



Policy Name:	Process for Naming of a Campus Facility, Unit, or Space
Effective Date:	October 25, 2013
Last Revision Date:	April 22, 2019
Last Review Date:	February 15, 2023
Approving Authority:	Northwest Leadership Team
Responsible Office:	Office of the President
Category:	Operations

INTRODUCTION

The naming of a campus facility, unit or space contributes to the University's sense of its own heritage and is a significant event in the history of the institution. Such naming opportunities are due consideration and consultation. These guidelines provide the basic criteria and process involved in the naming of a Northwest facility (defined below), unit (department, college, centers, etc.) or space (classroom, conference room, lobby, etc.) for individuals or organizations.

CRITERIA

In naming facilities, units or spaces, attention must be given to the point that the adoption of names of individuals, families or organizations prominent in the history of the University will contribute to the cultural heritage of the campus.

1. Names of living or deceased individuals may be considered.
2. When naming an interior space for a person, family or organization *where there is no gift*, the proposed honoree shall have achieved distinction in one or more of the following ways:
 - a. serving the University in an academic, administrative or support capacity with high distinction, or
 - b. by contributing in other exceptional ways to the welfare and reputation of the University, to education or to the community in general.
3. When naming a facility, unit or space for a person, family or organization *where there is a gift to the University*, consideration shall be given to the following factors:

- a. the significance of the gift to the likely realization or success of a facility, unit or space based on individual University guidelines and policies
 - b. the urgency or need for the project or program, or continuing support for the program
 - c. the standing of the individual, family or entity in the community or profession
 - d. the nature and duration of the relationship of the proposed honoree to the University.
4. A name proposed for a *new* facility to recognize a gift to the University may be considered when the gift represents a substantial component of the projects' total cost. For fundraising purposes, a reasonable objective is 60 percent of the private gift component involved in the project.
 5. A name proposed for an *existing but presently untitled* facility to recognize a gift to the University may be considered when the gift represents a significant proportion of the value of the facility. For fundraising purposes, a reasonable objective is 60 percent of the appraised value of the facility.
 6. A name proposed for all or part of a facility that is to be renovated will normally require that the gift cover 60 percent of the renovation.
 7. If a naming is contemplated as part of a fundraising drive or a contractual agreement, the Naming Advisory Committee must be apprised of this fact in advance. The committee is expected to exercise discretion and to respect confidentiality in such cases.
 8. Prior to approving the naming of a facility, unit or space for a person, family or organization, the Northwest president shall have a reasonable assurance that:
 - a. the proposed name will bring additional honor and distinction to the University
 - b. the recognition implied by the naming is appropriate for the behavior exhibited by the individual, family or organization, and
 - c. any philanthropic commitments connected with the naming can be realized.
 9. Under ordinary circumstances, current Regents, current elected officials and current University employees are not eligible for a naming. The Board or Committee may make exceptions to this rule if unusually meritorious reasons justify the naming.

PROCEDURES

1. All proposals for the naming of facilities, units or spaces for individuals or organizations shall be submitted to the University president in writing. They shall contain evidence showing that the aforementioned criteria are satisfied as well as indicating the results of consultation with occupants of the facility or members of the unit or area regarding the proposed naming. See Sample Request Form.
2. The president shall forward all proposals to the attention of the Naming Advisory Committee, which is to consist of the Provost, Vice President of External Relations, Executive Director of Advancement, a representative from the Provost's Council (elected

by the provost), a representative from the Faculty Senate (appointed by the chair) and a student representative (appointed by the Student Senate president).

3. The committee shall give timely consideration to all proposals, weighing them on their individual merits and consulting with others outside its membership when appropriate and necessary.
4. Based on the merits of the case and the available information, the committee shall provide the president with its recommendations on each proposal. Given the significance of a naming for the University and for the wider community, ideally there should be substantial agreement within the committee. In the event that substantial agreement cannot be attained, the president should be informed of this fact.
5. The president shall take the committee's recommendation into account in deciding whether to proceed with the naming.
6. Naming opportunities related to buildings, major renovations or facilities shall be presented by the president to the Board of Regents for its approval. The following is a general list of naming opportunities that require approval from the Board of Regents:
 - New building construction
 - Current buildings
 - Current building renovations and/or additions (over 60 percent of the total facility value)
 - New and existing programs
 - Athletic fields and facilities
 - Individual colleges and schools
7. Interior spaces and areas would not require Board of Regents approval.
8. The Administration Building will not be considered for naming.

TERM OF A NAMING

Once approved by the president and Board of Regents, the name given to a facility, unit or space shall continue in use for the life of the facility or unit.

Notwithstanding the foregoing guidance, Northwest may, with the approval of the Board of Regents, remove a name previously assigned to a facility or unit if:

1. The person in whose honor the naming occurred has subsequently become so notorious that it is inappropriate for Northwest and contrary to the values it espouses to maintain an official association with that person;
2. The person or estate of the person in whose honor the naming occurred subsequently fails to substantially fulfill the financial commitment that was the original basis for the naming; or

3. The original naming was not pursuant to a gift agreement, the length of time that has elapsed since the naming occurred is sufficient, and relatives of the person for whom the naming occurred are not residing in the district that the University serves or otherwise maintaining any connection with or manifesting any interest in the affairs of the University.

Sample Request Form – Naming Opportunity – Interior Space/No Gift

Submit form to the President for distribution to the Naming Advisory Committee

TO: Naming Advisory Committee

FROM:

DATE:

RE: Naming Recommendation Request for (Name of Honoree/s)

Approval is requested to name the (description of space, classroom, lab) located in (name of building or area) in honor of (name of honoree) and their distinction achieved by serving the university with high honor or by contributing to the welfare and reputation of Northwest Missouri State University and the (name of the unit) in other exceptional ways.

Details about the contributions of (name of honoree) are attached, together with a description of the space. You may contact (sponsor name) with any additional questions.

Provost Yes No

Vice President of External Relations Yes No

Executive Director of Advancement Yes No

Provost's Council Representative Yes No

Faculty Senate Representative Yes No

Student Senate Representative Yes No

President Yes No

Approved copies to:

Provost

Vice President of External Relations

Executive Director of Advancement

Vice President of Finance

Sample Request Form – Naming Opportunity – Gift

Submit form to the President for distribution to the Naming Advisory Committee.

Naming requests for buildings, building renovations exceeding 60 percent of the facility value, programs, athletic fields and facilities and individual colleges require Board of Regents approval.

TO: Naming Advisory Committee

FROM:

DATE:

RE: Naming Recommendation Request for (Name of Honoree/s)

Approval is requested to name the (description of space, classroom, lab) located in (name of building or area) in honor of (name of honoree) and their distinction achieved by serving the university with high honor or by contributing to the welfare and reputation of Northwest Missouri State University and the (name of the unit) in other exceptional ways. Additionally a gift of \$_____ has been proposed to cover at least 60 percent of the (renovation/building) cost of the facility.

Details about the contributions of (name of donor) are attached, together with a description of the proposed area to be named. You may contact (sponsor name) with any additional questions.

Provost Yes No

Vice President of External Relations Yes No

Executive Director of Advancement Yes No

Provost's Council Representative Yes No

Faculty Senate Representative Yes No

Student Senate Representative Yes No

President Yes No

Approved copies to: Provost, Vice President of External Relations, Executive Director of Advancement, Vice President of Finance