



University of Colorado

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BOARD OF REGENTS

14. PROPERTY AND FACILITIES

Policy 14.J: Naming University Facilities and Programmatic Units

Introduction

This policy covers the naming of university facilities. This policy also sets forth the university's naming guidelines for major facilities and programmatic units. (See 14.J.5 for the definition of major facility and programmatic unit.)

The naming of a university facility or programmatic unit contributes to the University of Colorado's sense of its own heritage and is a significant event in the history of the institution. On occasion, the university seeks to honor the efforts and/or contributions of individuals by offering the naming of programs, buildings, portions of buildings or other areas on its campuses.

The naming of a university facility or programmatic unit shall not distract from the institution's values, dignity, integrity, or reputation, nor shall any such naming create a conflict of interest, or the appearance of a conflict of interest, or confer special privileges.

~~This policy covers the naming of both major and smaller university facilities. Major facilities include buildings, wings of buildings, recreational fields, plazas, fountains, roadways, walkways, malls, quadrangles, and similar facilities on the campuses of the University of Colorado. Smaller facilities include classrooms, seminar rooms, lecture halls, laboratories, and interior portions of buildings, service facilities, and vest pocket parks, patios, and steps. This document was approved by the Board of Regents on February 28, 1973, and subsequently amended on January 23, 1974, May 17, 1984, September 15, 1988, and September 10, 1998.~~

14.J.1 Functional Naming of Facilities and Programmatic Units ~~Guidelines for Functional Designations~~

(A) Each new university facility and programmatic unit shall be given a functional name that is reasonably descriptive of and will identify the principal activity or purpose of the facility or program. The process for assigning functional names shall be determined as provided by APS 3004-Functional and Honorary Naming of University Facilities and Programmatic Units.

~~(A) Each new major facility shall have a functional designation as a part of its name.~~

~~(B) The chancellor shall approve the functional name for each new major facility, with the concurrence of the president. As appropriate, program plans for construction and acquisition of facilities are approved by the Board of Regents.~~

44 ~~(C) The chancellor shall approve the functional name for all smaller facilities, with~~
45 ~~the concurrence of the president.~~

46
47 ~~(D) The chancellors shall develop a process for categorizing campus functions and~~
48 ~~for developing appropriate functional names. The campus Long Range~~
49 ~~Facilities Master Plan may provide guidance in developing the functional~~
50 ~~names of major facilities.~~

51
52 **14.J.2. Guidelines for Honorary Names**

53
54 From time to time, a functional name for a university facility or programmatic unit may
55 be replaced with an honorary name to pay tribute to an individual, corporation,
56 organization, or group having made a distinguished contribution of service, research,
57 teaching, or support to the university.

58
59 (A) Approvals and process for determining honorary names of major facilities and
60 programmatic units.

61
62 (1) Honorary names for major facilities and programmatic units shall require
63 approval of the Board of Regents to ensure the preservation of the
64 university's values and reputation.

65
66 ~~(A) In addition to the functional designation, both major and smaller facilities may~~
67 ~~also have honorary names. Honorary names for major facilities shall require~~
68 ~~the approval of the Board of Regents. Honorary names for smaller facilities~~
69 ~~must be approved by the chancellor, with the concurrence of the president.~~

70
71 ~~Honorary names include concepts, places, flora and fauna, natural landmarks, etc.~~
72 ~~Honorary names also include the names of individuals and groups.~~

73
74 ~~(B) Both major and smaller facilities may be named to honor individuals or groups,~~
75 ~~although it is not necessary that all facilities be named to honor individuals.~~

76
77 (B) Criteria for honorary names for major facilities and programmatic units.

78
79 (1) Naming may be offered in recognition of service to the university or in
80 recognition of charitable giving for the benefit of the university.

81
82 (2) When naming a major facility, the facility's size, location, age and
83 prominence will be taken into consideration.

84
85 (3) When naming a university program, the program's size, stature and
86 maturity will be taken into consideration.

87
88 (4) No major facility or program may be named for an elected public official
89 while currently serving in an official capacity.

90
91 (5) Corporations and organizations are encouraged to be major donors to the
92 university with opportunities for naming rights. The corporation or
93 organization must have a prominent relationship with the university or the
94 region, a positive image and demonstrated integrity.

95
96 (6) Additional criteria for naming major facilities and programmatic units will be
97 determined as provided by APS 3004.
98

99 (C) All other honorary naming opportunities are determined by the president, which
100 may be delegated to the chancellors as provided by APS 3004.
101

102 ~~(C) — Persons proposing to name a major facility for an individual or a group (e.g.,~~
103 ~~corporations, foundations, or other entities) must establish that the individual or~~
104 ~~group meets one or more of the following criteria-~~

105
106 ~~(1) — The individual or group shall have rendered outstanding academic~~
107 ~~and/or professional service to the university community. Names of~~
108 ~~individuals may not be proposed under this criterion earlier than five~~
109 ~~years after the date of the individual's retirement; or if the individual is~~
110 ~~deceased, the name may not be proposed earlier than five years after~~
111 ~~the date of death.~~

