



UMBC POLICY ON NAMING BUILDINGS, FACILITIES, AND PROGRAMS
UMBC Policy # VI-4.00.01

I. POLICY STATEMENT

This UMBC policy is intended to define the conditions under which the University may choose to honor persons or entities by naming University buildings, facilities, and programs as defined below. This policy is based on the University System of Maryland Board of Regents policy on the Naming of Facilities and Academic Programs (BOR VI-4.00, revised February 15, 2013). A separate UMBC policy addresses naming endowed faculty positions. (See UMBC Policy on Endowed Faculty Distinguished Chairs, Chairs, and Professorships, UMBC # IX-6.00.01.)

II. PURPOSE FOR POLICY

The purpose of this policy is to 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. It establishes a uniform, consistent, and informed procedure to gain University approval and to do so in accordance with UMBC and University System of Maryland Board of Regents policies.

This policy is designed to ensure the proper vetting and consultation before making naming decisions and to ensure the appropriate recognition of benefactors and friends who will be honored in such a fashion.

III. APPLICABILITY AND IMPACT STATEMENT

This policy will be applied in the naming (for individuals, corporations, or foundations) of UMBC academic and non-academic programs, centers, institutes, departments, physical structures or parts thereof. It includes buildings, portions of buildings (such as classrooms, lecture halls, laboratories, meeting rooms, offices, lobbies), collections of buildings, open air courtyards, fields, and other outdoor areas. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval in accordance with these guidelines by the University and by the USM Board of Regents when required.

IV. CONTACTS

Direct any general questions about this University Policy first to your department's administrative office. If you have specific questions, call the following offices:

Subject	Contact	Telephone	Email
Policy Clarification and Enforcement	Vice President of Institutional Advancement	(410) 455-1452	gsimmons@umbc.edu

V. UNIVERSITY POLICY

A. This policy will assist the University in naming buildings, facilities, and programs.

1. Naming buildings, facilities, and programs shall occur in a manner consistent with Board of Regents policy as well as the UMBC policy.
 - Any University System institution wishing to adopt a person's name for a building, any campus grounds, major portions of facilities, or academic programs must submit a request to the Chancellor's Office (USM Vice Chancellor for Advancement).
 - The UMBC President provides final approval on naming opportunities that do not require review by the Chancellor and USM Board of Regents.
 - In all cases, institutional pre-approval is required and is managed through the Office of Institutional Advancement and the UMBC Naming Review Committee.
2. As stipulated in Board of Regents policy, no building, campus facility, or academic program will be named for individuals currently employed by the University System of Maryland or the State of Maryland. When the person to be honored is living, but not a donor, three years shall have passed since any formal association with the USM or State employment.
3. Attributes of people after whom buildings, facilities, and programs are named should include at least the following: highest personal integrity; honorable public service; major positive contributions to society; contributions to the University and to the State; be known to the University community.
 - Consistent with USM policy, in cases of honorific naming, where facilities or academic programs are named for nondonors, they should be named for scholars and other distinguished individuals who are both preeminent in their field of endeavor and/or have contributed meaningfully to the University.

4. Corporations after which facilities are to be named must exemplify the following attributes: history of high integrity of officers; appropriate corporate mission; contributions to the University; familiarity of the corporation at least to the impacted portion of the University community.
 - Once established, the corporate name of a facility shall normally remain the same notwithstanding future changes in the corporation; however, the President may elect to recommend to the Board of Regents renaming if it is in the best interest of the University.
5. Naming buildings, facilities, and/or programs will normally receive more favorable consideration when there is a gift or legally binding pledge associated with the naming opportunity.
6. The gift may be in cash or securities, and may be paid via a multi-year pledge recognized by a signed gift agreement or Memorandum of Understanding (MOU). A portion of the gift may be in the form of an irrevocable trust or a contractual bequest, provided that the donor is age 75 or older. If a bequest, there must be a legally binding pledge backing up the bequest. Typically, multi-year commitments should be completed within five years of the initial pledge.
7. UMBC reserves the right to remove names from buildings, facilities, or programs when the gift remains unpaid beyond the five-year 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 naming of a building, facility, or program follows its useful life unless otherwise determined by UMBC.
8. The naming of a building, facility, or program follows its useful life unless otherwise determined by UMBC. People after whom buildings, facilities, or programs are named, and who later are found to violate the high standards indicated in the previous list, may have their name removed from the space or program that bears their name.

