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Naming Policy

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I. REASON FOR THIS POLICY

The University of South Dakota (“University”) Naming Policy & Value Guidelines establishes a uniform procedure for naming of University facilities, programs, and positions to recognize scholarly distinction, distinguished service, and generous philanthropic gifts. This policy aims to uphold the mission and reputation of the University, consistent with [South Dakota Board of Regents \(“BOR”\) Policy 1.7.2](#).

II. STATEMENT OF POLICY

[BOR Policy 1.7.2](#) establishes a BOR naming approval process for new or existing campus facilities whose costs exceed \$250,000. In addition, the Board of Regents must approve the naming of

programmatic units such as colleges, schools, institutes, centers or departments. The University president may name wings, halls, rooms, or other areas within buildings, along with chairs, lecture series, and other funded academic honors.

A high level of consideration and due diligence is required to ensure that proposed namings uphold the purpose and mission of the University. It is inappropriate to name any facility, program, or position for any person or entity whose public image, products, or services conflict with the University's purpose and mission.

The University generally reserves the right to review and modify naming at any time absent any legal or policy provisions prohibiting the same. The president retains the discretion, as circumstances warrant, to make exceptions to this policy and to alter criteria or conditions of this policy and corresponding procedures.

III. DEFINITIONS

Facilities: Any building, part of a building, structure, street, drive, landscaped area, outdoor art, open space, physical improvement or other property under the administrative control of the university.

Program: Any academic or non-academic program, school, college, institute, center, etc. along with named funds to support established in support of students, e.g., signature scholarship programs and support funds, fellowships, awards, etc.

Position: Faculty positions and titles, e.g., chairs, professorships, experts-in-residence, etc.

IV. COMMITTEE ON NAMING

The University president will establish a Committee on Naming ("Committee") to research naming proposals based on the criteria in this policy and to advise the president on all such opportunities. The Committee shall include the following positions or their designees: University provost, University vice president for administration and finance and president and CEO of the University of South Dakota Foundation ("Foundation"). The president may appoint additional members to the Committee, as needed. Members shall be persons who have an understanding of the impact of namings to the overall mission and reputation of the University.

V. GENERAL COMMITTEE CONSIDERATIONS

In reviewing naming opportunities, the Committee will consider the following factors and guidelines, informed by [BOR Policy 1.7.2](#):

1. **Scope of Review**

This policy is intended to govern only those naming concerns contemplated by BOR Policy 1.7.2 and such other naming decision rights delegated to the University where improper or inconsistent namings might threaten the University's image, reputation, or mission. Accordingly, the namings of individual scholarships and programmatic support funds routinely consummated through the Foundation's work with donors, though still subject to University review, are outside the scope of this policy and generally do not require Committee approval. Further exceptions include naming rights granted to familiar donors/honorees that meet minimum monetary thresholds already approved by the Committee and marketed as part of specific projects, initiatives, or campaigns.

2. **Exclusions**

Serving regents, elected officials, and University employees are not eligible for a facility or programmatic naming opportunity except in extraordinary circumstances.

3. **Honorific Namings**

When naming a facility or program for a person, family, or entity where there is no associated philanthropic contribution, the proposed honoree shall have achieved distinction in one or more of the following ways:

- A. serving the University in an academic or administrative capacity with high distinction; or
- B. by contributing in other exceptional ways to the welfare and reputation of the University, to education, or to the community in general.

4. **Philanthropic Namings**

When naming a facility or program for a person, family or entity where there is an associated philanthropic contribution, consideration shall be given to the following factors:

- A. the significance and feasibility (i.e., probability of pledge fulfillment) of the proposed gift and its impact on the realization or success of a facility project or program;
- B. the urgency or need for the project or program, or continuing support for the program;
- C. the standing in the community or profession of the individual, family or entity to be honored and the likelihood the naming will bring additional honor and distinction to the University; and

- D. the nature and duration of the relationship between the proposed honoree and University

VI. NAMING PROCESS & DURATION

Proposed naming opportunities related to facilities, programs and positions – and their assigned monetary values, if any, must be reviewed by the Committee and approved by the president before finalization of any associated gift or naming agreement. If the solicitation of a gift involves naming subject to BOR approval, the BOR shall be appraised of such solicitation in advance to the extent required by [BOR policy 1.7.2](#).

