of the policy and the SEC will make a rec to the president. Pres will consider PCC and SEC recs prior to making a rec to the BOR. <b>Reviewing naming requests for facilities:</b> Proposals should be submitted to the VP & CAO and are reviewed by the FNC (both phil + hon). President reviews the FNC's recommendations and decides whether to forward the rec to the BOR.	Typo in section IV.G.1.b. Section III.A states that interior spaces within facilities (including classrooms) are not covered by this policy. Section IV.F.3 states that classrooms, among other discrete parts of a facility, may be named separately from the larger facility. Grammatical error in section IV.F.3.a. Section IV.F.4.b.i is written weirdly. Typo in section V.B.1.c. Some confusion on which admin handles facilities requests & proposals.
<b>Big10</b>			
University of Illinois	No language	BOT can approve naming unrelated to honorees and philanthropy. Commemorative plaques can be installed within facilities in recognition of donors who funded the space or distinguished UI community members whose service is associated with the space. A plaque requires chancellor/VP approval, but not BOT approval.	Could only find this BOT policy -- found one for the Springfield campus, but nothing for Urbana Champaign.
Penn State	No language	Facilities and programs will not be named for current employees, university affiliates, legislators, or government officials; such naming can occur a "sufficient" time after retirement (exact time not included). Programs may only be named after individuals, whereas facilities may be named after individuals or corporations. The appropriateness of the company name in a public setting should be considered. Should a company change its name at any point, the facility's name will not change, unless recommended by the Facilities & Academic Unit Naming Committee (FAUNC). Building names should also denote their primary function (e.g., <i>name</i> + hall, lab, building), benefactors' names will not be added to the exterior of buildings, but plaques may be placed in the lobby or other appropriate area. FAUNC receives naming recommendations from the dean, chancellor, or admin officer of the impacted academic unit (if the facility has nt unit, the committee may recommend names). FAUNC advises the president on naming and keeps tabs on all existing facilities and units that are eligible for naming if accompanied by a gift, deferred gift, or pledge commitment.	university president has final decision in naming and need only inform the BOT of their decision.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Policy links	Purpose/guiding principles of the policy	Applicability of the policy's procedures	Honorific naming process + criteria	Philanthropic naming process + criteria	Procedures and criteria for name removal or change
U of Iowa	<a href="#">Committee guidelines on naming &amp; BOR naming policy.</a> Also see <a href="#">ch. 42 of the operations manual.</a>	To recognize the most generous and loyal donors and honor scholars and distinguished individuals preminent in their fields or who have contributed meaningfully to UI.	<b>Academic units:</b> colleges, schools, centers, institutes, departments, labs, and other program units. <b>Major Facility Units:</b> entire buildings, wings of buildings, colleges, programs, and large sections of campus. <b>Minor facility units:</b> sections of facilities -- rooms, classrooms, offices, labs, conference rooms, study carrels, open spaces, physical features. Minor faculty units are able to be approved by the president, rather than the BOR.	Not differentiated from philanthropic naming.	<b>Criteria:</b> JDC must consider the amount and frequency of financial contributions, timeframes for payment, the ability of the gift to generate more gifts from other donors, the duration of naming, the reputation and achievement of the donor, whether the gift advances UI's reputation, whether the name comports with UI's mission, the connection of the donor to UI, the recognition the donor's character and business affiliations would bring for UI, conflict of interest, impact on independent research and academia, impact on future gifts from the donor or others, and compliance with laws and regulations. <b>Procedures:</b> Once a gift minimum has been met, a naming opportunity identified, and getting conceptual approval for a name from the president and provost, the dean or admin will complete the form and collect supporting info. The JDC will then review the form and materials and make a rec to the exec VP, who will convey the rec to the president. <b>If a program:</b> the president decides whether to send to BOR for final approval. <b>If a major facility:</b> the president forwards the rec to the campus planning committee for review. Following the CPC's review, the president sends the rec to the BOR for final approval. <b>If a minor facility:</b> There is no need for JDC review unless the name is controversial, involves a corporation, or there is a potential conflict of interest.	Names do not last beyond the useful life of the facility or unit. Donors may ask that an existing naming opportunity be changed to reflect a divorce, corporate merger, or other change. The BOR or the president, in consult with the Joint Development Committee (JDC) and shared governance, may remove or change a unit/facility's name if the naming could damage the BOR's or UI's reputations.
Michigan State	<a href="#">Naming Policy</a>	Naming is increasingly important because of the growing importance of private giving and the value of naming gifts for institutional advancement. The longevity of named buildings and the need to maintain MSU's values and public image require a consistent process for considering gifts. There also needs to be flexibility to take advantage of special funding opportunities, so exceptions to this policy are allowed with strong justification.	Facilities: designated areas of campus, major spaces within buildings, streets, and other physical facilities. Buildings.	<b>Criteria:</b> Can be named after extraordinary faculty, staff, or alumni who have <b>1)</b> been deceased for 5+ years, <b>2)</b> exemplified MSU's values over a long career, and <b>3)</b> brought great credit to MSU through major scholarly, professional, or public service contributions.	<b>Criteria:</b> buildings and facilities can be named for living people who are <b>1)</b> major donors who exemplify MSU values or <b>2)</b> who exemplify MSU's values and are designated by a major donor. Naming will not be considered (barring exceptions) unless the gift covers <b>1)</b> 50% of the private support needed to build a new building or facility, <b>2)</b> 25% of an existing building or facility's replacement costs, or <b>3)</b> 50% of an existing building or facility's reno or addition costs. Donors are encouraged to provide endowments to maintain the building or facility, and more than 1 building or facility can be named for the same donor, as long as the names include language to distinguish them. Corporations can also be namesakes if their history comports with MSU's values and the name is appropriate for a public setting.	Should the company's name change, the name of the building will usually stay the same.
