



# UNIVERSITY SYSTEM OF MARYLAND

## **144.0 VI-4.00 – POLICY ON THE NAMING OF FACILITIES AND ACADEMIC PROGRAMS**

(Approved by the Board of Regents on January 11, 1990; amended January 24, 1991; amended April 4, 1997; revised February 15, 2013; revised December 12, 2014)

The Board of Regents of the University System of Maryland (USM) wishes to encourage opportunities for significant philanthropy to its member institutions through the naming of major facilities and academic programs. The Board also encourages the naming of major facilities and academic programs that honor scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University System of Maryland or to any of its constituent institutions. 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 USM and its institutions. No naming shall be permitted for any entity or individual whose public image, products, or services may conflict with such purpose and mission.

### I. Applicability

This policy shall apply to the following:

- A. **Facilities:** planned and existing buildings of all types, major new additions to existing buildings, as well as institution grounds and athletic facilities, all major outdoor areas including streets, entrances, gates, and landscape features such as quadrangles, gardens, lakes, fountains, and fields.
- B. **Programs:** colleges, schools, departments, centers, and institutes.

**Items not covered:** interior space within facilities (laboratories, classrooms, practice rooms, lecture halls, etc.); minor landscape features such as benches or sidewalk bricks; scholarships, fellowships and chairs. Institutions should develop their own naming policy for these items. In cases where there may be some question regarding the need for Regents' approval, the Chancellor will determine which naming opportunities require approval.

### II. Philanthropic Naming of Facilities

Requests made to the Board of Regents to name a new facility or renovated existing facility must comply with the following guidelines:

- A. The proposed gift should contribute significantly to the realization or completion of a facility or the enhancement of a facility's usefulness to the university.
- B. All requests should demonstrate that the institution has maximized the potential of fundraising in association with facility naming. To receive best consideration, the Board recommends the following:
  - 1. For institutions considered research intensive institutions in the Carnegie classification (University of Maryland, Baltimore; and University of Maryland, Baltimore County; and University of Maryland, College Park), the present value of the gift should be an amount equal to or greater than 15 percent of the cost to construct or substantially renovate the building proposed for naming.
  - 2. For all other institutions, the present value of the gift should be an amount equal to or greater than 7.5 percent of the cost to construct or substantially renovate the building proposed for naming.

The naming of existing buildings not targeted for substantial renovation will be considered on a case-by-case basis. The underlying principle of such naming should be to honor a significant gift or history of significant giving to the institution.

- C. Gifts made to fund the direct costs of construction or renovation, or to establish an endowment in support of maintenance or program costs, are encouraged and will receive more favorable consideration.
- D. Building should be approved for construction or renovation in the Capital Improvement Plan.
- E. 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 request to the Board.
- F. The gift may be in cash or in the form of a legally binding pledge, provided however, that if in the form of a pledge, it should be paid in full within five years. A portion of the gift may be in the form of an irrevocable trust or bequest, provided that the donor is age 75 or older. If a bequest, there must be a legally binding pledge backing up the bequest. The Board of Regents may consider exceptions to these gift provisions as listed in this item if a strong rationale is provided.

In some cases, an institution may wish to leverage donor funds to help move a building project forward in the capital projects queue. Such gifts must meet different criteria than those required for naming a building. Please refer to Regents Policy [VI-4.20 - GUIDELINES REGARDING THE EFFECT OF DONOR FUNDING AND OTHER EXTERNAL FUNDING ON THE PRIORITIZATION OF STATE-FUNDED CAPITAL PROJECTS](#) for details regarding moving a building forward in the capital projects queue.

### III. Philanthropic Naming of Programs

Requests made to the Board of Regents to name a program must comply with the following guidelines:

- A. The named gift levels for schools, colleges, departments, centers, and institutes will be established on a case-by-case basis. Endowed gifts are strongly encouraged.
- B. 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.
- C. Gift terms required to name a program are the same as those set forth for facilities, as described above.

### IV. Honorific Naming

In those cases where facility and program namings are honorific, they should be named for scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University System of Maryland or to any of its constituent institutions. Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an honorific naming, honorific naming should not be used to circumvent the requirements of gift-related naming policies. The following guidelines apply to honorific naming requests:

- A. No campus facility or academic 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.
- B. The Board will consider exceptions to IV.A. under the following circumstances:

1. If an individual has completed 10 years of service to the USM and is currently serving in a position of reduced responsibility (i.e. from institution president to faculty status).
2. If there are health issues or special family circumstances.

## V. Process and Procedures

The USM Vice Chancellor for Advancement should be notified of possible facility or program naming discussions as early in the process as possible. All requests should be approved by, and submitted through, the president of the requesting institution, or, in the case of a naming at the USM level, by the chair of the Board of Regents.

Requests should be submitted six weeks prior to the full board meeting at which the request will be considered. Exceptions to the timeline may be considered by the Chancellor and the Board of Regents. Requests will be reviewed within the USM Office of the Chancellor before being submitted for review by the Board of Regents Committee on Advancement. The Committee on Advancement will then 1) decline the request, 2) request additional information or clarification, or 3) recommend approval by the full Board.

