

# Salisbury University

## VI-4.00 NAMING OF FACILITIES AND ACADEMIC PROGRAMS

### I. Policy Statement

To ensure that Salisbury University facilities, buildings and Programs are named consistently with the University's principles, ideals and values and in accordance with the USM Policy VI-4.00, Policy on the Naming of Buildings and Academic Programs.

### II. Purpose

To encourage the naming of major facilities and Programs that honor scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University, and to ensure that any such naming undergoes a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the University.

### III. Definitions

- A. Facility: Planned and existing University buildings of all types, major new additions to existing buildings, as well as institution grounds and athletic facilities, all major outdoor areas including streets, entrances, gates, and landscape features such as quadrangles, gardens, laws, fountains, and fields. Interior space within facilities (laboratories, classrooms, practice rooms, lecture halls, etc.) and minor landscape features such as benches or sidewalk ricks are not covered by this Policy.
- B. Programs: Colleges, schools, departments, centers, institutes, and Programs, including those that are online or virtual. Scholarships, fellowships and chairs are not covered by this Policy.
- C. Honorific: Naming a Facility or Program for scholars or other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to Salisbury University or the state of Maryland.
- D. Philanthropic: Naming a Facility or Program after an individual or organization whose charitable contributions(s) enhances the vision and mission of Salisbury University.

#### **IV. Procedures**

- A. To initiate the process for consideration of a proposed Philanthropic or Honorific naming request for a Facility or Program, a formal request must be submitted to the University's Executive Committee ("Executive Committee"). The Executive Committee will review all proposed naming requests under the criteria set forth below for Philanthropic and Honorific Naming (Section V) and will use its best efforts and maximize use of available resources to research the appropriateness of names based on the additional factors:
  - 1. Philanthropic efforts of the individual
  - 2. Profession of an individual
  - 3. Activities/opinions as they relate to diversity and inclusion
  - 4. Unethical, immoral or illegal behavior of an individual
  - 5. Public financial holdings/activities of an individual
  - 6. Historical activities that occurred at a given place (included for proposed names inspired by prominent geographic entities); and
  - 7. Location and landmarks where heinous acts occurred shall not be considered.
  
- B. The Executive Committee will provide its report and final recommendation on the proposed naming request to the President, including the rationale for the naming, including background regarding the individual and how the naming reflects positively on the institution and USM. The President, upon review and approval, will submit the proposed Honorific or Philanthropic naming request to the USM Vice Chancellor for Advancement for consideration by the full USM Board at the USM Board meeting.
  
- C. Naming authority for facilities and academic Programs lies with the USM Board of Regents. No public announcement of a Philanthropic or Honorific naming can be made prior to the USM Board of Regents approval, and any such announcements should be scheduled in coordination with the USM Chancellor's Office.

#### **V. Requirements and Criteria for Philanthropic and Honorific Naming**

- A. Philanthropic Naming
  - 1. The present value of the gift to the University should be an amount equal to or greater than 7.5% of the cost to construct or substantially renovate the building.
  - 2. The naming of existing buildings not targeted for substantial renovation will be considered on a case-by-case basis. The

underlying principle of such naming should be to honor a significant gift or history of significant giving to the institution.

3. Gifts made to fund the direct costs of construction or renovation, or to establish an endowment in support of maintenance or Program costs, are encouraged and will receive more favorable consideration proposed for naming.
4. The building to be named should be approved for construction or renovation in the University's Capital Improvement Plan.
5. If a naming opportunity is being considered for a set period of time (naming rights to an athletic field, for example), the cost of installing and removing the name should be a consideration.
6. The gift may be in cash or in the form of a legally binding pledge, provided however, that if in the form of a pledge, it should be paid in full within five years. A portion of the gift may be in the form of an irrevocable trust or bequest, provided that the donor is age 75 or older. If a bequest, there must be a legally binding pledge backing up the bequest. The Executive Committee may consider exceptions to these gift provisions as listed in this item if a strong rationale is provided.

B. Honorific Naming

1. In cases where Facility and Program naming is Honorific, they should be named for scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University.
2. No campus Facility or Program will be named for an individual employed by or formally affiliated with the University, USM or the State of Maryland, unless and until one year has passed since the individual's USM or State employment or affiliation has ceased.
3. Exceptions may be considered if an individual has completed 10 years of service to the University and/or the USM and is currently serving in a position of reduced responsibility (i.e. from institution president to faculty status).
4. If there are health issues or special family circumstances.

C. Naming Resulting from Fundraising Appeals

On occasion, fundraising appeals are organized to honor an individual via the naming of a Program or Facility.

1. The University will seek approval from the USM Board of Regents before launching a public fundraising campaign and will clearly describe in associated fundraising materials any prerequisites that are related to or limit the naming opportunity.

2. The total funds raised should conform with the gift minimums and terms and guidelines described above in Section V (Philanthropic and Honorific Naming).
3. Before the naming is announced to the general public, the University will report to the USM Board of Regents that the conditions described in the request were met.

## **VI. Procedures for Removal of Name from Facility or Program**

- A. To initiate the process for consideration of the withdrawal and renaming of a Facility or Program, students, faculty staff or alumni desiring the removal of a name or a renaming should submit a request to the University's President, which include a letter providing a rationale for the request, and a petition of support signed by members of the University community. The President may impose a signature threshold in order to consider the petition. Alternatively, the President may determine that requests should come via resolution of the University's shared governance bodies.
- B. The President will review the request for factual accuracy and relevance and determine if the request should undergo a formal review. The President may ask for additional information from the requestor(s) before moving forward with a review.
- C. If the request undergoes formal review, the President may form a special committee. The committee may include faculty with relevant expertise, senior administrators, student leadership, and alumni or volunteer representation. The committee will be given a charge to:
  1. Embrace the role of the University as a training ground for citizens and future leaders and be true to the University mission.
  2. Ensure meaningful outreach to, and engagement with, the entire University community.
  3. Apply intellectual rigor that will bring context, a respect for tradition balanced with regard for discovery and changing viewpoints, and a perspective that such decision must serve the University for the long erm, not just a particular moment.
  4. Consider other elements as appropriate.
- D. The committee will review the request, applying considerations listed in USM Policy VI—4.00 Policy on the Naming of Facilities and Programs, Appendix A (*Guidelines on Renaming and Removal of Names at USM Institutions and Regional Centers*) (attached to the University's Policy as Appendix A) as well as other considerations deemed appropriate.

- E. Gift-related Naming. In the case of a gift-related naming, the USM Board of Regents reserves the right to remove names from facilities and Programs when the gift remains unpaid beyond the five-year limit. Should this occur, the University, with approval of the Board of Regents, may name an area of the Facility or seek another appropriate naming opportunity that would be proportionate to the value of the gift received.
- F. Useful Life. The naming of a Facility or Program follows the Facility or Program for its useful life unless otherwise determined by the University, with the approval of the USM Board of Regents.
- G. Controversial or Changed Circumstances. If a previously approved naming violates the standards or values of the University or USM, compromises the public trust or reputation of the University, or is contrary to applicable law, the University, with the approval of USM Board of Regents, may remove a name. Removal of a name should be rare, and the case for removal must be compelling and well researched.

**VII. Responsible Department**

The Office of the President, in consultation with University Advancement & External Affairs, is responsible for administration of this Policy.

**VIII. Related Policy**

BOR USM Policy VI-4.00, Policy on the Naming of Facilities and Programs

Effective: June 1, 2021