U of Michigan						
U of Minnesota	<a href="#">BOR policy</a>	Guiding principles: <b>1) foster community and belonging</b> by valuing accessibility, equity, diversity, and dignity. <b>2) preserve</b> and acknowledge history by engaging in conversations instead of erasing the past. <b>3) honor exceptionalism</b> in those who contribute to UM -- naming, renaming, etc should not be a quick process. Should exemplify UM's mission. <b>4) Requests for naming should undergo substantial deliberation.</b> <b>5) change</b> happens continuously; as such, UM benefits from examining its history and will consider questions raised about namings.	Considers "significant university assets" -- tangible or intangible resources of significant prominence or visibility. Includes colleges, schools, academic programs, centers, institutes, buildings, large portions of buildings, grounds, physical structures, streets, and other areas. (Also talks about the naming of chairs, but I'm not going to go into depth about that)		Phil. namings will last for the useful life of the asset, unless otherwise negotiated. Programs are not usually named for companies, colleges, schools, buildings, and other assets can be named to recognize gifts or sponsorships, but no commitments should be made before BOR approval. <b>Procedures:</b> <b>1)</b> UM rep must inform the donor of the naming policy, consult with the president to determine whether the naming requires full review, and consult with UM foundations to determine if the naming meets their guidelines. <b>2)</b> The naming committee will review the proposal and submit a rec to the president, who forwards it to the BOR. <b>3)</b> The BOR decides whether to approve the naming. <b>4)</b> The president ensures the consistency of the sponsorship agreement or gift relative to the overall significance of the naming opportunity.	A name can be revoked if it's inconsistent with UM's mission or otherwise harms UM's integrity or reputation. Can also be revoked if the associated gift is unfulfilled. BOR approval required for all changes and revocations except unfulfilled gifts (president can approve). The president can consider any well-written proposal to rename or remove a name -- anonymous proposals will not be considered. <b>Considerations:</b> advancement of UM's mission, guiding principles, and shared history; impact on UM's DEI goals; harm caused by retaining the name and the namesake's misconduct; strength and clarity of historical evidence. <b>Procedure:</b> <b>1)</b> Proposals must include the namesake's specific misconduct, strong supporting evidence, the extent of the name's present and future harm MU, and how renaming comports with this policy's guiding principles. Proposals may only consider 1 asset at a time. <b>2)</b> Requests are sent to the honor committee for further review and research. The review should be guided by the guiding principles and cover the aforementioned considerations. <b>3)</b> The honor committee will consult with the community, impacted parties, and the namesake or their heirs. The inquiry should not make the situation worse. <b>4)</b> The committee will submit a report to the president summarizing the proposal, the application of the guiding principles, and the committees findings (+ sources). <b>5)</b> The president submits the report and their rec to the BOR for further consideration. <b>6)</b> If the BOR approves the request, the honor committee will research and rec a new name.
U of Nebraska	BOR policy on naming -- <a href="#">RP-6.2.7</a> . (pp. 209-212 of the PDF).	Establish the authority and regulations for naming and renaming of buildings and facilities.	Any physical structure or space, including new, existing, or leased buildings, wings, rooms, significant features (e.g., fountain), monuments, gardens, streets.	<b>Criteria:</b> UN faculty, staff, alum, or officer who rendered extraordinary service to UN or distinguished person who provided great service to UN or otherwise merit special recognition. 5 years must elapse following the departure, retirement, or death of a namesake from UN or state employment. If a public official, naming must wait until the individual is out of office.	<b>Criteria:</b> Donor who made a significant gift to UN at-large or to a campus, college, major unit, or program. Donors can also make significant contributions towards construction of a new facility, reno of an existing facility, or an endowment for maintenance and operating costs of a facility or program. Naming for companies is only allowed if the name is appropriate for edu and public settings, will not detract from the facility's use or UN's rep, and will not result in a commercial endorsement or advertising benefiting the company.	While the names of individuals last for the useful life of the facility, companies last for a set number of years (no more than 25). If the company's name changes, the name of the facility may or may not change as well. Name may be changed (according to naming agreement) if a facility is replaced or substantially renovated. If the namesake's conduct harms UN's rep or if the namesake fails to meet agreed-upon naming obligation, the BOR can change the name, if recommended by chancellor. Prior to any such change, however, Legal must be consulted regarding UN's legal obligations.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Process differentiation for living or deceased namesakes	General procedures and other rules	Notes
U of Iowa	UI employees, regents, and board members cannot have major facilities or programs named after them until two years after the end of their employment/appointment, or upon death. If a name is discontinued, UI reps will discuss the proposed changes with the donor in advance. If the donor and their reps are deceased, UI can change the name unless prohibited by law.	<b>Restrictions:</b> Historic landmarks and iconic programs may not be renamed. Names cannot be illicit or reference vices (gambling, drugs, alcohol).	Naming of faculty positions is handled <a href="#">here</a> , and donor recognition for such positions is handled <a href="#">here</a> .
Michigan State	Deceased MSU employees and alums can be the honorific namesake of a building or facility. Both living and deceased employees and alumni (non-donors) can be commemorated in other ways not involving naming facilities or buildings. Living people can name buildings and facilities only if there is a major gift involved.	Proposals should be approved by the provost or appropriate VP and then submitted to the president. The naming committee (4 faculty, 1 staff, 1 alum, 1 student) will advise the president on all honor or phil. namings. The committee will seek input from the MSU community and the public before making a rec to the president. If warranted, the committee may only consider the naming for a short time before making a rec, which the president decides whether to forward to the BOT. Naming proposals for new buildings should be submitted to the BOT for approval along with the construction budget. namings should not be announced prior to BOT consideration.	Last revised in 2001.