In making requests for naming of facilities or academic programs, the following information is to be submitted:

- A. A detailed request in letter or memo form that should provide:
  1. The donor's name and relationship to the USM or institution, if applicable.
  2. The gift amount and terms, including but not limited to any costs associated with the gift, if applicable.
- B. For honorific naming, a clear rationale for the request, including a description of the honoree's accomplishments and contributions to the institution or USM, how the naming will reflect positively on the institution and/or the USM, and, if applicable, a justification for an exception to the provisions described in Section IV, Honorific Naming, above.
- C. As applicable, 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:
  1. A timetable for project implementation;
  2. Relationship of the project to the institution's long-range plans;
  3. Source and status of capital budget funds needed in addition to the gift;
  4. Operating budget implications, and sources of funds.
- D. The proposed name of the facility or program and, if applicable, the current name of the facility or program
- E. A copy of the gift contract and/or pledge agreement, if applicable.
- F. A biographical profile of the prospective donor or recipient of an honorific naming.

All requests will be held in the strictest confidence.

## VI. Public Announcement

No public announcement of a philanthropic or honorific naming should be made prior to Regents' approval. Public announcements should be scheduled in coordination with the Chancellor's Office to ensure proper representation from the USM Office and Board of Regents. In cases where a gift is funding new construction or substantial renovation, the Board encourages institutions to consider having 50% of the gift in hand before a public announcement is made. Public announcements regarding honorific naming will include the rationale for the naming, including background regarding the individual and how the naming reflects positively on the institution and the USM.

## VII. Removal of Name from a Facility or Program

As naming authority lies with the Board of Regents, so does the authority and responsibility to remove a name. In the case of a gift-related naming, the Board of Regents reserves the right to remove names from facilities and programs when the gift remains unpaid beyond the five-year limit. Should this occur, the Regents may name an area of the facility or seek another appropriate naming opportunity that would be proportionate to the value of the gift received. The naming of a facility or program follows the facility or program for its useful life unless otherwise determined by the Board of Regents. Other situations may occur that would warrant the removal of a name from a facility or program in the USM.

The institutions will provide an annual report to the Regents on all such gifts and the form of recognition.

VI-4.00(A)

UNIVERSITY OF MARYLAND POLICY ON THE NAMING OF  
FACILITIES

APPROVED BY THE PRESIDENT JUNE 4, 1999

The Board of Regents of the University System of Maryland has established a general policies for the "Naming of Buildings and Academic Programs" (BOR VI-4.00, April 4, 1997). The University of Maryland Policy on the Naming of Facilities adapts Regents' policy and establishes implementing procedures for the naming of buildings, parts of buildings, roads, grounds, and plazas ("facilities") in honor of persons, foundations and corporations, who by service, scholarship or major gift, have made substantial contributions to the University or education generally. A separate University policy speaks to naming endowed positions (see Policy on Endowed Faculty Chairs and Professorships IX-6.00(A)).

BOARD OF REGENT'S POLICY:

Authority for naming new and existing facilities is exercised by the Board of Regents. Regents' policy which contains the following general constraints on the naming of new and existing facilities:

1. Facilities shall not be named for individuals currently employed by the University System of Maryland or the State of Maryland.
2. When the person to be honored is living, but not a donor, three (3) years shall have passed since any formal association with the University System of Maryland or employment with the State of Maryland.
3. When the person to be honored is deceased, two (2) years shall have passed since the date of death.

UNIVERSITY GUIDELINES:

The naming of facilities owned by the State of Maryland, the University System of Maryland, or a foundation which are located on the College Park Campus or are managed or associated with it, shall conform to the following guidelines:

1. In general the current policy of naming administration and student use buildings after counties, municipalities, or bodies of water in the state of Maryland shall continue.
2. Attributes of people after whom facilities are named should include at least the following:

- a. highest personal integrity
  - b. honorable public service
  - c. major positive contributions to society
  - d. contributions to the University of Maryland and to the State
  - e. known to the University community
3. People after whom buildings are named, and who later are found to violate the high standards indicated in the previous list, may have their names removed from the buildings that bear their names.
4. The President, in consultation with the Facilities Naming Committee, may elect to recommend to the Regents renaming of a facility named for a person or persons if it is in the best interests of the University.
5. Corporations after which facilities are to be named must exemplify the following attributes:
  - a. history of high integrity of officers
  - b. appropriate corporate mission
  - c. contributions to the University of Maryland
  - d. familiarity of the corporation at least to the impacted portion of the University community
6. An academic facility may be assigned a corporate name only if such naming has undergone careful scrutiny by the Facilities Naming Committee that gives assurance that such naming will not demean the academic endeavors to be carried on within the facility or the campus at large.
7. When corporate names are considered for facilities, the propriety of the name in a public and educational context should be considered. Once established, the corporate name of a facility shall normally remain the same notwithstanding future changes in the corporation; provided, however, the President may elect to recommend to the Regents renaming if it is in the best interest of the University.
8. Discrete parts of a facility (e.g., auditoriums, classrooms, porches, gates and gardens) may be named separately to recognize:
  - a. A benefactor who wishes to underwrite the cost (or part of the cost) of a defined portion of the facility.
  - b. A person who has made substantial service or scholarly contributions to the University or to higher education generally.

