

## **Naming Policy** **University Policies**

Approved: 10/21/2009

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### BACKGROUND

The naming of university activities or property is a well-established custom at Missouri Western State University. This policy establishes uniform and consistent guidelines for the granting of named recognition pertaining to:

- buildings or substantial parts of buildings (wings, rooms, laboratories) or other locations on campus such as roadways
- special research, teaching, recreational, service or other facilities
- programs of research, teaching
- departments, faculties, schools
- lectureships and special lecture series
- fellowships and scholarships
- endowed chairs and professorships
- library collections of books or other materials
- collections of works of art
- such other entities as the University may from time to time see fit to name in order to recognize service or philanthropic donations

### CONSIDERATIONS

*A. Gift/Donor Considerations:* Naming proposals should be consistent with University and MWSU Foundation policies and will reflect not only the donor's appropriate financial support, but also the donor's commitment to the mission, vision and values of the University. Gift-related naming of buildings or facilities requires a donation which makes a significant contribution to the cost of the building or facility. Further guidelines related to the solicitation and acceptance of gifts can be found in the University's [Gift Policy](#).

*B. Non-Gift/Non-Donor Considerations:* University Elements may also be named in honor of an individual or group, without consideration of a gift when a significant contribution of good deeds or exemplary service has been made to the University or to the State of Missouri and who are of recognized accomplishment and character.

### GENERAL GUIDELINES

- Ultimate authority to accept or decline any proposal to name at Missouri Western State University rests with the Board of Governors.
- Ultimate authority to discontinue the designated name of a building, room, or area, or to transfer the name to another building, room, or area at Missouri Western State University rests with the Board of Governors.
- Consistent with the University's *Gift Policy*, the acceptance of any philanthropic donation which involves a proposal to name is conditional upon approval of the naming by the Board of Governors.
- Notwithstanding any other provision of this policy, no naming will be approved or (once approved) continued that will call into serious question the public respect of the University.

- All due attention shall be given to both the long-term and short-term appropriateness of a naming.
- No name will be approved that will imply the University's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.
- When permanent named recognition has been extended for a gift received, it will be honored in perpetuity. In the event of changed circumstances, e.g. a facility no longer exists, the University reserves the right to determine the form which such permanence may take. The Board of Governors reserves the right to rescind any existing naming where continued association with the named individual(s) or group calls into serious question the public respect of the University.
- From time to time, it may be appropriate to offer named recognition for a limited period of time. In this case, the University is obligated to honor the name for that period of time, subject to renewal of the opportunity.
- The University may choose to extend recognition through a naming (e.g. a named building) after a donor/donors provided that the donor will provide all or a major part of the cost of funding the facility or activity. "Major" is deemed to mean either a significant part of the cost, or a contribution which is regarded as central to the completion of the facility or activity, and represents a substantial part of its value.
- Provisions in this policy that refer to naming for a benefactor also in general apply to naming for a third party at the wish of a benefactor.
- Only in exceptional circumstances will facilities or activities be named to honor outstanding service of members of faculty or staff while the honoree remains in the full time employment of the University. Members of faculty and staff making philanthropic donations remain eligible for naming recognition.
- The University reserves the right to decide on the physical displays which may accompany named recognition. The texts of plaques shall be forwarded to the Vice President for University Advancement for review and approval
- To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.

## APPROVAL PROCESS

- Individuals contemplating a naming opportunity to recognize outstanding service are to consult with the Vice President for University Advancement.
- If the Vice President for University Advancement is satisfied that the proposal falls within the policy guidelines, or is sufficiently unique to justify special consideration, the Vice President shall submit a request in writing to the President, outlining the reasons for the proposal to include the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming.
- The Vice President and the President shall consider any objections that are received and decide whether a formal motion should go forward to the Board of Governors.

- The same procedure as outlined above shall be followed when there is a recommendation to discontinue the designated name of a building, room, or area, or to transfer the name to another building, room, or area.

#### NEGOTIATING NAMED RECOGNITION FOR PHILANTHROPIC GIFTS

- It is the responsibility of individuals negotiating on behalf of the University to consult with the Vice President for University Advancement when gifts involve a proposal to name.
- It is the responsibility of individuals negotiating on behalf of the University to advise potential benefactors that the acceptance of any philanthropic donation which involves a proposal to name is conditional upon final approval of the naming by the Board of Governors.
- The Vice President for University Advancement is responsible for securing approval from the Board of Governors for schedules of general naming opportunities and the minimum level of philanthropic donation required for each (e.g. endowed chair).