1. Committee Procedure

- A. A naming request shall be submitted to the Committee. The Committee may design a form or a list of required information that must accompany the request.
- B. In all cases, the Committee shall review any prior gift agreements related to the facility, program or position to identify potential inconsistencies or conflicts with prior gift obligations. The Committee must also complete a detailed due diligence review of the person or entity proposed for naming to ensure there are no conflicts of interest and to ascertain the desirability of linking the name to the University.
- C. The Committee will further review, as applicable, donor solicitation, stewardship and publicity plans and, in the case of renamings, investigate whether there may be living family members or other parties interested in naming modification. The Committee will consider both the long-term and short-term propriety of a naming and recognition, including the potential effect on other philanthropic relationships.
- D. Upon review and approval by the Committee, a recommendation will be sent to the president for consideration. The recommendation shall set forth the recommended duration of the naming, consistent with guidelines set forth below.
- E. The University president shall review the recommendation of the Committee and may request additional information. The University president may, at his or her discretion, modify or make exceptions to the recommendations of the Committee.
- F. The University president shall forward the naming recommendation to the BOR for approval, if required. For all other namings, the president may provide final approval or denial.
- G. Upon approval of all necessary parties, the Foundation will, as needed, finalize appropriate donor documentation.

2. Naming Duration

The duration of any naming shall take into account the overall impact to the University and its programs. The University will be apprised and part to the negotiation of any gift agreements between the Foundation and donors intended govern the duration of naming rights. The University further reserves the right to review and discontinue a naming at any time, subject to the provisions in this policy and [BOR Policy 1.7.2](#).

A. Term Naming

1. The Committee may approve a name for a period of years, as referenced in [BOR's Naming Request Form](#). Naming duration will be based on the value of assets donated and the type of space or program that is sponsored, along with other conditions determined by the Committee.
2. The proposed duration of the name will be specified when the name is presented for Committee consideration.
3. For corporate or organizational naming, the term for the naming of facilities will normally be limited to no more than 25 years. Agreements between the Foundation and corporate donors should include provisions governing financial responsibility for corporate changes and related signage.

B. Life-of-Project Naming

1. The name of a facility or program may be approved for the useful life of the facility or the duration of the program.
2. In the event of demolition or major renovations to a facility with a life-of-project name, existing names will not automatically transfer to the new or renovated facility, regardless of whether demolition or renovation was necessitated by the purposeful acts of the University, accident, force of nature, or other internal or external forces. The University reserves the right to consider a variety of options, including but not limited to:
 - a. transferring the existing naming to the replacement or renovated facility;
 - b. considering new naming options; or
 - c. continuing the original recognition in alternative ways, including but not limited to, University-approved commemorative signage denoting the previous name and years of recognition.
3. In the event that a life-of-project-named program is discontinued, the University reserves the right to continue recognition in alternative way.

C. Perpetual Naming

1. Honorific naming and approved names primarily supported by an endowment shall generally be considered perpetual.
2. In the event a named facility or space changes function, the University will, in consultation with the BOR, review any related

gift agreements to ensure that any naming or function change is consistent with previously established stipulations.

3. Additional names may be added to a facility when significant funding is needed to renovate an existing facility in order to meet the programmatic needs of the unit. Any proposal to add additional names in recognition of a gift remain subject to the naming process outlined in this policy. In general, the naming of a building will not prohibit naming gifts for subparts of the same facility, e.g. classrooms, halls, etc.

D. Naming Removal

The University may remove or discontinue a previously approved name in cases where a donor fails to fulfill a commitment upon which the naming was approved. The University further reserves the right to remove or discontinue use of a name if the continued use of the name may compromise the public trust or reputation of the University. Such actions will be undertaken with deliberation by the president and Committee and, where necessary, authorization by BOR.

4. **Signage**

All interior and exterior signage for naming recognition shall be in compliance with campus design and branding guidelines and shall be reviewed by the appropriate committees or offices on campus. The vice president for administration shall submit the final signage design to the president for approval. Construction completion signage shall comply with [Board of Regents Policy 6.7](#).

VII. VALUE GUIDELINES

The Naming Committee has developed guidelines to inform consideration of philanthropic naming opportunities related to University facilities, programs, and positions. Campus units interested in pursuing naming opportunities should contact the Committee through the Office of Academic Affairs.

VIII. RELATED DOCUMENTS, FORMS AND TOOLS

[Board of Regents Policy 1.7.2 Naming of Institutional Facilities, Programmatic Units or Funded Academic Honors](#)

[Board of Regents Policy 6.7 Building Plaques](#)

[Board of Regents Naming Request Form](#)