U of Michigan			A naming policy is vaguely referenced in <a href="#">this policy on gifts</a> , but I can't find the actual policy.
U of Minnesota	none	n/a	Last revised in 2022. 9 pages long – this is probably the most comprehensive naming policy included in this review.
U of Nebraska	No differentiation; 5 year rule for separation from UN/state through retirement, quitting, or death for honorific naming.	Rooms or small campus features (garden, footpath) needs approval by chancellor and president; BOR is informed. BOR must approve the chancellor's recommended names for buildings, wings, fountains, monuments, or large campus areas (plazas, streets). <b>Honorific and Phil. Criteria:</b> Name must reflect positively on UN and align with UN's missions. Due diligence considerations include <b>1)</b> potential conflict of interest, <b>2)</b> potential impact on academic or research autonomy, <b>3)</b> impact on future giving by donor or others, <b>4)</b> ensure compliance with applicable policies, laws, and regulations, including those governing future or existing tax-exempt bonds. <b>Procedures:</b> naming proposals must be submitted to the president → chancellor → BOR as early in the process as possible. Chancellors are supposed to have campus-specific policies (I could not find one for UN) – the VP for business and finance will establish university-wide procedures for implementation of the BOR policy.	

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Policy links	Purpose/guiding principles of the policy	Applicability of the policy's procedures	Honorific naming process + criteria	Philanthropic naming process + criteria	Procedures and criteria for name removal or change
Northwestern	<a href="#">Donor Recognition and Naming Guidelines</a>	It is important to appropriately & consistently recognize philanthropy, as well as maximize opportunities for giving. This is not really a naming policy, per se. It mostly talks about signage, only briefly mentioning naming rights: "Northwestern University will enter into a commitment to name a physical space only after carefully considering the potential impact the naming will have on the University and the campus community."	This policy covers naming rights, opportunities, and signage for facilities and interior spaces (including the the physical area within which a program operates).	n/a	n/a	n/a
Ohio State	<a href="#">BOT Naming Guidelines</a>	Phil. naming is to express appreciation for an individual's or company's contribution to OSU. Honorific naming is to recognize a distinguished individual for outstanding service to OSU or the campus community.	<b>Programs:</b> colleges, schools, departments, institutes, and centers. <b>Facilities:</b> buildings, outdoor and indoor areas, features (e.g., fountains) or objects (e.g., lockers). Naming opportunities are created through new construction, renovation, or previously unnamed existing spaces.	<b>Criteria:</b> Individuals must be disassociated from OSU for 3+ years prior to naming. <b>Procedure:</b> If a college or unit is being renamed, the same entity must submit a naming request with a rationale and a summary of the honoree's accomplishments. If the request is for an admin building, the request is submitted with the unit's dean or VP approval, in conjunction with the office of physical planning and real estate. The requests are considered by the president and the president's cabinet. If approved, it is forwarded to the BOT for approval.	Both programs and facilities are generally named after individuals, but they may be named after a company or org on a case-by-case basis. Thorough vetting is needed and if the company's name changes, OSU can change the name of the facility or program at any time. <b>Criteria for programs:</b> gift levels should reflect the operating budget, national ranking, namings at peer institutions, and the "transformative" nature of philanthropy. They should ideally be endowments. <b>Criteria for facilities:</b> Gift levels should reflect project costs, potential donor pool, other funding sources, and implementation timelines, as well as location, prominence, & visibility of the facility; frequency of use by the campus community and the public; the age of the facility, estimated costs based on similar projects. Gifts should ideally be at least 1/3 of the total project cost and be paid in cash or by pledge. On a case-by-case basis, unrestricted or irrevocable deferred gifts may be accepted for naming rights. <b>Procedures for programs:</b> Prelim approval must be obtained by program's dean or director, the provost, and the Sr. VP for Advancement (SVPA). Prior to discussions with the donor, the President's Cabinet (PC) must approve. Prominent namings may require discussion and approval from the gift acceptance committee (GAC). <b>Procedures for facilities:</b> The funding level for naming an entire facility must be approved by the SVPA and the PC before discussions with the donor. Company namings must be approved by the GAC. Naming opportunities around or within a facility are determined following the design phase and must be approved by the SVPA and PC. A development officer must confirm the gifts meet minimum levels for naming; exceptions are approved by the SVPA and PC. The SVPA will prepare a naming resolution for BOT approval just prior to the building's occupancy.	A name generally follows a facility or program for its natural life. A name can be changed or removed if a facility is sold or destroyed, or if the continued use of the name compromises OSU's integrity and reputation. In order for a name to be changed, the following must be completed: The history of the current name must be researched, all related OSU commitments to the naming and namesake must be understood, a rationale must be approved by the president's cabinet, the honoree or surviving family must be informed. Alternate plans must be made to recognize the honoree.
