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December 19, 2002

**CHANCELLORS
LABORATORY DIRECTORS
VICE PRESIDENT--AGRICULTURE AND NATURAL RESOURCES**

Dear Colleagues:

Enclosed is the revised Policy on Naming University Properties, Academic and Non-Academic Programs, and Facilities, which supersedes the Presidential policy issued in March 1996. Guidelines regarding consideration and approval of naming proposals are included.

The Guidelines address several new issues: (1) renaming of structures that have reached the end of their usefulness, (2) namings for corporations, (3) namings affected by changed circumstances, and (4) a consultation process that is responsive to confidential circumstances.

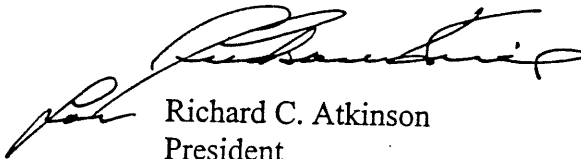
The Guidelines specify that Chancellors seek the widest possible counsel when considering proposals for naming or renaming in order to take advantage of the institution's collective memory. In addition, the Guidelines require documentation of all deliberations regarding proposals for campus-approved namings, as well as those approved by the President. Due to the legal obligations implicit in gift agreements, the integral roles of the General Counsel and campus counsel have been underscored.

Corporate namings, while permitted, must be handled with additional care. Corporate logos should not appear on campus signage, to avoid the appearance of advertising.

The University has traditionally supported an interval between the University service or death of an employee and an honorary naming for that individual. The Guidelines now specify that in honorary naming circumstances, the interval between these events shall be two years. Elected officials have been added to the list of closely associated individuals for whom an honorary naming may not take place during elected service or during the two-year interval. No interval is required when the proposed naming is the condition of a gift. This proviso has always existed, but is now stated directly rather than implied.

The policy may be found on the UCOP Presidential policy website (<http://www.ucop.edu/ucophome/coordrev/policy/>). Questions regarding the policy and related guidelines should be directed to Assistant Vice President Brad Barber.

Sincerely,



Richard C. Atkinson
President

Enclosure

cc: Members, President's Cabinet
Special Assistant Gardner
Principal Officers of The Regents

December 19, 2002

**Policy on Naming University Properties,
Academic and Non-Academic Programs, and Facilities**

The University of California has a long-standing tradition of naming University properties, academic and non-academic programs, and facilities in honor of persons or entities that have made important contributions to enable the teaching, research and public service mission of the University. All naming in recognition of an honoree must be consistent with the University's role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related University policies and guidelines.

In 1996, The Regents delegated to the President authority for naming all University properties, programs, and facilities. While certain authorities for naming have been re-delegated to the Chancellors, the following guidelines shall govern any naming decision.

Guidelines for Naming University Properties,
Academic and Non-Academic Programs, and Facilities

- I. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the related proposal for naming. Each proposal shall be made in writing in accordance with these guidelines. The proposal and record of the action taken shall be maintained in the permanent archives of the campus or laboratory.
- II. Each proposal for naming shall be considered on its merits and not because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.
- III. A proposal for naming shall include documentation of the following:
 - A. A thorough analysis of the proposal in relation to naming policy and guidelines, as well as a financial review;
 - B. A consultation process to provide the benefit of the collective institutional memory and a broad campus perspective with regard to naming activities. The process shall involve one or more of the following: (1) a standing committee on naming to include regular faculty and staff representation; (2) the executive committee of the Academic Senate; or (3) an appropriate consultative process that represents broad institutional interests; and
 - C. Review by campus or laboratory counsel, or by the General Counsel of the University, as appropriate.

IV. 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. If a facility must be replaced or substantially renovated, or the use of an area re-designated, 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.

V. In any proposal for naming an academic or non-academic 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.

VI. 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.

VII. Naming in honor of an individual with no gift involved

A. No commitment for naming shall be made prior to approval of the proposed name.

B. A proposed honoree shall have achieved distinction in one or more of the following ways:

1. While serving the University in an academic capacity, the individual has demonstrated high scholarly distinction and has earned a national or international reputation;

2. While serving the University in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of the University;

3. The individual has contributed in truly exceptional ways to the welfare of the institution or achieved such unique distinction as to warrant recognition.

C. When an individual has served the University in an academic or important administrative capacity, or has served the community, state, or nation in an elected or appointed position, a proposal may be made for naming in honor of the individual on the earlier of the following:

1. two years after retirement or other separation from the University or from elected or appointed office; or

2. two years after the person's death, if the person had not yet retired or otherwise separated from the University.

Note: 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 two above criteria, notwithstanding the recall status.

VIII. Naming involving a gift

- A. Campus counsel, laboratory counsel, or the General Counsel of the University, as appropriate, shall review draft language for a gift agreement that includes then proposed naming of a University property, academic and non-academic program, and/or facility in recognition of the gift.
 1. No commitment for naming shall be made prior to approval of the proposed name.
 2. In reviewing a request for approval of naming, consideration shall be given to:
 - a. 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;
 - b. the urgency of need for the project or for support funds for the project;
 - c. the eminence, reputation and integrity of the individual or entity whose name is proposed; and
 - d. the relationship of the individual or entity to the University.
 3. 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 to be named; or (2) provide substantial funding for that portion of the total cost which would not have been available from another source (such as federal or state loans or appropriations, student fees, or bond issues).
 4. To avoid any appearance of commercial influence or conflict of interest, additional 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.

5. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express University appreciation should be modest in size and exclude logos to avoid the appearance of advertising.
6. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.
7. 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.

IX. 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:

- A. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the General Counsel of the University. 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.
- B. When a facility that has been named in recognition of a gift or an individual 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.
- C. 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.
- D. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
- E. 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.

X. Campus and Laboratory Responsibility

Each Chancellor and the Laboratory Director shall designate an officer to coordinate all proposals for naming, maintain records on gift documentation and the related consultation

process, and assure consistency in donor and public communications related to each gift and its restricted use.

XI. Changed Circumstances

If the campus or laboratory proposes to change the function of a named facility or area, it must document 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, the campus or laboratory counsel or the General Counsel of the University shall be consulted.

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, the General Counsel of the University will consult with the California Attorney General regarding future action.

Related Policies and Documents

1. Regents' Policy on Naming Facilities to Include the Full Name of the Individual, February 18, 1966.
2. Regents' Policy on Commemorative Displays, March 8, 1940.
3. Regents' Policy on Naming Residence Halls, November 20, 1959.
4. Regents' Policy on Gifts and Endowments with Respect to Private Institutions, July 21, 1961.
5. Regents' Policy on Fundraising Campaigns, July 16, 1993 (amended November 19, 1993).
6. Regents' Policy on Professorial Name Chairs, November 16, 1962 (amended May 17, 1963).
7. Policy on Endowed Chairs and Professorships and the Administrative Guidelines and Procedures: Endowed Chairs and Professorships, May 21, 1998.
8. Presidential Delegation of Authority to the Chancellors regarding Naming University Properties, Programs, and Facilities, October 14, 1993.
9. Vice President Baker letter to Chancellors regarding authority for naming facilities and programs, June 14, 1996.