

UC Davis Policy and Procedure Manual

Chapter 200, Campus Organization and Management Section 51, Naming Properties, Programs, and Facilities

Date: 10/6/14

Supersedes: 7/30/07

Responsible Department: Office of Campus Planning, Facilities and Safety

Source Document: [University Policy on Naming University Properties, Academic and Non-Academic Programs, and Facilities](#)

I. Purpose

This section outlines policy for naming University properties, academic (nondegree) and nonacademic programs, and facilities in honor of persons or entities that have made important contributions to the mission of the University, and provides procedures for submitting a proposed name.

See [Sections 200-20](#) or [200-25](#) for information on naming academic units and programs, or [Section 200-50](#) on name changes for campus administrative units.

II. Definitions

- A. Major properties, programs, and facilities--those highly visible to the public, such as University land reserves, buildings, major centers of activity, and major or multicampus programs or facilities.
- B. Minor properties, programs, and facilities--those moderately visible to the public, such as streets and roads, portions of buildings, small outdoor areas, and single-campus programs or facilities.
- C. Other properties, programs, and facilities--those with limited public exposure, such as temporary facilities, areas within a laboratory, collections, and trees.

III. Authority

- A. The President retains authority for naming major properties, programs, and facilities. The President has delegated to the Chancellor authority for naming minor and other properties, programs, and facilities. This authority may not be redelegated.
 - 1. The Vice Chancellor—Campus Planning, Facilities and Safety is the official designated to coordinate naming proposals.
 - 2. The Office of Campus Planning, Facilities and Safety is designated as the office of record for naming proceedings.
 - 3. The Vice Chancellor—Development & Alumni Relations is the official designated to maintain records on gift documentation and the related consultation process, and assurance of consistency in donor and public communications related to each gift and its restricted use.
- B. Campus designations of properties, programs, or facilities (e.g., University Services Building, Bainer Hall Drive) are considered "project" or "budget" names; such designation or identification is generally the one used in the capital budget. Although campus designations may be used without formal approval by the President, such approval must be obtained for the name to be considered the "official" name.

IV. Policy

- A. Each proposal for naming for an individual or entity shall be considered on its merits.
- B. No commitment for naming shall be made to a donor or non-donor honoree prior to approval of the proposal for naming. Conditional agreements for naming may be made as part of the campus's ongoing fund-raising efforts so long as donors are informed that final approval is reserved for the President or the Chancellor, as appropriate.

- C. Service roads are named after a major nearby building (e.g., Kleiber Hall Drive). Major streets may be considered for naming after an individual according to the policies described below.
- D. When a facility or area is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the facility or the designated use of the area.
 - 1. Naming rights for spaces and facilities may be limited to a specific period of time, if so designated in the gift agreement.
 - 2. If a facility must be replaced or substantially renovated, or the use of an area redesignated, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action (see V.D and F, below).
- E. In any proposal for naming a program in recognition of a donor or a non-donor honoree, consideration should be given to ensure that any associated endowment will be sufficient to sustain the program, since the naming shall be in effect for the life of the program.
- F. When the proposed naming of a facility would recognize an individual, Regents' policy requires the complete name of the individual be used. The last name of the individual so honored may be used in referring informally to the facility and may be used on the name plaque affixed to the facility.

