

# UNIVERSITY NAMING POLICY

**POLICY NUMBER:** RESERVED FOR FUTURE USE

**POLICY TYPE:** ADMINISTRATIVE

**RESPONSIBLE OFFICIAL TITLE:** VICE PRESIDENT OF UNIVERSITY ADVANCEMENT

**RESPONSIBLE OFFICE:** OFFICE OF UNIVERSITY ADVANCEMENT

**EFFECTIVE DATE:**9/6/2006

## I. POLICY STATEMENT

### 1. Statement of Purpose

- 1.1 This policy is intended to establish guidelines and procedures for the naming of facilities, properties, programs, centers, colleges, scholarships, chairs, professorships and other academic and/or administrative appointments.
- 1.2 These guidelines are designed to achieve consistency in naming decisions and to ensure naming decisions properly reflect the University's core values in matters that have strong potential to positively affect the University's public image.
- 1.3 These procedures are designed to establish a consultation process to provide the benefit of the collective institutional memory and the broad campus perspective with regard to naming decisions.
- 1.4 This policy is intended to encourage private support through naming opportunities associated with major gifts, and to provide, under extraordinary circumstances, honorary naming opportunities not associated with a major gift.

### 2. Naming Guidelines

- 2.1 A naming decision must meet one or more of the following criteria:
  - a. Designate the function of a facility or property.
  - b. Reflect natural or geographic features.
  - c. Reflect a traditional theme of the university.
  - d. Honor an individual or organization.

2.2 Donor Naming Opportunities. When a donor gift is involved, the naming opportunity shall be in consideration of a major contribution benefiting Northern Kentucky University. What constitutes a major gift is flexible so that each situation may be judged on its own merits. It is expected that each naming opportunity will recognize the donor according to the level of the gift and significance to the University.

2.3 Honorary Naming Opportunities. When no donor gift is involved, recommendations for naming may be made in honor of living or deceased individuals who have served as faculty, staff, administrators, Board of Regents members, alumni, or community, state or national leaders. Naming recommendations shall be considered on a case-by-case basis only when supported by extraordinary justification for the naming. Proposed honorees shall have achieved unique distinction in one or more of the following ways:

- a. While serving Northern Kentucky University in an academic capacity, the individual has demonstrated exceptional academic distinction, has earned a national or international reputation, and has contributed significantly to strengthening the stature and reputation of the university

- b. While serving Northern Kentucky University in an administrative capacity, the individual has rendered distinguished service that has had exceptional and lasting impact on the welfare of the University.
- c. The individual has contributed in exceptional ways to the public good or to the welfare of the university in a manner that will have exceptional and lasting impact.

2.3.1 When a proposal for naming in honor of an individual involves service to the University in an academic or administrative capacity, a proposal may not be considered until the earlier of the following:

- a. Two years after retirement or other separation from the University or from elected or appointed office.
- b. Two years after the person's death, if the person had not yet retired or otherwise separated from the university.

2.3.2 Generally, no more than one facility or property shall be named in honor of any one individual.

2.4 No naming decision will be approved that is inconsistent with the University's core values or that otherwise has potential to adversely affect the University's public image.

## II. ENTITIES AFFECTED

Faculty, Staff, Students, and the Community

## VII. PROCEDURES

### 3. Procedures:

3.1 Proposals for naming must be submitted to the University Naming Committee in writing. The proposal must provide details demonstrating that the proposed naming meets the guidelines set forth above.

3.2 Proposals relating to individuals for their service in an academic capacity shall include a recommendation from the Vice President for Academic Affairs & Provost. Proposals relating to individuals for their service in an administrative capacity shall include a recommendation from the Vice President responsible for the administrative area in which the service was rendered. Proposals in recognition of a donor shall include recommendation from the Vice President of University Advancement.

3.3 The University Naming Committee may consult with any individuals within or outside the University in evaluating the naming proposal.

3.4 The University Naming Committee will make a recommendation regarding the naming proposal to the President of the University.

3.5 The President will make a recommendation to the Board of Regents.

3.6 The Board of Regents is the approval authority for all naming recommendations.

3.7 No commitment for naming shall be made without approval by the Board of Regents.

REVISION HISTORY

REVISION TYPE	MONTH/YEAR APPROVED
New Policy	9/6/2006
Choose an item.	
Choose an item.	
Choose an item.	
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