B. Named Giving Opportunities

The Office of Institutional Advancement maintains a list of potential named giving opportunities and their proposed cost. See **Attachment A** to this policy. Note that replacement costs of existing buildings are updated annually.

The Board of Regents policy (February 15, 2013) recommends the present value of the gift should be equal to or greater than 15% of the cost to construct or substantially renovate the building proposed for naming. In the case of naming schools, colleges, or programs, sufficient endowment support should be established to cover 10 to 20% of the unit's annual operating budget.

VI. DEFINITIONS

Buildings: Any structure that has a roof and walls and stands more or less permanently in one place.
Facilities: This may include lecture halls, classrooms, studios, conference rooms, recital halls, centers, athletic facilities, laboratories, plazas, theater, etc.
Programs: All permanent units of organization, including schools, colleges, academic and non-academic departments, centers, institutes, offices, academic programs, and administrative and auxiliary units. This designation may also apply to the premier scholarship programs.
Memorandum of Understanding (MOU): This is a legally binding gift agreement between the University, the USM Foundation, and the donor.
UMBC Naming Review Committee: The committee consists of the UMBC Senior Leadership Team (Primarily Deans, Vice Presidents, General Council, and Chief of Staff) and is chaired by the Vice President for Institutional Advancement.

VII. APPROVAL AND PROCEDURES

- A. The Office of Institutional Advancement will establish and maintain procedures (Attachment B) to name buildings, facilities, and/or programs, consistent with University System of Maryland Board of Regents guidelines.
- B. Before institutional representatives undertake final negotiations with a potential donor that involves the naming of a University building, facility, or program, a letter of justification must be submitted to the Vice President of Institutional Advancement, who determines if the request falls under this policy and advises on next steps in seeking formal approval or further negotiation with the donor.
- C. The UMBC Naming Review Committee is required to pre-approve proposals to name buildings, facilities, and/or programs.
- D. The UMBC President provides final approval to name facilities.
- E. The USM Board of Regents is required to provide final approval to name buildings and/or academic programs.
- F. No public announcement of a naming should be made prior to the President's or Regents' approval and without the necessary signed commitments from the donor.
- G. Procedures will be reviewed regularly by the Vice President of Institutional Advancement and the Naming Review Committee to ensure that they meet the needs of the University. The Office of Institutional Advancement will also maintain a record of all named physical and non-physical assets of the University.

VIII. DOCUMENTATION: NA

IX. RESTRICTIONS AND EXCLUSIONS:

- A. This policy does not apply to forms of individual recognition, such as the naming of scholarships, fellowships, professorships, and chairs.
- B. Sponsorships and other temporary naming rights may be exempted from this policy as excluded as determined by the Vice President for Institutional Advancement and in accordance with USM Board of Regents Policy.
- C. Donors who wish to provide funding to name items such as benches, flagpoles, trees or other items may choose from a list of opportunities maintained by the Office of Institutional Advancement. No donor may contribute these types of items without having gone through the naming approval process, nor may they contract with artists, construction firms, or other vendors to create or install an item without proper authorization from the University.

X. RELATED ADMINISTRATIVE POLICIES AND PROCEDURES:

- A. USM Policy on the Naming Facilities and Academic Programs 144.0 VI-4.00 (<http://www.usmd.edu/regents/bylaws/SectionVI/>)
- B. USM Foundation Policies (<http://www.usmf.org/usmf/admins-corporate-info/policiesprocedures/>)

Administrator Use Only

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Policy Section: General Administration

Responsible Administrator: Greg Simmons

Responsible Office: Office of Institutional Advancement

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