

**The University of Michigan
Regents Communication**

Received by the Regents

May 15, 2008

Item for Information

Subject: Policy and Guidelines for Naming of Facilities, Spaces and Streets

In 2006 we appointed a committee led by Associate Vice President for Development Bob Groves and Associate Vice President for Facilities and Operations Hank Baier to develop a policy for the naming of University facilities, spaces, and streets. The committee conducted an extensive review of practices both within the University and at peer institutions, and then drafted a comprehensive policy and guidelines that were vetted broadly throughout the University.

We believe that the *Policy for Naming of Facilities, Spaces and Streets* and the *Guidelines for Naming of Facilities, Spaces and Streets* provide both the appropriate level of direction and the flexibility to protect the University's interests in facility namings on campus.

The policy and guidelines accomplish a number of important objectives:

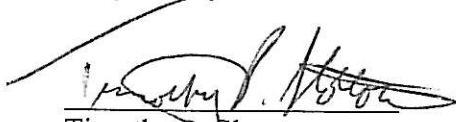
- Consolidate previous guidelines and procedures from the Office of Development, the University Planner's Office, and the Office of Facilities and Operations;
- Consolidate and clarify policies regarding the naming of facilities in honor of donors and in honor of academic and societal contributions, ensuring that all forms of naming are respectful of the University's history and traditions and of those who have been honored by the naming of a facility in the past;
- Clarify responsibilities and the process to be used for naming recommendations.

The new naming policy and guidelines will:

- Provide more flexibility in setting the size of the gift required to name new facilities.
- Ensure that naming opportunities are identified as early as possible in the planning process so that possible conflicts are resolved.
- Establish that the name of a facility is intended to last for the life of the facility. While this does not preclude the transfer of a name to a new facility, the policy does not require it.
- Clarify that both honorary and donor naming recommendations follow a similar process.
- Revive a one-year waiting period for the establishment of an honorary naming to provide a period of reflection before an honorary naming is finalized.
- Establish a committee of certain executive officers to oversee the naming process, and elevate certain decisions regarding naming to the president.

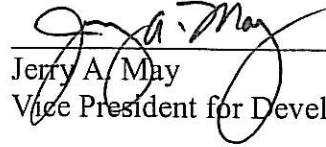
We are pleased to provide the naming policy and guidelines to the Board of Regents for your information. We will keep the Board apprised of any revisions as they arise.

Respectfully submitted:



Timothy P. Slottow
Executive Vice President
and Chief Financial Officer

Recommendation endorsed by:



Jerry A. May
Vice President for Development

Attachments

May 2008



Office of University Development

Naming Policies, Procedures, and Guidelines

Policy: Facilities, Spaces, and Streets Namings

INTRODUCTION

Since its founding, the university's physical spaces have been named to reflect the rich history and traditions of the University of Michigan ("U-M"). This Policy directs how all university property may be named. Appropriate review and approval processes are outlined in the document Procedures: Facilities, Spaces, and Streets Namings.

Namings may:

- Recognize financial contributions to support the structure(s) named.
- Honor a donor's long-term and significant financial contributions to the university.
- Honor individuals by recognizing exceptional contributions shaping the university.
- Commemorate university history and traditions.

POLICY DESCRIPTION

This Policy and associated Procedures will govern naming practices of all university property, including those properties situated beyond the university's campus.

1. NAMING FACILITIES

a. Naming for Donor Contributions Toward Facilities

- New Construction.** New facilities may be named for a donor or donors for contributions of 50% or more of the fundraising goal for the facility, or 33% or more of the anticipated project cost, whichever is greater. When the project cost exceeds \$100 million dollars, or under other special circumstances, the Naming Committee may recommend to the Board of Regents ("Regents") an alternative threshold for naming a specific facility, taking into consideration the capacity of the prospect pool, and setting a naming threshold that will maximize the fundraising potential for the project.
- Existing Facilities.** An existing facility may be named for a donor if a gift equals 50% of replacement value, as determined by the executive vice president and

chief financial officer (“CFO”).

- iii. The Regents must approve such naming.

b. Naming to Recognize Individuals and Donors

- i. **Extraordinary Contributions.** A facility may be named to recognize individuals who made extraordinary contributions to the university or to society.
 - 1. The individual has had university-wide influence, or the individual has made exceptional contributions to the nation or the world.
 - 2. A year has passed from the time the honoree has died or been separated from the role with the university for which the person is to be honored.
 - 3. A year has passed from the time of nomination (concurrent with year stated above).
- ii. **General Financial Support.** In compelling cases, for financial contributions other than that defined above, a donor (whether living or deceased) may be honored through a facility name if the donor has:
 - 1. Provided long-term, extraordinary financial support greater than other principal donors.
 - 2. No major facility bearing their name.
- iii. The Naming Committee will decide when the Regents must approve such a naming.