112
113 ~~(2) — The individual or group must have contributed in his/her/their own or in~~
114 ~~another's name substantial funds toward the construction, renovation~~
115 ~~and/or maintenance of the facility for which the individual or group is~~
116 ~~recommending a name. A contribution of at least 50% of the~~
117 ~~construction or renovation cost of a major facility is deemed to be~~
118 ~~substantial. A lesser percentage may be deemed to be substantial if~~
119 ~~that contribution made possible the construction, renovation, or~~
120 ~~maintenance of the major facility. An endowment sufficient to provide for~~
121 ~~75% of the maintenance and operating cost of a major facility at the~~
122 ~~time of the endowment is deemed to be substantial.~~

123
124 ~~(3) — Any existing or planned major or smaller campus facilities which have~~
125 ~~not been given an honorary name may be named if funds substantially~~
126 ~~equivalent to the cost of the facility to be named are contributed. Such~~
127 ~~funds may be designated to another campus fund or program related to~~
128 ~~such facilities in exchange for an appropriate naming opportunity for~~
129 ~~such facilities.~~

130
131 ~~(4) — The individual or group has historical or social importance to the state of~~
132 ~~Colorado or to the University of Colorado.~~
133

134 **14.J.3. Duration of Names and Changes to or Removal of Names of Major Facilities and**
135 **Programmatic Units Name Changes**

136
137 (A) An honorary name for a major facility is generally assigned to a facility for its
138 useful life. If the facility is substantially renovated, replaced or demolished, the
139 campus vice chancellor for advancement will consult with the honoree or the
140 honoree's descendants, if reasonably possible, to determine whether the
141 naming will be discontinued or if there is an opportunity to continue the naming
142 in the renovated facility, a replacement facility or in another facility. The Board
143 of Regents must approve the continuation of the naming in the renovated or
144 replacement facility or in another facility.
145

146 B. An honorary name for a programmatic unit will generally be attached to a
147 program unless and until the program is substantially changed or dissolved by
148 action of the campus or Board of Regents. If a program is discontinued, the
149 campus vice chancellor for advancement will consult with the honoree or the
150 honoree's descendants, if reasonably possible, to determine whether to
151 discontinue the naming or to continue the naming for a replacement program.
152 The Board of Regents must approve the continuation of naming for a
153 replacement program.

154
155 C. In circumstances where a major facility is named for a corporation or
156 organization in recognition for a charitable contribution and the corporation or
157 organization subsequently changes names or ceases to exist, the duration of
158 the naming will be subject to review by the university.

159
160 (1) If a corporation or organization changes its name, it may request that the
161 name of the major facility also be changed. If such a request is made, the
162 name will be changed if (a) the change is acceptable to the Board of
163 Regents, and (b) as long as the corporation or organization pays the
164 complete expense of making the change.

165
166 D. The university reserves the right to refuse a naming request or to reverse a
167 naming decision should the individual, group of individuals, corporation, or
168 organization after which the major facility or programmatic unit is named or is to
169 be named, be shown to have acted in a way that is counter to values that
170 preserve human dignity or the educational ideals of the university, as provided
171 in Regent Law and Policy, or in the case of a major facility or programmatic unit
172 named after a benefactor, failure to fulfill the terms of the gift agreement.

173
174 ~~(A) If there is a change in the function of either a major or smaller facility that is not~~
175 ~~named for an individual, the functional name may be changed on the approval~~
176 ~~of the campus chancellor.~~

177
178 ~~(B) If a major facility is named to honor an individual under this policy the facility's~~
179 ~~honorary name may not be changed unless the chancellor, with the~~
180 ~~concurrence of the president, and the Board of Regents approve the change. In~~
181 ~~such cases, any pre-existing agreements with the donor(s) will be taken into~~
182 ~~consideration.~~

183
184 ~~The honorary names of smaller facilities cannot be changed unless approved~~
185 ~~by the chancellor, with the concurrence of the president.~~

186 187 **14.J.4 Implementation and Administration**

188
189 (A) When a major facility is named for an individual or group, it is expected that
190 there will be suitable ceremonies of formal dedication and that appropriate
191 prominent plaques and signs will be installed and ~~will be~~ maintained to
192 recognize the individual or group who is being honored. ~~When a smaller facility~~
193 ~~is named for an individual or group, suitable signage will be installed and~~
194 ~~suitable ceremonies of formal dedication shall be held.~~

- 196 (B) The President and Eeach campus chancellor shall develop procedures for
197 implementing this policy., ~~including policies and procedures for naming facilities~~
198 ~~on the campus, the list of functional name categories, the actual names of all~~
199 ~~campus facilities, and the interior space names.~~

200
201 **14.J.5 Definitions**

- 202
203 (A) Major facilities typically include buildings, building wings, and building
204 additions; any may also include facilities such as recreational fields, plazas,
205 fountains, roadways, walkways, quadrangles or other similar campus
206 infrastructure, as determined by the president and each campus chancellor.
207
208 (B) Programmatic units typically include schools or colleges, institutes, and
209 departments; and may also include units such as divisions, degree-granting
210 interdisciplinary units, centers, or other similar operational area of the
211 university, as determined by the president and each campus chancellor.
212
213 (C) Corporations and organizations include entities engaged in business or
214 activities separate from the university.
215

216
217
218 **History:**

- 219 • Approved: February 28, 1973;
220 • Revised: January 23, 1974, May 17, 1984, September 15, 1988, ~~and~~ September 10, 1998,
221 and TBD.
222 • Last revised: ~~September 10, 1998~~ TBD.
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