Purdue	<a href="#">Naming Policy &amp; Naming in Absence of Gift or Service</a>	Describe cases in which buildings can be named for people	Buildings, additions, rooms, and other interior spaces	Buildings may be named to recognize a person's "conspicuous" services to Purdue	Buildings may be named for a person whose gift is accepted by the BOT for construction, or if the gift's terms stipulate a particular naming.	none
Rutgers	<a href="#">Naming policy:</a> 20.1.13	Establish and maintain standard procedures for namings that reflect Rutgers' values and might affect Rutgers' public image. Establish a consult process to provide the benefit of institutional memory and a campus perspective with regard to naming.	<b>Facilities:</b> Buildings, structures, rooms, classrooms, outdoor or open spaces, roads, gardens, or physical features. <b>Programs:</b> Schools, depts, institutes, centers, and other units.	Considered for living or deceased Rutgers employees, officials, or community members, as well as government officials, on a case-by-case basis. Proposals outline the standards guiding the request and include reflections on the achievements of another individual in the same field, for whom an equally convincing proposal could be made. All proposals must be made in consult with the president of the foundation and no commitments can be made without the naming committee's approval. <b>Criteria:</b> the honoree should have 1) high scholarly distinction and a(n) (inter) national reputation while serving the university in an academic capacity & helped Rutgers reputation by association, 2) rendered distinguished service or contributions to the university while serving in an important admin capacity at the university, or 3) made exceptional contributions to the welfare of the university or community or achieved unique distinction.	<b>Programs:</b> Corporate names, while acceptable for facilities, can't be used for programs. The gift should be an endowment, with at least 75% unrestricted for the program. The minimum gift level is based on the size, operating budget, national ranking, and visibility of the program, as well as naming amounts or peer programs within the same discipline. The gift should be substantial and transformative, improving the program's distinction and competitiveness or establishing a new program within an existing unit. <b>New or Reno Facilities:</b> The gift should be at least 50% of the total funding needed from the private sector. Areas within the facility are named using a formula from the Executive Director of University Planning and Development (EDUPD), in consult with Rutgers' senior leadership. Consideration should all be given to the market value of the naming opportunity based on comparable facilities at peer institutions. <b>Existing Facilities (not needing renos):</b> Named to create discretionary funds for academic units. The minimum gift level is determined by a formula provided by the EDUPD. 3/4 of the gift will be unrestricted for the designated unit. If the unit relocates, the endowment will follow. The naming committee will decide whether the donors name will remain at the unit's old building or if it will follow the unit to the new building.	A name remains with a building or facility for the duration of its useful life, as long as it is used for the original purpose. If a building or facility is renamed, the donor or honoree will be appropriately recognized near to the replaced or redeveloped facility. Rutgers may rename a building if the continued use of the name compromises public trust and hurts Rutgers' reputation.
UW-Madison	<a href="#">BOR facilities naming policy &amp; academic units naming policy</a>	<b>Facilities:</b> Policy protects UW's assets and reputation and encourages using naming rights to leverage private support for the benefit and development of UW. Programs: Provides Board oversight of namings that may affect UW's reputation.	<b>Facilities:</b> Buildings, structures, rooms, classrooms, outdoor or open spaces. <b>Programs:</b> Schools, colleges, depts, centers, and other units.	Tries to avoid the honorific naming of facilities and programs (although naming program seems to be more acceptable). Policy states that scholarships or professorships are preferred methods of recognizing academic excellence.	<b>Considerations for programs and facilities:</b> 1) if the namesake promotes UW's mission, 2) if the namesake's rep may reflect negatively on UW, 3) if the namesake is in compliance with all agreements with UW, 4) if existing agreements prohibit changing or adding a name, 5) if there is a plan for continued recognition of the previous namesake, 6) if the naming seems like a conflict of interest or commercial influence, 7) if the naming is compliant with laws concerning tax-exempt governmental bonds.	Names may be removed in the event that the name compromises UW's reputation or if the donor doesn't meet the obligations of the naming agreement.



## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Process differentiation for living or deceased namesakes	General procedures and other rules	Notes
Northwestern	n/a	n/a	
Ohio State	n/a	n/a	Last reviewed in 2013.
Purdue	none	The BOT is in charge of naming all buildings and building additions, although the president can name rooms and other areas within the building.	<a href="#">Gift policy</a>
Rutgers	2 years must elapse since the honorific namesake's separation (incl. retirement and death) from Rutgers or the government. No other differentiation.	Other honorific naming opportunities are recommended prior to proposals honoring extraordinary colleagues. <b>Procedures for both phil. and honorific namings:</b> Proposals are submitted to the appropriate unit admin who may recommend it to the appropriate chancellor or VP. If approved, it will be forwarded to the chair of the naming committee for review and approval. The naming committee approves all naming requests, except for buildings or anything in recognition of \$10 million +. For such cases, the committee can make a recommendation to the president, with whose approval the proposal is submitted to the committee on finance and facilities. If approved, the proposal is then sent to the BOG for action. If a phil. naming, the donor must sign the Naming Policy Agreement Form prior to closing.	
UW-Madison	5 years should have elapsed since the namesake's last day of UW employment or in public office, except when they are deceased or the gift requests naming.	Chancellor of each UW institution can name departments, programs, centers, and other academic units, as well as rooms, wings, and exterior spaces. Schools, colleges, entire buildings are subject to BOR approval. All namings are for a set number of years depending on the level of support gained from the gift.	