2. NAMING SPACES WITHIN OR OUTSIDE FACILITIES

a. Large Additions and Wings

- i. **Large Addition.** A larger building component that is erected after the building’s original construction and that, although attached to a parent structure, is designed and sited in such a way, and is of sufficient size to appear as a discrete and almost separate structure. A large addition generally warrants exterior signage.
- ii. **Wing.** A smaller component of a building as originally constructed or as later added, which does not appear to be structurally separate from the parent structure. Wings, however, consist of multiple elements within a building that may include classrooms, laboratories, faculty offices, meeting rooms, an auditorium and/or an atrium, and will generally be more than one floor if the building as a whole consists of more than one floor. Towers, pavilions, and

houses of residence halls are considered wings for the purpose of this Policy.

- iii. Large additions and wings may be named for donors or to honor individuals associated with the university following the same standards for naming university facilities set forth above (Section 1) and in the Unit Fundraising Naming Opportunity Plan.
- iv. The Regents must approve such a naming.

b. Small Additions/Expansions

- i. **Small Addition.** A smaller building component that is erected after the building's original construction and that is designed in such a way that it appears as part of the original structure. "Expansion" and "small addition" are considered to be synonymous terms. Expansions/small additions will not generally warrant exterior signage. If it is unclear whether an addition should be deemed a large addition or a small addition, the vice president for development, in consultation with the CFO, shall make the determination when the matter is presented to the Naming Committee.
- ii. A Unit Head may propose honorific or donor namings for expansions/small additions following the Unit Fundraising Naming Opportunity Plan.
- iii. Approval from the Regents is not required unless the naming is unusually prominent, sensitive, or subject to heightened public interest.

c. Large Interior Spaces

- i. **Large Interior Space.** A section of a facility that is a smaller component than an addition or a wing, but is of prominence within the facility and is larger than a single room (such as a classroom or conference room). A larger interior space or a section of a facility, however, generally consists of a singular element within the facility, such as an atrium, auditorium, or library (where less than the entire building is devoted to library purposes).
- ii. A Unit Head may propose honorific or donor namings for large interior spaces, individual rooms, and incidental items following the Unit Fundraising Naming Opportunity Plan.
- iii. Approval from the Regents is not required unless the naming is unusually prominent, sensitive, or subject to heightened public interest.

d. Major Exterior Spaces

- i. **Major Exterior Space.** A plaza, mall, or field which is associated with more than

one non-connected building. A plaza or mall is visible and prominent, and may function as a campus entry-point with multiple uses. A field comprises a prominent open space that is conspicuous in its own right.

- ii. Major exterior spaces may receive donor or honorific namings following the same standards for naming university facilities set forth above (Section 1) and in the Unit Fundraising Naming Opportunity Plan.
- iii. Approval from the Regents is required for the naming of major exterior spaces that are accessible to all/the public.
- iv. Approval from the Regents is not required for major exterior spaces that are not accessible to all/the public.

e. Small Exterior or Interior Spaces

- i. **Small Non-Public Exterior Spaces.** Courtyards are contained primarily within the footprint of a building or connected cluster of buildings. Courtyards and other non-public exterior spaces that have restricted public access are treated like rooms for the purpose of naming.
- ii. Small non-public exterior spaces, including courtyards; and small interior spaces, including rooms, plaques, etc.; may carry honorific or donor names as determined by the Unit Head and following the Unit Fundraising Naming Opportunity Plan.
- iii. The Unit Head will be responsible for carrying out the intent of any honorific or donor naming at this level. No other approval is necessary.

f. University Owned Streets and Drives

- i. Streets and drives are named by the Regents in memory of deceased Regents.
- ii. When the city vacates part or all of a street to the university, the former street name should be continued if it remains a street and should be carried over in some form if the vacated street section is used for other purposes, such as a pedestrian mall.
- iii. Approval by the Regents is required for the naming.