In these circumstances, a plaque appropriate to the location may be installed within the facility for the purpose of acknowledging the contribution.

9. Facilities shall normally only be considered for naming in association with a gift to the University or to an affiliated foundation when the present value of the gift is at least 30%-to-50% of the estimated cost of construction or renovation. The naming of "landmark buildings" or facilities with unique architectural or landscape characteristics shall generally require a higher percentage. Maintenance endowment funds should be considered as part of the gift for the purpose of these calculations.
10. The gift should be made in cash or by means of a legally binding pledge. It should normally be paid within five (5) years of the naming of the facility. A portion of the gift may be in the form of an irrevocable trust or a contractual bequest. The President reserves the right to remove names from facilities when the gift remains unpaid beyond an agreed-upon limit. Should this occur, the President may seek approval from the Board of Regents to name an area of the facility or seek another appropriate naming opportunity that would be appropriate for the value of the gift received. The name shall be attached to the facility for no longer than its normal useful life, unless otherwise agreed at the time of the gift by the President and Board of Regents.
11. Gifts made through an irrevocable deferred gift technique (including, but not limited to a charitable remainder trust, a pooled income fund, a charitable gift annuity, a deferred pledge agreement (an 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.
12. It is the general policy of the University that a facility shall be named for a benefactor only if the benefactor contributes the predominant portion of funds necessary to cover cost of construction or renovation. The Facilities Naming Committee shall make an initial recommendation to the President on the suitable level of support. The President shall determine the amount necessary before a recommendation for naming a facility is presented to the Board of Regents or otherwise approved by the University.
13. A uniform system of external marking of buildings shall be established by the University Facilities Council and shall thereafter be used on all Campus facilities. In instances where an entire building is to be named for

benefactor or others, a plaque may be located inside the structure, e.g., in the lobby or other place in keeping with the nature, aesthetics of the facility. The plaque may give the full name and a brief description of the accomplishments of the person honored.

#### UNIVERSITY PROCEDURES:

University facilities are named by the Board of Regents upon the recommendation of the President. Before institutional representatives undertake final negotiations with a potential donor that involves the naming of a University facility, the proposal must be approved by the President. To that end, the President is advised by the University Facilities Naming Committee (or "Committee").

1. The Facilities Naming Committee has responsibility for evaluating all naming proposals for University facilities and making a recommendation to the President. The Committee shall be appointed by the President. It is composed of the following individuals:
  - a. The Vice President for Administrative Affairs (Chair);
  - b. The President's Chief of Staff,
  - c. The Dean of the School of Architecture;
  - d. The Dean of another college or school; and,
  - e. Two faculty, one student and one staff selected in consultation with the Senate.
  
2. A proposal to name a University facility shall be directed to the Vice President for Administrative Affairs for presentation to the Facilities Naming Committee. This must be done in sufficient time to permit considered evaluation by the Committee and approval by the President in advance of contemplated negotiations with a potential donor.
  - a. Proposals for naming a facility assigned to a specific academic or administrative unit shall originate from the administrative officer of that unit or from the Vice President for University Advancement.
  - b. Proposals for naming a facility not assigned to a specific academic or administrative unit shall originate from the Committee.
  - c. Proposals for naming and renaming facilities shall handled in the same manner.
  - d. Proposed agreements, including the gift instrument, committing the University to name a facility shall be reviewed for form and legal sufficiency by the Executive Assistant to the President for Legal



Affairs. The Executive Assistant shall advise the Committee.

The Committee shall prepare a brief, confidential report for the President setting forth its recommendation and the basis for its position.

- J. The Vice President for University Advancement shall have responsibility to prepare and present to the Facilities Naming Committee a comprehensive plan identifying:
  - a. All existing facilities suitable for naming in association with a gift, a deferred gift, or a pledge commitment, together with an estimate of the development value of each; and,
  - b. All rooms and discrete features in planned future facility construction and renovation suitable for naming in association with a gift, together with an estimate of the development value of each.

The plan shall be reviewed and revised periodically by the Vice President for Advancement and the Committee. Attention shall be given to maintaining a current assessment of the development value of each facility. The President shall be kept regularly apprised of changes to the plan.

4. The President shall take the recommendation of the Facilities Naming Committee into consideration before approving further negotiation with a donor or authorizing a University recommendation to the Board of Regents.
5. In the event a unique fund-raising opportunity requires an expedited decision, the President shall consult with the Vice Presidents for Advancement and Administration (as Chair of the Facilities Naming Committee) prior to approving a recommendation to the Board of Regents. In such instances, the President's action shall be explained to the Committee at its next meeting.