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Policy links	Purpose/guiding principles of the policy	Applicability of the policy's procedures	Honorific naming process + criteria	Philanthropic naming process + criteria	Procedures and criteria for name removal or change
Indiana University	<a href="#">Naming policy</a>	1) Establish uniform and informed naming practices to recognize IU traditions and honor distinguished alumni, donors, and associates. 2) Ensure proper vetting and consultation prior to making naming decisions, which can impact the excellence and reputation of IU.	This policy handles honorific, phil., admin, and working names for facilities and organizations. <b>Major facility:</b> large, well-known structures, academic buildings, facilities open to the public, prominent indoor or outdoor spaces. <b>Minor Facility:</b> Not generally open to the public, interior spaces like classrooms or offices. <b>Major Org:</b> a school or college, primarily. <b>Minor org:</b> most departments, centers, institutes, clinica, labs, divisions, and other units.	<b>Criteria:</b> extraordinary contributions to IU, Indiana, the nation, or the world, whose life and qualities deserve to be emulated. The namesake should have a connection to the facility or org being named. This is the highest honor and other university honors should be awarded prior to honorific naming, the namesake should have previously received such honors and there should be a compelling reason why further recognition is warranted. 5 years should elapse between the retirement or death of the honoree and the honorific naming.	<b>Criteria:</b> consider the net value of all gifts to IU, especially the gift precipitating the naming; the appropriateness of associating the donor with IU; other contributions to IU, including volunteerism, awards, and assistance with other projects. Major facilities and orgs cannot be named after public officials while still in office. Naming can't be approved prior to the execution of a legally binding gift agreement. The donor can designate another person to be the namesake, so long as the designee meets all the same criteria. Academic facilities and orgs cannot be named for corporations. A dossier containing info on the required criteria is compiled and should also include the written permission of the donor or designee.	Can only be initiated by the provost, a chancellor, a VP, or the president of the foundation or university, or a trustee. follows the same process as naming, with the naming committee taking charge. At the end of a facility or org's useful life, IU will try to commemorate the namesake in another way, but will not transfer the name. Phil. naming may be rescinded if the gift is unpaid. Names may be removed if the continued use of the name compromises IU's reputation, although the decision process must be thorough and include 1) the nature of the behavior, 2) the centrality of the behavior to the honoree's life overall, 3) the prominence of the facility or org in the daily life of IU, 4) the relationship of the honoree to IU, 5) how much retaining the name will impact the IU community in their endeavors, and 6) whether retaining the name conflicts with IU's mission and values. the university may consult with reps of the honoree and those involved in the original naming process before making a rec. Upon the removal of the name, the facility or org will immediately retain its prior name or a descriptive name, if there is none.
USC						
UCLA	<a href="#">Naming Policy</a>	Name university property, programs, and facilities of those who made important contributions to enable UCLA's mission. Namings may or may not 1) be (n)directly associated with a gift, 2) honor someone with no gift, 3) recognize a for-profit org, 4) be in association with a business contract or other sponsorship. Such namings require extra attention and due diligence.	<b>Program:</b> any academic, research, or admin unit including colleges, schools, departments, divisions, institutes, centers, etc. <b>Facilities:</b> buildings, interior spaces of building or facility, outdoor spaces. <b>Exclusions:</b> Does not apply to funds, scholarships, fellowships, endowed chairs, memorial or honorific objects, or the placement of a donor's name on a donor wall indoors or in donor rolls.	Honorific namings are subject to the <a href="#">2002 UC policy</a> . <b>Criteria:</b> the honoree should have 1) high scholarly distinction and a(n) (inter)national reputation while serving the university in an academic capacity, 2) rendered distinguished service or contributions to the university while serving in an important admin capacity at the university, or 3) made exceptional contributions to the welfare of the university or achieved unique distinction. If the honoree served at the university or in the government (elected or appointed), 2 years must have passed since leaving their position and/or dying.	Phil. namings are subject to this UCLA policy as well as criteria set forth in the 2002 UC policy. <b>Criteria:</b> the gift should constitute at least 50% of the project cost and should ideally cover 100% of the total cost or the portion of the total cost that was unable to be funded by another source (e.g., student fees). At least 25% of the pledged gift must be received prior to naming. New construction or renos require immediate access to funds, although endowments for maintenance are encouraged. Program gifts should be endowments. If the gift is an estate trust, the present value may not exceed 75% of the minimum gift amount for naming (?). A naming in recognition of a pledge can only be approved at the fulfillment of the pledge. There is no waiting period for naming if the donor works at the university or in the government (elected or appointed).	Phil. namings may be rescinded if the donor does not fulfill the terms of the naming agreement. Honorific namings may be rescinded at any time. Names may be rescinded if, due to changed circumstances, the naming compromises the reputation of UCLA or the UC system.
UNC-Chapel Hill	<a href="https://policies.unc.edu/TDCClient/2833/Portal/KB/ArticleDet?ID=132135">https://policies.unc.edu/TDCClient/2833/Portal/KB/ArticleDet?ID=132135</a>		Facility" means every building, addition to a building, space in a building, outdoor space (such as garden, court, plaza, memorial, or marker), street, and other tangible and relatively permanent feature located on University property. Unit" means every school, department, center, institute and other organizational entity of the University. Corporate or other organization names may not be used to name a University unit.	A facility or unit may be named for a University faculty member, staff member, administrator, alumnus or trustee, or for a public servant or elected official, who is being honored solely for services rendered to the University, State, nation, or society-at-large. Great care must be exercised in bestowing this honor because of the large number of facilities and units that require the private financial support that ordinarily generates a naming honor. Moreover, the consideration for a naming solely for service shall not be undertaken by the Committee until that person (1) shall have been deceased for not less than one year or (2) shall have been retired, resigned, or otherwise separated from service of or to the University for not less than one year.	Facility:Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of facilities and units when at least 50% of the pledged amount has been received and a signed pledge payment agreement for the remainder is also in hand. If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs. Units: Equal at least three-fourths endowment for the benefit of that unit, preferably with a portion of that amount in the form of unrestricted endowment, and Be determined by the size, operating budget, national ranking, and visibility of the unit, as well as naming amounts of peer units in the discipline or on the University campus when available, and be substantial and significant, even transformative in nature, enabling the unit to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit	the University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming. If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the University's standards, or otherwise be contrary to the best interests of the University, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Namings should not be altered simply because later observers would have made different judgments. If the benefactor fails to maintain payments, the naming may be revoked.