3. OTHER NAMING CONSIDERATIONS

a. Propriety of Donor-Designated Namings

Because a naming forges a permanent link in the public mind between the university and the designated name, the university must exercise discretion and perform the

appropriate due diligence based upon all the facts and circumstances associated with a proposed gift. Care should be taken that the naming is appropriate and desirable, whether the proposed name is the name of an individual donor, or is a corporate name or other descriptive words. It is recognized that a donor naming is not always a personal or corporate name. For example, fundraising may also result in a seemingly functional name such as the Michigan League or the Michigan Union, in which case a renaming may be proposed only after considering sensitivities and after consultation by the Naming Committee.

b. Dual Namings

A single facility or space may be impressed with two honorific namings, or may be named in honor of two unrelated donors, or may be named under an honorific naming and also in recognition of a donor. An existing naming may be converted to a dual naming (i) if the dual naming does not violate a contractual commitment of the university to any donor, (ii) following consultation, and with sensitivity to, the party whose name is currently applied to the facility or space, and (iii) with sensitivity to the history and traditions of the university. Dual namings may also be accomplished by assigning a new donor-designated name or an honorific name to either (i) an interior or exterior space situated within a larger interior or exterior space, or facility that is already named, or (ii) an interior or exterior space, or facility encompassing a smaller interior or exterior space that is already named. These would be considered “layered” namings.

c. Perpetuation of Namings

The university is committed to retaining the name of each facility, space, and street (collectively referred to in this paragraph as a “facility”) bearing a donor-designated name or honorific name. The name is intended to remain for the life of the facility subject to the following:

- i. For honorific names, the university may remove or relocate them at its discretion. The university may, when appropriate and possible, notify the honoree or known family members if the honoree is deceased of the removal or relocation.
- ii. For donor-designated names, the university may remove or relocate them in accordance with the mutually agreed upon terms in gift agreements or other governing documents.

If the facility is razed or substantially altered or if the primary SCU occupying the facility changes at some future date, the university will recognize the donor or honoree in an appropriate way, as approved by the Naming Committee.

d. Functional Namings

Functional namings shall be determined by the associate vice president for facilities and operations if a donor or honorific name has not been assigned to the facility. A functional name may later be replaced by an honorific or donor name in accordance with these Policy and Procedures. For facilities on the University of Michigan-Flint (UM-Flint) and University of Michigan-Dearborn (UM-Dearborn) campuses, the chancellor or his/her designated representative shall determine the functional names after consultation with the University Planner's Office.

4. GIFT TYPE AND PAYMENT

- a. Gift Type.** Donor namings generally require current gifts of cash or readily marketable assets payable within five pledge years. Pledges that include assets not readily convertible into cash or planned gifts are exceptions that must be approved by the Naming Committee. Gifts for facilities namings may be completely expendable or have an endowed portion as determined by the Unit Head and Naming Committee.
- b. Binding Payment Obligation.** The university requires a binding commitment from donors to document the naming. The Naming Committee may grant an exception, provided the non-binding agreement includes a contingency in the event of non-payment. Contingencies may include (i) a guarantee of payment from someone other than the payor (e.g., separate guarantee from individual when a donor advised fund is payor), or (ii) a provision terminating the naming. Further, if the gift is to be used to pay for the construction, the SCU and the university must agree on a plan to provide necessary funding in the event of non-payment.

POLICY EXCEPTIONS

Exceptions to the Policy may be made by the Naming Committee in consultation with the associate vice president for facilities and operations, and with other university officers as determined appropriate by the Naming Committee. However, approval by the Regents, without exception, is required for all namings, and removal or transfer of namings of the following: new facilities, existing facilities, large additions and wings, and any other space deemed unusually prominent, sensitive, or subject to heightened public interest.



Office of University Development

Naming Policies, Procedures, Guidelines

Procedures: Facilities, Spaces, and Streets Namings

INTRODUCTION

To protect the university's interests and traditions, various levels of approval are required for naming university property. The Facilities, Spaces, and Streets Namings Policy and these Procedures will govern naming practices of all university property, including those properties situated beyond the university's campuses.

1. DEFINITIONS

- a. **Naming Committee.** The committee responsible for implementation and oversight of this Policy and Procedure. The committee includes the university's executive vice president and chief financial officer ("CFO"), the provost and executive vice president for academic affairs ("provost"), the executive vice president for medical affairs, and the vice president for development. The vice president for development will be considered the administrative chair of this group.
- b. **Unit Fundraising Naming Opportunity Plan.** The plan that schools, colleges, and units ("SCUs") develop to outline naming opportunities within facilities where gifts are expected to represent a significant source of construction funding.
- c. **Unit Head.** Either (i) the dean or director, or their designee, (ii) the executive officer or designee having authority for the SCU, and (iii) the University Planner's Office for all exterior spaces, and for plaques and benches.

