



UNIVERSITY OF MINNESOTA  
**BOARD OF REGENTS POLICY**

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Administrative

NAMINGS

Adopted: June 11, 2010

**NAMINGS**

**SECTION I. SCOPE.**

This policy governs the namings of significant University of Minnesota (University) assets, including (1) honorary namings (Section IV); (2) namings associated with gifts or sponsorships (Section V); and (3) other namings (Section VI).

**SECTION II. GUIDING PRINCIPLES.**

(a) Naming for an individual or organization is an honor that forges a close link between the individual or organization and the University. As such, it is critically important that the integrity, history, behavior, and reputation of the named individual or organization be consistent with the academic mission and values of the University.

(b) The University shall ensure that namings preserve the long-standing traditions, values, culture, and prestige of the University.

(c) Namings as part of sponsorship agreements shall be consistent with the University's reputation and core values and the highest standards for business and financial integrity.

(d) The University shall maintain a consistent, coordinated, and transparent approach to naming that reflects the University's consultative and collaborative decision-making process, ensures the proper review and approval of all naming proposals, and preserves confidentiality consistent with applicable law.

(e) The University shall ensure coordination between: (1) the institution and recognized University foundations; and (2) fund-raising and academic units in order to maintain alignment of institutional and development priorities and compliance with University policies and procedures.

**SECTION III. DEFINITIONS.**

**Subd. 1. Significant University Assets.** *Significant University assets* shall mean tangible or intangible resources of the University that are of significant prominence or visibility. Assets include but are not limited to the following: colleges and schools; University-level academic programs, centers, and institutes; lectureships, fellowships, professorships, and chairs; and buildings, significant portions of buildings, grounds, physical structures, streets, and areas.



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**Subd. 2. Donor.** *Donor* shall mean a person or entity transferring money or other property to the University or one of its recognized foundations in connection with a naming, whether or not the donor is the subject of the naming.

**Subd. 3. Gift.** *Gift* shall mean a transfer of, or promise to transfer, money or other property to the University without reciprocal benefit to the donor.

**Subd. 4. Sponsor.** *Sponsor* shall mean a person or entity entering into a sponsorship.

**Subd. 5. Sponsorship.** *Sponsorship* shall mean a contract involving the provision of funds or other support with the expectation of public acknowledgement or promotional opportunity.

**Subd. 6. Street.** *Street* shall mean any private road or driveway as defined in the *Regents of the University of Minnesota Traffic Regulations Ordinances*.

## **SECTION IV. HONORARY NAMINGS.**

Significant University assets may be named in honor of an individual or a non-University entity to recognize service, dedication, or meritorious contributions to the institution when the naming is not associated with a gift or sponsorship.

**Subd. 1. Naming of Colleges, Schools, and University-Level Academic Programs.** These assets may be named in honor of an individual or non-University entity.

**(a) Approval.** The Board of Regents (Board) reserves to itself authority to name, rename, or revoke the honorary naming of these assets.

**(b) Management.** The Senate All-University Honors Committee (Honors Committee) manages the process and submits recommendations to the president, who recommends namings to the Board.

**Subd. 2. Naming of Departmental Chairs.** A departmental chair may be named in honor of an individual.

**(a) Approval.** The president or delegate approve this naming, with concurrence of departmental faculty.

**(b) Management.** The relevant unit manages this naming process.



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**Subd. 3. Naming of Buildings and Other Significant University Assets.**

Buildings and other significant University assets may be named in honor of an individual or non-University entity. A building may be named for a person still living who has left the service of the University.

**(a) Approval.** The Board reserves to itself authority to name, rename, or revoke the honorary naming of buildings and other significant University assets.

**(b) Management.** The Honors Committee manages the process and submits recommendations to the president, who recommends namings to the Board.

**Subd. 4. Naming of Buildings for Past Presidents.** The University may name buildings for past presidents. Consideration of a naming shall take place after a president's association with the University has ended, usually between one and five years following service.

**(a) Approval.** The Board reserves to itself authority to name, rename, or revoke the naming of buildings for past presidents.

**(b) Management.** The chair of the Board convenes a committee with representatives from the Board, the Faculty Consultative Committee, and the Honors Committee to develop a recommendation. This recommendation shall be forwarded to the Honors Committee for information prior to submission to the Board for final action.

**Subd. 5. Naming of Separate Building Parts.** Separate building parts that are not significant University assets may be named in honor of an individual or a non-University entity. An independent committee of the relevant academic or administrative leadership and building occupants shall manage and approve these namings.

**SECTION V. NAMINGS ASSOCIATED WITH GIFTS OR SPONSORSHIPS.**

Significant University assets may be named for individuals or non-University entities to recognize significant gifts or as part of a sponsorship. Colleges, schools, academic programs, centers, or institutes are not usually named for commercial entities; if the name of a commercial entity is to be considered, board approval is required.

**Subd. 1. Naming of Endowed Lectureships, Fellowships, Professorships, and Chairs.** The University seeks and welcomes private financial support for endowed lectureships, fellowships, professorships, and chairs, which provide scholars a continuous



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and reliable source of support to pursue their research and teaching. Awards established in these categories shall typically carry the name of the donor, of a person or institution designated by the donor, or of a person in whose name the University seeks funds to endow the award.