USM						
Bowie	<a href="#">Naming Policy</a>	no language	Facilities: buildings, campus grounds, or major portion of any facility. No language on programs.	<b>Criteria:</b> A building can be named for a scholar or other distinguished individual who is preeminent in their field and/or has contributed meaningfully to Bowie. <b>Procedures:</b> A request to nominate a person for naming must be submitted to Bowie's president, who forwards it to the University council. The University Council has 4 months to make a recommendation regarding the naming. The president will then decide whether to send the request to the chancellor, who will send it to the board of regents for approval. The request must include: the institution's name, the facility in question with the proposed and current names, and justification, such as the nature and duration of affiliation with Bowie.	<b>Criteria:</b> Donor must provide a substantial gift to Bowie that exceeds 10% of the estimated cost of construction or renovations. <b>Procedures:</b> A request to nominate a person for naming must be submitted to Bowie's president, who forwards it to the University council. The University Council has 4 months to make a recommendation regarding the naming. The president will then decide whether to send the request to the chancellor, who will send it to the board of regents for approval. The request must include: the institution's name, the facility in question with the proposed and current names, and justification, such as the nature and duration of affiliation with Bowie. It must also include terms of the proposed naming agreement, if naming is in exchange for a gift, in addition to the following: timeline of project implementation, project's relationship to Bowie's long-term plans, source and status of capital budget funds needed in addition to the gift, and operating budget implications & other funding.	No language on name changes/removals
Coppin	<a href="#">Naming Policy</a>	See USM policy	See USM policy	See USM policy	See USM policy	See USM policy

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Process differentiation for living or deceased namesakes	General procedures and other rules	Notes
<b>Indiana University</b>	No distinction; the only mention of life/death is the 5-year rule for honorific naming -- must be either deceased or retired for 5 years before being honored.	All proposals must be pre-approved by the chief development officer; responsible provost, chancellor, or VP; and the president. Proposals are then forwarded to the naming committee and should include all applicable criteria: description of the naming opportunity, the proposed name, a rationale, whether the 5-year rule is applicable, whether the namesake is a public official, whether donor names have been approved by the Foundation, the Foundation's gift analysis, approvals of relevant departments, schools, leadership, approval of the namesake or their rep. The naming committee will make a rec to the president, who, as applicable, will make a rec to the BOT for final approval. Trustees must approve all major naming opportunities, whereas the president may approve the minor naming opportunities.	last revised in 2022.
<b>USC</b>			Unable to find any policy regarding naming
<b>UCLA</b>	only language is that honorees must be deceased or separated from UC and the government for 2 years before being honored, whereas philanthropists do not.	Names follow a facility or program for the duration of its useful life, or for a set number of years (term may or may not be renewed). Names are not granted in perpetuity.	Last revised in 2021. Policy also includes naming and signage conventions.
<b>UNC-Chapel Hill</b>	No language	The act of naming a facility or unit is to be taken discreetly, advisedly, soberly, and with concern for how that action will be viewed in the retrospect of decades. In recommending the conferral of a naming honor on individuals or organizations, the Chancellor's Advisory Committee on Naming Facilities and Units shall evaluate the whole legacy of those individuals or organizations on the basis of standards relevant to the honoree's own time. In the case of historical persons or entities, it is constructive also to view the proposed naming by contemporary standards to ensure that the naming is appropriate.	last revision in 2021
<b>USM</b>			
<b>Bowie</b>	If the honoree is living, their association with the USM, State of Maryland, or Bowie must have ended 3+ year prior to naming.	No building may be named after someone currently employed by the USM or State of Maryland. The Board of Regents must approve all names of new and existing buildings on Bowie's campus, excluding Foundation-owned buildings.	Last revised in 1998. Also, on <a href="#">naming academic positions</a>
<b>Coppin</b>	See USM policy	See USM policy	The policy applies to minor facilities, professorships, chairs, and athletic admin positions that are not covered by the greater USM policy. It states that Programs and facilities are excluded from this policy because they are already covered by the USM general policy. Last revised in 2021.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Policy links	Purpose/guiding principles of the policy	Applicability of the policy's procedures	Honorific naming process + criteria	Philanthropic naming process + criteria	Procedures and criteria for name removal or change
<b>Frostburg</b>	<a href="#">Naming Policy</a>	Buildings and academic programs should be named for scholars and other preeminent individuals. Donors' generosity is preferably recognized with the naming of scholarships, programs, or professorships, although they may be recognized with a building if they make a major contribution.	new and existing buildings, as well as academic programs.	<b>Criteria:</b> A building can be named for a scholar or other distinguished individual who is preeminent in their field and/or has contributed meaningfully to frostburg.	<b>Criteria:</b> Donor must provide a substantial gift that exceeds 10% of the estimated cost of construction or renovations. Gifts may be in cash or a legally binding pledge, but must be paid within 5 years. A portion of the gift may be in an irrevocable trust or bequest.	names may be removed if philanthropic gifts are not paid within 5 years, or at the end of a building's or program's useful life.