V. Naming Criteria

- A. Naming in honor of an individual, no gift involved
 - 1. Honorific namings are reviewed within the context of campuswide recognition and fundraising plans for University spaces and facilities.
 - 2. Generally, proposals for honorific namings without associated gifts will not be considered for spaces or facilities that had been previously identified as gift naming opportunities in fundraising plans.
 - 3. A proposed honoree shall have achieved distinction in one or more of the following ways:
 - a. While serving the University in an academic capacity, the individual has demonstrated high scholarly distinction and has earned a national or international reputation in the individual's field(s) or specialization.
 - b. While serving the University in an important administrative capacity, the individual has rendered distinguished service that warrants recognition of the individual's exceptional contributions to the welfare of the University.
 - c. Although not having served the University as an academician or administrator, the individual has contributed in truly exceptional ways to the welfare of the institution or has achieved unique distinction that warrants recognition.
 - 4. Waiting period
 - a. Submission of proposals to name major or minor properties, programs, and facilities in honor of an individual who has served the University as an academician or administrator, or has served the community, state, or nation in an elected or appointed position, are subject to the following waiting periods:
 - 1) Two years after retirement or other separation from the University or from elected or appointed office.
 - 2) Two years after the person's death, regardless of whether the person had retired or otherwise separated from the University.
 - b. Proposals submitted in compliance with 2.a.1, above, that are in process at the time of an individual's death may continue in process at the discretion of the Naming

Board.

- c. There is no waiting period for submitting proposals to name other properties, programs, and facilities.
- d. A naming in honor of an individual who has retired from the University but has been recalled to full or part-time employment may be made based on the earlier of the criteria in 2.a, above, notwithstanding the recall status.

B. Naming in recognition of a gift

1. In reviewing a request for approval of naming for a donor or for a person whose name is proposed by a donor, consideration shall be given to:
 - a. The eminence, reputation, and integrity of the individual or entity whose name is proposed; and
 - b. The relationship of the individual or entity to the University; and
 - c. The significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the University; and
 - d. The urgency of need for the project or for support funds for the project.
2. The gift shall constitute a significant portion of the total cost of the project to be named. The gift shall either (1) fund the total cost of the project, or (2) provide substantial funding for that portion of the total cost that would not have been available from any other source (such as federal or state loans or appropriations, student fees, bond issues).
3. To avoid any appearance of commercial influence or conflict of interest, due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.
4. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships.
 - a. Plaques in public places within buildings may recognize the contributions of corporations.
 - b. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express University appreciations should be modest in size and exclude corporate logos to avoid the appearance of advertising.
5. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.
6. When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving the University in an academic or administrative capacity, or is serving the community, state, or nation in an elected or appointed position, the naming may take effect upon approval.

C. Naming in recognition of a gift/private support for a specific fund-raising initiative or project

1. Prior to launching a campaign fundraising initiative, the proposed naming opportunities for donor recognition (e.g., naming spaces in a building in recognition of gifts/private support) must be submitted to the Chancellor according to the procedures in VI, below. 2. Upon approval of the naming opportunities, the unit responsible for the fund-raising initiative may conditionally offer to name a space with the following understanding:

- a. Naming of major properties, programs and facilities require ratification from the Naming Board, Chancellor, and the UC President and cannot be guaranteed.
 - b. The reputation and integrity of a donor or entity to be recognized will reflect positively upon the campus.
 - c. If a unit has any reservations about the naming (e.g., public relations, conflict of interest), it should consult with the Vice Chancellor--Development & Alumni Relations.
3. Upon completion of the fundraising initiative or project, a report must be submitted to the Chancellor, including the following information:
 - a. The spaces named in recognition of gifts and pledges received.
 - b. A brief biographical description of the donors or entities named.

D. Renaming

A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above. In addition, these principles shall be followed:

1. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by General Counsel. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.
2. When a facility that has been named has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another gift.
3. When an area named in recognition of a gift or in honor of an individual will be developed for another use, the new facilities may be named in recognition of new gifts.
4. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas. The source to cover the costs of this recognition shall be identified.
5. When a facility or area is proposed for renaming, campus or University representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

E. Transfer of name to different facility

Proposals may be submitted to transfer the name of a facility or area to a new location to accommodate the movement of a department or program into a new or renovated facility.

F. Changed circumstances

1. A proposal to change the function of a named facility or area requires documentation of the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, Campus or General Counsel shall be consulted.
2. If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, General Counsel will consult with the California Attorney General regarding future action.

VI. Campus Evaluation

- A. The Board for Naming of UC Davis Properties, Programs, and Facilities, appointed by the Chancellor in consultation with the Council of Deans & Vice Chancellors, shall consist of five

standing members that include faculty and staff representation.

