



Policy Number:	2.051
Originating Office:	Office of the President
Responsible Executive:	President
Date Issued:	06/07/2019
Date Last Revised:	06/07/2019

Naming Policy

Policy Contents

I. Reason for this Policy.....	1
II. Statement of Policy	1-3
III. Definitions.....	3-3
IV. Procedures	4
V. Related Documents, Forms and Tools.....	6

I. REASON FOR THIS POLICY

The University of South Dakota Naming Policy establishes a uniform procedure for naming of university properties, programs and positions to recognize scholarly distinction, distinguished service and generous gifts. This policy upholds the mission and reputation of the university and complies with South Dakota Board of Regents Policy 1:27.

II. STATEMENT OF POLICY

South Dakota Board of Regents policy 1:27 sets the monetary value of facilities that require BOR approval for naming. In addition, BOR shall approve the naming of programmatic units such as colleges, schools, institutes, centers or departments. The university president may name wings, halls, rooms or other areas within buildings, along with chairs, lecture series or other funded academic honors.

A high level of consideration and due diligence is required to ensure that the proposed naming upholds the purpose and mission of the University of South Dakota. It is deemed inappropriate to name any facility, program or position for any corporation or person whose public image, products or services conflicts with the University’s purpose and mission.

The University reserves the right to review naming at any time. The president retains discretion to make exceptions to this policy and to alter criteria or conditions of this policy and the corresponding procedures as appropriate to the circumstances.

USD Committee on Naming: The University president will establish a Committee on Naming to research naming proposals based on the criteria in this policy and to advise the president on all naming opportunities. The committee shall include the following positions or their designees: provost, vice president for administration and finance, and CEO of the USD Foundation. The president may appoint additional members of the committee as needed for the committee to perform its duties. Members shall be persons who have an understanding of the impact of names to the overall mission and excellence of the university.

Philanthropy and Corporate Naming: Proposed naming opportunities and their assigned monetary values must be reviewed by the Committee on Naming and approved by the president before finalization of any associated gift or naming agreement. If the solicitation of a gift involves naming subject to South Dakota Board of Regents approval, the Board shall be apprised of such solicitation in advance to the extent required by BOR Policy 1:27.

A donor may be recognized when a corporation, organization or person has provided substantial funding for a facility or other entity as defined below. The Committee on Naming, along with the university president, will determine what is considered “substantial funding” based on the types of naming opportunities.

1. **New Construction** (which may include maintenance endowments): Gift amounts shall provide a substantial portion of the project’s total cost.

2. **Existing Spaces:** The gift amounts shall provide a substantial amount of funding for maintenance, repairs, and enhancement of a facility or space. Consideration shall be given to the visibility and use of the space, current market, donor interest, and campus and peer institution comparables.

3. **Colleges, Schools, Departments, and Programs:** The amount of the gift shall provide significant program improvements that transform the unit, elevate the quality and status of the unit, and make the unit more competitive.

Honorific Naming: Consideration may be given to naming a facility for non-monetary reasons as an honor to someone who upholds the university's ideals and reputation through distinguished service to the university in an academic, administrative, or by

other exceptional ways which have significantly contributed to the welfare of the university. Likewise, a name may be given for distinguished service beyond the university through civic leadership or humanitarian activities. Serving regents, elected officials, and institution employees are not eligible for a naming opportunity except in extraordinary circumstances.

Gifts of Tangible Property: The university president reserves the right to decline gifts of tangible items or memorials after considering the items' consistency with the mission of the University and obligations the university may be required to undertake to maintain the item gifted.

Duration of Naming and Discontinuance: The duration of any naming shall take into account the overall impact to the University and its programs. The university reserves the right to negotiate the duration of the naming when the gift agreement is being drawn up by the USD Foundation. The university further reserves the right to review and discontinue a naming at any time, subject to the provisions in this Policy and Board of Regent Policy 1:27.

Signage: All interior and exterior signage for naming recognition shall be in compliance with campus design and branding guidelines and shall be reviewed by the appropriate committees or offices on campus. The vice president for finance and administration shall submit the final signage design to the president for approval. Construction completion signage shall comply with Board of Regents policy 6:7 and 1:27.

Waiver: Exceptions to this policy may be approved in extraordinary circumstances. These will be reviewed by the president, legal counsel and, when warranted, approved by the Board of Regents.

III. DEFINITIONS

FACILITIES: Any building, part of a building, structure, street, drive, landscaped area, outdoor art, open space, physical improvement or other property under the administrative control of the university.

PROGRAM: Any academic or non-academic program, school, college, institute, center, etc. along with named funds to support students (e.g. significant scholarship program, fellowships, awards, funds, etc.). This definition generally excludes individual scholarships established by donors and the USD Foundation.