<b>Salisbury</b>	<a href="#">Naming Policy</a>	Encourage the naming of major facilities and programs to honor scholars and distinguished individuals and ensure that names undergo due diligence to prove comportment with Salisbury's mission. Ensure consistency with the greater USM policy.	<b>Facilities:</b> planned and existing buildings, renovations or additions, major outdoor areas (streets, green spaces, fields, water features, etc). <b>Programs:</b> all levels of academics from colleges and schools to departments and programs, regardless of in-person/remote learning status. <b>Also</b> includes institutes and centers. <b>Excludes:</b> interior spaces (e.g., classrooms & labs), minor landscape features (e.g., bricks & benches), scholarships, chairs, and fellowships.	<b>Criteria:</b> Named for scholars and distinguished individuals who are preeminent in their field or have contributed meaningfully to the USM. No USM, Salisbury, or state of Maryland employee or affiliate can be a namesake until 1 year has passed since their association, unless there is a health crisis or the namesake has 10+ years of service and has taken a role of lesser responsibility. <b>Procedures:</b>	<b>Criteria:</b> Proposed gifts should 7.5%+ of estimated project costs. Gifts directly to construction or an endowment for maintenance are preferred. Buildings should be approved for construction or reno in the capital improvement plan. Cost of name install and removal must be considered. All gifts must be paid in cash or with a legally binding pledge to pay within 5 years. Portions of gifts may also be given in the form of a trust or bequest, given that the donor is 75+. Exceptions may be made by the SEC if the rationale is strong. <b>Procedures:</b>	The campus community can initiate the change or removal of a name by submitting a letter with their rationale, as well as a petition. The president decides whether to send the request to a special committee for formal review, with faculty senior admin, student leadership, alumni, and volunteer representation. The committee will review the request through the lens of the University's mission and values and with sufficient community outreach, consideration of all opinions, and appreciation of the longevity and weight of naming decisions. The BOR may change or remove a name if the gift associated with the name goes unpaid for more than 5 years, if the facility or program comes to the end of its useful life, or if there are controversial or changed circumstances rendering a previously approved name at odds with USM values and reputation.
<b>Towson</b>	<a href="#">Naming Policy</a>	Consistency with the greater USM policy.	<b>Facilities:</b> planned and existing buildings, renovations or additions, major outdoor areas (streets, green spaces, fields, water features, etc). <b>Programs:</b> all levels of academics from colleges and schools to departments and programs, regardless of in-person/remote learning status. <b>Also</b> includes institutes and centers. <b>Excludes:</b> interior spaces, rooms within buildings, walkways, and benches.	refers directly to UMS policy	refers directly to UMS policy	Requests for removal should be supported by the majority of TU's constituents and should be forwarded to the senate, SGA, and/or staff council. "From there, the process outlined in this policy shall be followed." --> the policy ends here so I assume they mean the procedures laid out in the USM policy.
<b>UB</b>	<a href="#">Naming Policy</a>	See USM policy	See USM policy	See USM policy	See USM policy	See USM policy
<b>UMB</b>	<a href="#">Naming Policy</a>	May choose to honor a person or entity by naming programs, facilities, & parts of facilities, as well as funds and endowments. <b>1)</b> Encourages philanthropy through naming opportunities. <b>2)</b> Encourages naming for scholars and those preeminent in their field who have contributed significantly to UMB. <b>3)</b> No commitments to donor or non-donor honorees can be made prior to UMB and BOR approval. <b>4)</b> No naming for those whose public image, products, or services conflict with UMB or USM missions.	Covers programs & facilities, interior spaces & minor landscaping, and scholarships, fellowships, deans, chairs, & professors.	See USM policy	See USM policy	See USM policy.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Process differentiation for living or deceased namesakes	General procedures and other rules	Notes
Frostburg	If the honoree is living and a non-donor, their association with the USM or State of Maryland must have ended 3+ year prior to naming. If they are deceased, two years must have elapsed since their death.	Namesakes may not be currently employed by the USM or the State of Maryland. <b>Procedures:</b> (Same for honorific & philan.) A request to nominate a person for naming must be submitted to Frostburg's president, who will send it to the facilities naming committee, who evaluate the values and implications of the proposal. They will make a rec to the president, who will decide whether to send the request to the chancellor for final approval. The proposal must include: a description of the facility or program, the proposed name, a biographical summary of the namesake, and a rationale of the distinctiveness of the namesake's contributions. Proposals may be resubmitted 2 years after a rejection.	Advert for naming. The naming policy on their website is the USM policy approved by the BOR in 1997, so it's outdated. No date listed for University approval.
Salisbury	No language	<b>Honorific Fundraiser Process:</b> Salisbury will get approval from BOR prior to launching public fundraiser and will clearly state prerequisites for naming associated with the fundraising opportunity. Must meet the same conditions as phil. and honorific naming.	Last revised in 2021.
Towson	no language	As far as is delineated in Towson's policy, honorific and phil. namings of programs and buildings are handled in generally the same way: An exec convenes a committee of students, faculty, staff, and alums; membership must include nominees from the academic senate, the staff council, the SGA, and reps from the office of inclusion. The committee solicits, vets, and recommends prospective names to the Academic Senate for review. The Senate will also receive a summary of the committee's process and how the name meets the following criteria: namesakes should be scholars or distinguished individuals, namesake's legacy should align with TU's mission, their work should be inspirational and create solutions that enrich culture, society, or the environment; must have ended affiliation with USM, TU, Maryland, or public office more than 1 year prior. Facilities may also be names after Maryland geographical landmarks. The senate will vote on whether to send the rec to the president. If approved, the president will decide whether to send the rec to the chancellor for final approval. The committee's research will look at a namesake's philanthropic efforts, profession, activities & opinion related to EDI, illicit and unsavory behavior, and public financial holdings.	For geographic namesakes, all historical activities at the location should be considered; no heinous acts should have occurred. Last revised in 2017.