1. The Naming Board is responsible for evaluating and making recommendations regarding the following types of proposals:
 - a. The naming of any major or minor properties, programs, and facilities for an individual or entity.
 - b. Naming in recognition of a gift to a fundraising initiative or project.
 - c. Designations of major properties, programs, and facilities.
 2. In extraordinary circumstances where the meeting schedule of the Board cannot reasonably accommodate review of a naming request at a regularly scheduled meeting, the Board may review, discuss, and vote on a proposal through e-mail or teleconference.
 - a. The final results of the vote and Chancellor's approval/disapprovals shall be sent to the Board members by the Chair.
 - b. Information regarding the final results and approval/disapproval shall be formally reported at the next scheduled meeting and reflected in the meeting minutes.
- B. All proposals will be evaluated in accord with criteria in V, above.
- C. Campus evaluation may include consultation with other bodies, such as Campus or General Counsel, Academic Senate Committee on Academic Personnel, deans of colleges and schools, department chairs, or faculty in the field.

VII. Procedures

- A. The initiator develops the naming proposal to include the following information:
1. Sufficient information, including background and description of property, program or facility (e.g., size, location, function) for evaluation of its merits as described in V, above.
 2. When naming for an individual, a biographical sketch of the individual.
 3. When for recognition of donors to a fundraising initiative or project:
 - a. A description of how the naming opportunities fit into the fundraising strategy.
 - b. A description of the space (e.g., floor plan of space to be named).
 - c. Size of gift required to name each space.
 4. For proposals entailing additional costs, indicate sufficient funds available to cover such costs (see also [Section 260-40](#) and [APM UCD-191](#)).
- B. The initiator submits the proposal through the appropriate dean/vice chancellor/vice provost to the Chancellor.
1. Proposals requiring Presidential approval must be submitted in the form of a draft Regents' agenda item (contact the Office for Campus Planning, Facilities and Safety for instructions).
 2. For namings associated with gifts, the initiator submits the proposal with the fundraising plan and/or gift agreement to the office of the Vice Chancellor—Development and Alumni Relations for preliminary review.
- C. The Chancellor (or designee) forwards the proposal to the Naming Board for review, comment, and recommendation. If the proposal is not appropriate under policy or is insufficiently documented, it will be returned to the initiator.
- D. The Naming Board evaluates the proposal, consulting with campus constituents as required,

and forwards recommendation to the Chancellor.

- E. The Chancellor either approves or disapproves the proposal and notifies the initiator.
 - 1. If the proposal requires approval by the President, the Chancellor submits recommendation to the Director—Development Policy and Administration at the Office of the President.
 - 2. If approved, the Chancellor provides the initiator with the Checklist of Notifications.

VIII. Further Information

For additional information, including provision of a naming request report template and a checklist, contact the Office of Campus Planning, Facilities and Safety.

IX. References

- A. Office of the President:
 - 1. [Policy on Naming University Properties, Academic and Nonacademic Programs, and Facilities.](#)
 - 2. Delegation of Authority--Policy on Naming University Properties, Programs, and Facilities, DA2002.
- B. Academic Personnel Manual:
 - 1. [APM-191, Policy on Endowed Chairs and Professorships.](#)
 - 2. [UCD-191, Endowed Chairs.](#)
- C. UCD Policy and Procedure Manual:
 - 1. [Section 200-20, Establishment or Revision of Academic Units.](#)
 - 2. [Section 200-25, Establishment or Revision of Academic Programs.](#)
 - 3. [Section 200-50, Name Changes for Campus Units.](#)
 - 4. [Section 220-01, Organized Research Units.](#)
 - 5. Section 220-15, Solicitation and Acceptance of Private Support.
 - 6. [Section 260-40, Memorial/Commemorative Funds.](#)
- D. Dollar Guidelines for Naming Academic and Nonacademic Properties, Programs, and Facilities in Honor of Donors.