

A-22 POLICY Naming of College Facilities

1.Purpose

The College seeks to develop and follow a uniform and consistent manner to assign names to College facilities or parts of facilities.

2.Definitions

- a. “Facility” means any physical structure or space owned or required by the College for the performance of its programs and related activities. Facility shall include 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. This Policy shall not apply to interior spaces of a Facility which describe their functional purpose, i.e. maintenance room, closet or restroom.
- b. “Facility Identification” means the name or title used to designate a particular Facility for the purpose of specifically identifying it to members of the College community and to the general public.
- c. “Generic Name” when used in conjunction with the Facility Identification means the name that may be given to a Facility which is based solely upon the use or location of the Facility or upon an institutional mascot name, symbol or other identifier pertinent to the College without a modifier designating a particular person, family or organization. Examples of Generic Names are “Nebraska Hall”, “Education Square” and “Entrepreneurship Center”.
- d. “Particular Name” when used in conjunction with the Facility Identification means the name that may be given to a Facility which is based upon the particular name of an individual(s), family, organization, company, or commercial enterprise or upon a trademark or trade name owned by an individual, family, organization, company, or commercial enterprise other than the College. Examples of Particular Names are “Jack J. Huck Continuing Education Center”, “Eicher Technical Center”, “Stanley A. Matzke Resources Center Library”, and “G. Alan Dunlap Center”.

3.Authority for Naming Facilities

- a. Assignment of a Generic Name to a Facility shall be approved by the College President. Such naming shall be reported to the Board of Governors.
- b. Assignment of a Particular Name to a room or a small cluster of rooms or a small campus feature such as a garden, footbridge, or landscaped area shall be approved by the College President. Such naming shall be reported to the Board of Governors.

- c. Assignment of a Particular Name of a building or wing of a building, a fountain, a monument, or large campus area such as a plaza or street shall be recommended by the College President and shall be approved by the Board of Governors.

4. Criteria for Assigning Particular Names to Facilities

- a. A Facility may be assigned a Particular Name if the particular individual(s), family, organization, company, or commercial enterprise has met one or more of the qualifying criteria under subsection b and has met the Due Diligence requirements under subsections c, d, and e:
- b. The individual(s), family, organization, company, or commercial enterprise, where applicable, must satisfactorily meet one or more of the following qualifying criteria:
 - (1) Having provided or shown extraordinary service to the College as a faculty member, staff member, College officer, Board of Governors member, or College alumni;
 - (2) Distinguished persons who have provided or shown extraordinary service to the College or who otherwise merit special recognition;
 - (3) Donors who have made a significant financial contribution (as defined herein) to the College generally, to a campus, to a college or major unit, to a scholarship fund, to an equipment fund, or to a related program; and/or
 - (4) Donors who have made a significant financial contribution (as defined herein) toward the construction of a new Facility or major renovation of an existing Facility, an endowment for maintenance and operating costs of a Facility, or other program or activity of the College.
- c. Except for naming a Facility in honor of individuals designated by donors qualifying under subsections b.(3) and/or b.(4) of this Section 4, College Facilities shall not be named for individuals currently employed by the College or the State of Nebraska or elected officials. Unless expressly waived by the Board of Governors, a Facility shall not be named for an individual not otherwise qualifying under the exceptions in subsections b.(3) and/or b.(4) earlier than five years following the departure, death, or retirement of the person from the College or the State or the end of an elected official's service in office.
- d. There shall be a due diligence review of each Particular Name proposal to carefully consider the overall benefit of such naming to the College, whether the Particular Name is and will continue to be a positive reflection on the College and whether the proposed Particular Name comports with the purpose and mission of the College. Such due diligence shall include the following:

- (1) Review of any potential conflict of interest issues affecting the College;
- (2) Review of potential impact upon the academic or research autonomy of the College;
- (3) Evaluation of the impact on future giving by the donor or others;
- (4) Consultation with the College legal counsel to ensure compliance with applicable policies, laws and regulations; and
- (5) Consultation as necessary with the College's municipal securities (bond) counsel to determine if a proposed naming would adversely affect existing or future tax-exempt bonds.

e. In order to avoid any appearance of commercial influence or conflict of interest, additional due diligence shall be undertaken before recommending a Particular Name for any Facility that includes the name of an organization, company, or commercial enterprise. A Facility may be assigned a Particular Name that includes an organization, company, or commercial enterprise only if the proposed name (i) is appropriate in the educational and public setting of the College, (ii) will not detract from the College's use of the Facility or the College's reputation as a public institution of higher education, and (iii) will not result in impermissible commercial endorsement or advertising benefitting the commercial enterprise.

5. Procedures for Naming Facilities

No commitment for naming a Facility shall be made prior to approval of the proposed name in accordance with this Policy.

6. Duration of Names and Name Changes

- a. Naming of a Facility in honor of an individual(s) or family generally is expected to last either (1) for the useful life of the Facility, or (2) for the duration of ownership of the Facility by the College.
- b. Naming of a Facility in honor of an organization, company, or commercial enterprise generally will have a fixed time duration attached to the naming.

7. Prior Procedures and Facility Names

Facility 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 or donation agreements related to the prior naming action.

8.College President Procedures

The College President may establish additional requirements relating to naming of College Facilities not inconsistent with these Policies.

Related Procedure: A-22a

Adopted: 02/19/19

Reviewed: , 02/01/20

Revised: 02/01/20

Web link:

Tags: naming rights, naming policy