UB	See USM policy	See USM policy	The policy applies to interior spaces (classrooms, labs), exterior areas (garden areas, terraces), and minor landscape features (benches, pavers, trees) that are not covered by the greater USM policy. It states that Programs and facilities adhere to the most recently approved USM policy. Last revised in 2021.
UMB	no language	Requests should be made to the chancellor by the president. Prior to approval of the president, proposals must be approved by the appropriate dean or VP, as well as the VP of phil. Requests should be accompanied by a memo with the donor's payment plan (a mutually agreed amount must be received prior to naming), the period of time the naming will remain in effect, an agreement stating that UMB and the donor will work together on the signage, and an agreement that if the donor requests a name change, UMB, UMB Foundation, and the donor must come to a mutual agreement and get BOR approval, the donor is responsible for all costs associated with the name change, including signage, tribute walls, etc.	Last revised in 2022.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Policy links	Purpose/guiding principles of the policy	Applicability of the policy's procedures	Honorific naming process + criteria	Philanthropic naming process + criteria	Procedures and criteria for name removal or change
UMBC	<a href="#">Naming Policy</a>	<p>1) Provide guidelines for naming buildings, facilities, or programs at UMBC in honor of persons, foundations, and corporations who by service, scholarship, or major gift, have made substantial contributions to the University or to education generally. 2) Establish consistent and informed procedures for UMBC approval in accordance with UMBC &amp; USM policy. 3) Ensure proper vetting and consultation prior to naming decisions. 4) Ensure proper recognition of benefactors and honorees.</p>	Applies to academic and non-academic programs, centers, institutes, depts, and physical structures, including buildings, parts of buildings, groupings of buildings, and outdoor areas. Does not apply to scholarships, fellowships, professorships, or chairs.	Scholars or distinguished individuals preeminent in their field who have made great contributions to the university. Namesakes should have the following attributes: highest personal integrity; honorable public service; major positive contributions to society; contributions to UMBC and to the State; known to the UMBC community.	Namesakes should have the following attributes: highest personal integrity; honorable public service; major positive contributions to society; contributions to UMBC and to the State; known to the UMBC community. Only facilities can be named after corporations, which must exemplify: a history of high integrity of officers; an appropriate corporate mission; contributions to UMBC; familiarity of the corporation at least to the impacted community members. The name of the building will not change even if the company changes, unless the president & BOR determine otherwise. The naming of facilities and programs will be considered more favorably when accompanied by a gift or legally binding pledge, payable in cash or a multi-year pledge (no more than 5 years). A portion of the gift may be an irrevocable trust when the donor is 75+. The present value of the gift should be 15% or more of the estimated renovation or construction costs. For a program, an endowment should be established to cover 0-20% of the unit's annual operating budget.	With BOR approval, names can be removed when pledges are unpaid after 5 years or when the facility or program reaches the end of its useful life. Names may also be removed should the namesake violate the high standards required of namesakes.
Eastern Shore						
UMGC	<a href="#">Naming Policy</a>	Establishes a uniform procedure for phil. and honorific naming and provides guidance in naming properties, programs, virtual centers, and positions.	The designation for naming opportunities is categorized as follows: physical entities (primarily facilities like buildings, galleries, labs, etc) and non-physical entities (primarily programs like colleges, departments, and centers, including virtual centers and programs).	Distinguished individuals who have provided exemplary meritorious service to UMG. Names of potential honorees may be proposed at any time and will be considered when opportunities present themselves. All names should be sent to the VP of Institutional Advancement for final approval by the President and the Exec Committee.	The namesake can be an individual or a corporation whose contributions enhance the mission of UMG. All monetary values of naming opportunities are proposed by the VP of Institutional Advancement, with approval of the president and Executive Committee. For multi-year gifts and bequests, a name may go into effect before the full gift is received. For revocable gifts, names cannot go into effect until the full gift is received.	Naming is considered permanent unless the facility or program reaches the end of its natural life or is discontinued, expanded, or substantially changed. In such a case, UMG will consider ways to recognize the gift in alignment with the original intent of the gift/honor. If the donor company or individual changes their name, UMG will work with them to accommodate the change. Names may be removed if a gift is unpaid or association with the namesake will damage UMG's reputation. Revocations shall be made by the president, who will determine whether the BOR should be notified, based on USM policy.

## APPENDIX 3 - BIG10, USM, and Peer Institution Data

Institutions	Process differentiation for living or deceased namesakes	General procedures and other rules	Notes
UMBC	No naming for anyone currently employed by or associated with USM or Maryland. When the namesake is living but not a donor, 3 year must elapse since formal association with USM or Maryland.	Before reps start final negotiations with a donor involving the naming of a building, facility, or program, a rationale must be sent to the VP of institutional advancement, who advises on next steps for formal approval or further negotiation. The UMBC naming committee must pre-approve all proposals to name buildings, programs, and facilities. The president has final approval on all facilities, and the BOR has final approval on programs and buildings. Naming opportunities for items such as benches, flagpoles, and trees are maintained by the office of institutional advancement. All items and donors must go through the approval process and must not take any steps without university approval.	Last revised in 2016.
Eastern Shore			Unable to find policy specific to the school; does not say that it defaults to the USM policy
UMGC	No language	For both phil. and honor namings, agreements must be drawn up by UMGC and the donor, and reviewed by Legal. Final approval will be given by the president, confirming all commitments, undertakings, and restrictions. All naming opportunities should include a plaque or similar recognition that explains the namesake's significance. UMGC will consider the potential impact of a naming on the university and community, exercising due diligence to ensure that the name is consistent with UMGC's mission. UMGC will also consider how the name will reflect positively on the University.	last revised in 2022.