Position: Endowed faculty positions (e.g. chairs, professorships, expert-in-residence, etc.)

Tangible Property: Non-monetary items gifted for the purpose of display on university property or for use by the public and university community (e.g. landscaping, art works, seating, gates, flag poles, plantings, etc.)

IV. PROCEDURES

Naming Process

1. A naming request shall be submitted to the Committee on Naming. The committee may design a form or a list of required information that must accompany the request.
2. In the case of philanthropic and corporate naming, the proposed naming opportunities and their assigned monetary values must be reviewed by the Committee on Naming and approved by the president prior to finalization of any associated gift or naming agreement. If the naming opportunity requires Board of Regents approval, the Board shall be apprised of such naming opportunity in advance to the extent required by BOR Policy 1:27.
3. In all cases, the Committee on Naming shall review any prior gift agreements related to the facility, program, or position to identify potential inconsistencies or conflicts with prior gift obligations. The Committee on Naming must also complete a detailed due diligence review of the person or entity prior to naming to ensure there are no conflicts of interest and to ascertain the desirability of linking the name to that of the university.
3. Upon review and approval by the Committee on Naming, a recommendation is sent to the president for consideration. The recommendation shall set forth the recommended duration of the naming, consistent with the guidelines set forth in this Policy.
4. The university president shall review the recommendation of the Committee on Naming and may request additional information
5. The university president may, in extraordinary circumstance, make exceptions to the recommendation of the Committee on Naming.

6. The president shall forward the naming recommendation to the Board of Regents for approval if required by BOR policy 1:27. For all other naming the president may approve or deny the request.

7. Upon approval by all parties, the USD Foundation shall complete donor communication and documentation.

Duration of Names

TERM NAMING

a. A name may be approved for a period of years, as specified in the Naming Request Form or by action of the Committee on Naming. The length of time will be based on the amount of funds donated and the type of space or program that is sponsored, along with other conditions determined by the Committee on Naming.

b. The proposed duration of the name will be specified when the name is presented for consideration.

c. For corporate or organizational naming, the term for the naming of the building, area or space will normally be limited to a period not exceeding 25 years.

d. In cases where a corporate name is proposed to remain for the life of the facility, the legal agreement between the USD Foundation and the corporation should address the process and the financial responsibility for changing the name, along with signage, in the event that the sponsoring corporation ceases to exist or changes its name or logo.

LIFE OF PROJECT NAMING

a. The name of a facility or program may be approved to remain up to the duration of the useful life of that facility or the duration of the program.

b. In the event of demolition or major renovation to a facility with a life-of-project name, existing names will not automatically transfer to the new or renovated facility, regardless of whether demolition or renovation was necessitated by the purposeful acts of the university, accident, force of nature, or other internal or external forces. The university reserves the right to consider a variety of options, including but not limited to:

- i. Transferring the existing naming to the replacement or renovated facility;
- ii. Considering new naming options;

iii. Continuing the original recognition in alternate ways, including but not limited to commemorative signage approved by the appropriate USD office or committee denoting the previous name and years of recognition.

c. In the event that a life-of-project-named academic program, college, department, institute or center is discontinued, the university reserves the right to continue recognition in alternate ways.

PERPETUAL NAMING

a. Honorific naming and approved names supported by an endowment shall generally be considered perpetual.

b. In the event that a named facility or space changes function, the appropriate authority (university or Board of Regents) shall review any related gift agreements to ensure any naming or function change is consistent with previously established stipulations.

c. Additional names may be added to a building when significant funding is needed to renovate an existing facility in order to meet the programmatic needs of the unit. Any proposal to add additional names in recognition of a gift shall go through the university naming process. In general, the naming of a building shall not prohibit naming gifts for subparts of that building (classrooms, halls, etc.).

REMOVAL OF A NAME

The university may remove or discontinue a previously approved name in cases where a corporation or private donor fails to fulfill a commitment upon which the naming was approved. The university also reserves the right to remove or discontinue use of a name if the continued use of the name may compromise the public trust and/or reputation of the university. This will be done with deliberation by the president and Committee on Naming and, where necessary, authorization by the Board of Regents.

V. RELATED DOCUMENTS, FORMS AND TOOLS

BOR Naming Request Form, https://www.sdbor.edu/policy/Documents/1-27_SDBOR_Naming_Request_Form.pdf#search=naming%20request%20form

BOR Policy 1:27 - Naming of Institutional Facilities, Programmatic Units or Funded Academic Honors, <https://www.sdbor.edu/policy/documents/1-27.pdf>

BOR Policy 6:7 - Building Plaques,
<https://www.sdbor.edu/policy/documents/6-7.pdf>