**(a) Approval.** The president or delegate approves the naming of a lectureship, fellowship, professorship, or chair.

**(b) Management.** The relevant department or college establishes and manages the process for lectureships, fellowships, professorships, and chairs. Proposals to establish one of these institutional awards shall specify the conditions of the naming, the activities to be supported by the gift or sponsorship, and the amount of the endowment or the annual level of funding.

**(c) Candidates.** The University shall have sole authority to appoint the holders of lectureships, fellowships, and chairs.

**(d) Provisions.**

**(1) Restriction on Use of Title.** Lectureships, fellowships, professorships, and chairs shall not include such terms as *University*, *distinguished*, or the title *Regents Professor*. These titles are conferred only by the Board.

**(2) Level of Endowment.**

**(i) Endowment for Chairs.** A permanent chair may be established when \$2,000,000 or more has been placed in an endowment that provides in perpetuity the annual funds needed for support. Alternatively, a chair also may be established if a minimum of \$200,000 per year of expendable funds is made available for at least ten years.

**(ii) Endowment for Professorships.** The combination of salary and endowment shall be sufficient to provide salary and fringe benefits for the recipient, staff support, travel, and other expenses. Professorships require a minimum of \$1,000,000 in permanent endowment or a minimum of \$100,000 per year of expendable funds for ten years.

**(iii) Endowment for Faculty Fellows.** Faculty fellows require a minimum of \$500,000 in permanent endowment or a minimum of \$50,000 per year of expendable funds for ten years.



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(iv) **Other Named Endowments and Awards.** The titles of lectureships, scholarships, or other named awards may be used for gifts of less than \$500,000 in permanent endowment or \$50,000 a year for ten years. A minimum award in this category would provide at least \$1,000 per year for ten years.

**Subd. 2. Naming of Colleges, Schools, Buildings, and Other Significant University Assets.** These assets may be named to recognize gifts or as part of a sponsorship. No commitment regarding namings associated with gifts or sponsorships shall be made to a donor or sponsor prior to the applicable University review and approval.

(a) **Consultation.** Prior to entering into substantive discussions or making an oral or written commitment regarding a naming to a donor or sponsor, any individual acting on behalf of the University or a recognized University foundation shall (1) inform the donor or sponsor of this policy; (2) consult with the president to determine whether the naming opportunity requires the review and approval process outlined below; and (3) consult with the recognized University foundations as appropriate to determine whether the proposed naming meets the guidelines of the recognized University foundations.

(b) **Review.** A standing naming committee, with two representatives from the Honors Committee, representatives from the recognized University foundations, and relevant academic and administrative officers, shall review naming proposals and submit recommendations to the president. The president recommends namings to the Board.

(c) **Approval.** The Board reserves to itself authority to name, rename, or revoke the naming of colleges, schools, buildings, and other significant University assets.

(d) **Management.** For gifts, the recognized University foundations shall maintain guidelines to implement this policy in order to ensure consistency in the size of gifts relative to the significance of the asset being named. For sponsorships, the president or delegate shall ensure the consistency of the size of the sponsorship agreement relative to the overall significance of the asset to be named.

**Subd. 3. Other Namings Associated with Gifts or Sponsorships.** University assets not covered by the definition in Section III., Subd. 1., may be named to recognize gifts or as part of a sponsorship.



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(a) **Approval.** The president or delegate shall approve the naming of these assets.

(b) **Management.** Recognized University foundations shall manage the process for the naming of these assets and maintain guidelines and criteria for these namings.

## **SECTION VI. OTHER NAMINGS.**

This section shall govern the naming of significant University assets when the name is not in honor of an individual or non-University entity and the naming is not associated with a gift or sponsorship.

**Subd. 1. Naming of Colleges and Schools.** A college or school may be named to reflect the relevant academic discipline.

(a) **Approval.** The Board reserves to itself authority to name, rename, or revoke the naming of colleges and schools.

(b) **Management.** The president or delegate recommends namings of colleges and schools to the Board.

**Subd. 2. Naming of Buildings, Significant Portions of Buildings, Grounds, Physical Structures, Areas, or Streets.** These assets may be named to describe the academic or administrative purpose of the asset or to reflect a symbolic meaning appropriate for the asset.

(a) **Approval.** The Board reserves to itself authority to name, rename, or revoke the naming of buildings, significant portions or buildings, grounds, physical structures, areas, or streets.

(b) **Management.** The Honors Committee manages the process for the naming of buildings, significant portions of buildings, grounds, physical structures, areas, or streets and submits recommendations to the president. The president recommends namings to the Board.

(c) **Working Titles.** The president or delegate may provide a working title for buildings, significant portions of buildings, grounds, physical structures, areas, or streets during planning and construction and prior to official naming by the Board.



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**SECTION VII. RENAMINGS AND REVOCATION.**

**Subd. 1. Renamings.** The University reserves the right to rename any named asset of the University. Renamings shall be consistent with the review and approval process for namings.

**Subd. 2. Revocation.** The University reserves the right to revoke a naming if for any reason it presents risk or harm to the reputation of the University, or if the intent of a gift or the terms of a sponsorship associated with the naming cannot be fulfilled. For all namings requiring Board approval, the Board reserves the right to revoke them. Other namings may be revoked by the president or delegate.

**SECTION VIII. IMPLEMENTATION.**

**Subd. 1. Legal Review.** All gift agreements or contracts involving a naming must be reviewed by the Office of the General Counsel prior to approval.

**Subd. 2. Administration.** The president or delegate shall establish and maintain administrative policies and procedures to implement this policy.