2. SUMMARY OF APPROVAL REQUIREMENTS

- a. **Board of Regents ("Regents") approval** is required for naming:
 - i. Facilities.
 - ii. Large Additions and Wings.
 - iii. Major Exterior Spaces (public places accessible to all).

- iv. Streets.
- v. Any other naming the president and executive officers deem unusually prominent, sensitive, or subject to heightened public interest.

b. President and Executive Officer Approval is required for naming:

- i. Small Additions/Expansions.
- ii. Large Interior Spaces.
- iii. Major Exterior Spaces (not public places accessible to all).
- iv. Any other naming a Unit Head considers unusually prominent, sensitive, or subject to heightened public interest.

c. Unit Head Approval is required for naming:

- i. Small Exterior and Interior Spaces.

3. APPROVAL PROCESS FOR THE REGENTS TO NAME FACILITIES, SPACES, AND OTHER AREAS EXCEPT STREETS

- a. SCUs create a Unit Fundraising Naming Opportunity Plan to identify naming opportunities for newly constructed facilities and spaces.
- b. The Unit Fundraising Naming Opportunity Plan is reviewed by the Naming Committee, the University Planner's Office and, if construction will require the Regents' approval, the Regents.
- c. After the above parties review, the Request for Approval of Project and Authorization to Appoint Architect may be submitted to the Regents, bearing in mind that the plan must necessarily remain tentative and subject to change at the outset. This is the first of the two required submissions to the Regents for construction.
- d. For donor namings, the Unit Head originates the naming proposal consistent with the Unit Fundraising Naming Opportunity Plan. For honorific namings, the Unit Head originates the naming proposal.
- e. The originator recommends the naming proposal to the vice president for development who serves as chair of the Naming Committee.
- f. The vice president for development will exercise due diligence when dealing with donors designated in the naming proposal.

- g. The Naming Committee reviews the naming proposal, consulting with the associate vice president for facilities and operations, and others as appropriate.
- h. If the Naming Committee approves the proposal, they forward it, with recommendations, to the president and executive officers for review and approval.
- i. Donors must sign a gift agreement with a legally-binding payment obligation. This must be done before taking the proposal to the Regents.
- j. The president and/or executive officers propose the name to the regents for approval.

4. APPROVAL PROCESS FOR THE PRESIDENT AND EXECUTIVE OFFICERS

- a. For donor namings, the Unit Head originates the naming proposal consistent with the Unit Fundraising Naming Opportunity Plan. For honorific namings, the Unit Head originates the naming proposal.
- b. The originator recommends the naming proposal to the vice president for development as chair of the Naming Committee.
- c. The Naming Committee reviews the naming proposal. If it approves the proposal, they forward it with recommendations to the president and executive officers for review and approval.
- d. Approval from the regents is not required.

5. APPROVAL PROCESS FOR UNIT HEADS

- a. For donor namings, the Unit Head selects the name consistent with the Unit Fundraising Naming Opportunity Plan. For honorific namings, the Unit Head selects the name.
- b. The Unit Head consults with the University Planner's Office for naming guidelines.
- c. No other approval is required.

6. APPROVAL PROCESS FOR THE REGENTS TO NAME STREETS

- a. The regents, on recommendation from the president or executive officers, may propose and approve namings for university-owned streets and drives.

7. CONSULT THE UNIVERSITY PLANNER'S OFFICE:

- a. To inquire about existing names which are not within the domain of any university SCU.
- b. For guidelines for smaller spaces, plaques, and benches.
- c. For assistance in gathering background information to develop a naming proposal that requires the regents' approval.
- d. For guidelines and procedures regarding exterior signage for buildings and other facilities (also refer to the University's Wayfinding and Signage Guidelines, available from the University Planner's Office).

8. REPOSITORY OF NAMINGS

- a. Each SCU will keep a current repository of donor-designated and honorific namings within the SCU. The Office of University Development ("OUD") will keep a current repository of all namings not within the domain of any specific SCU.
- b. The vice president for development will be responsible for maintaining a master list of facility naming opportunities, both donor and honorary (except those within the unit only), and will share this list with the regents, the Naming Committee, and the University Planner's Office, as requested.
- c. Contact the University Planner's Office to inquire about existing names which are not within the domain of any SCU.