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Responsible University Office:

Chancellor's Office

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Chancellor

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Naming of Units and Facilities Policy

POLICY CONTENTS

Scope

Policy Statement

Procedures

History

Scope

This policy clarifies authority, approval and reporting requirements, and procedures for naming UNK organizational *Units* [RP 2.6.1] and *Facilities* [RP 6.2.7] consistent with NU Regents Policy.

Units are:

“academic organizational units . . . such as a College, Program, Department, Center, Institute or School” [RP 2.6.1(1)]. *Generic Names* used to identify *Units* include “College of Architecture, College of Arts and Sciences, College of Journalism, School of Public Administration or School of Communication” [RP 2.6.1(2)(b)].

Facilities are:

“any physical structure or space required by an institution for the performance of its programs and related activities, including any new, existing, or leased building, a wing of a building, a room or cluster of rooms, or other significant features such as a fountain, monument, plaza, garden, landscaped area, or street” [RP 6.2.7(2)(a)]. *Generic Names* used to identify *Facilities* include “Coliseum”, “College of Dentistry”, “College of Business Administration”, “East Campus Union”, “Health and Sports Center”, “Husker Village”, “Maverick Village”, “Nebraska Hall”, “Nebraskan Student Union”, and “West Center Building” [RP 6.2.7(2)(c)].

Policy Statement

1. The Chancellor and NU President shall approve and report to the Board of Regents:
 - a. assignment of a *Generic Name* to a UNK *Unit* [RP 2.6.1(3)(a)].
 - b. assignment of a *Generic Name* to a UNK *Facility* [RP 6.2.7(3)(a)].
 - c. naming of a UNK room or a small cluster of rooms or a small campus feature such as a garden footbridge, or landscaped area in honor of an individual/family/organization [RP 6.2.7(3)(b)].
2. The Board of Regents shall approve, upon the recommendation of the Chancellor and NU President, the naming of a UNK building or wing of a building, a fountain, a monument, or large campus area such as a plaza or street in honor of an individual, a family, or an organization [RP 6.2.7(3)(c)].

3. UNK *Units* and *Facilities* may be named for an individual(s), family, or entity meeting one or more of the following criteria:
 - a) Extraordinary service to UNK as a faculty member, staff member, or officer;
 - b) Alumni who have provided extraordinary service to UNK;
 - c) Distinguished persons who have provided extraordinary service to UNK or who otherwise merit special recognition;
 - d) Donors who have made a significant financial contribution to the UNK campus or a UNK college, unit, or related program; and/or
 - e) Donors who have made a significant financial contribution to UNK toward the construction of a new *Facility*, major renovation of an existing *Facility*, or an endowment for maintenance and operating costs of a *Facility*, program, or activity.
4. Except for naming in honor of an individual(s) designated by donors [criteria 3(d) and/or (e) above] **or** unless expressly waived by the Board of Regents:
 - a) UNK *Units* and *Facilities* shall not be named for individuals currently employed by UNK, NU or the State of Nebraska nor sooner than five years following their departure, death, or retirement. [See RP 2.6.1(4)(b) & RP 6.2.7(4)(b)]
 - b) UNK *Units* and *Facilities* shall not be named for elected officials nor sooner than five years after the end of their service in office.
5. Except when assigning a *Generic Name*, the Chancellor and Cabinet shall conduct a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to UNK, whether the name is and will continue to be a positive reflection on UNK and will not detract from UNK's reputation as a public institution of higher education, and whether the name comports with the purpose and mission of UNK. A due diligence review shall include:
 - a) Review of any potential conflict of interest issues affecting UNK;
 - b) Review of potential impact upon the academic or research autonomy of UNK;
 - c) Evaluation of the impact on future giving by the donor or others;
 - d) Consultation with General Counsel to ensure compliance with applicable policies/laws/regulations;
 - e) Consultation, as necessary, with the University's bond counsel to determine if a proposed naming would adversely affect existing or future tax-exempt bonds.
6. Additional due diligence shall be undertaken before recommending the naming of any *Unit* or *Facility* to include the name of a commercial enterprise—in order to avoid any appearance of commercial influence or conflict of interest—and only if the proposed name:
 - a) is appropriate in the educational and public setting of UNK;
 - b) will not detract from the University's use of the Facility or UNK's reputation as a public institution of higher education; and
 - c) will not result in impermissible commercial endorsement or advertising benefitting the commercial enterprise.
7. Duration of Names and Name Changes will be consistent with RP 2.6.1(6)(a-e) and RP 6.2.7(6)(a-f).
8. Names in existence at the time of the adoption of this policy shall remain in effect, subject to future renaming consistent with this policy and subject to restrictions in any gift agreements related to the prior naming action.

Procedures

1. Any proposal to name a UNK *Unit* or *Facility* shall include a convincing justification and be formalized in writing and delivered to the Chancellor electronically or in hard copy. Proposals may be submitted by or on behalf of an individual(s), donor(s), department, unit, entity, etc.
2. The Chancellor shall engage the Cabinet in the conduct of due diligence reviews of eligible proposals consistent with this policy and RP-2.6.1 and RP-6.2.7.
 - a) Reviews shall include consultation with individuals, departments, units, entities, or the campus as a whole, as the scope and/or impact of a proposal may merit and/or to ensure appropriate expertise and representation required for conducting a circumspect review.
 - b) Reviews may include:
 - consultation with the NU Foundation and NU President relative to proposals involving donors and specifically in regard to interpreting the “significance” of financial contributions consistent with UNK and University standards.
 - additional due diligence in instances involving the name of a commercial enterprise.
 - coordination with General Counsel and the University’s bond counsel if required.
3. The Chancellor will coordinate approval and reporting requirements with the President and Board of Regents in accordance with sections 1 & 2 of this policy.

History

Policy updated from existing UNK Policy/Procedures (2017)