

Coppin State University Institutional Naming Policy

In alignment with the Board of Regents of the University System of Maryland's Policy on the Naming of Facilities and Programs (VI-4.00), this policy will provide guidelines for the naming of minor facilities on campus, professorships, chairs or administrative positions related to athletics. The intent is to provide donors with equitable and appropriate recognition and stewardship for their generous support and to give high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the University. No naming shall be permitted for any entity or individual whose public image, products, or services may conflict with that purpose and mission.

I. SCOPE

This policy establishes the authority and process for the naming and renaming of a minor facility and provides an overview of the approval process for minor facilities: interior spaces, minor outdoor spaces, professorships, chairs and administrative positions related to athletics.

This policy applies to gifts with associated naming opportunities at the University as a form of recognition of an individual, organization, or honorific naming and **only** applies to *minor facilities* as defined in this document.

The guidelines will be cited and applied by the University Naming Policy Committee and the President's Executive Cabinet in making recommendations to the President of Coppin State University for naming.

II. THE COMMITTEE

The Campus Naming Policy Committee is chaired by the Vice President for Institutional Advancement must be comprised of a representative from the following areas:

- Institutional Advancement
- Athletics
- Faculty Senate
- Staff Senate
- Student
- Alumni
- Capital Planning
- Administration & Finance

CRITERIA FOR NAMING

Naming of spaces on campus will be considered for distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University or to the State of Maryland. The provision of a gift to the University does not give the donor automatic eligibility to have minor facilities named after the donating entity.

III. DEFINITION(S)

In this document, the term *minor facility* refers to the following:

- interior spaces within facilities (classrooms, laboratories, lecture halls, etc.)
- minor outdoor spaces, such as benches, roadways, walkways, and courtyards

This policy does NOT apply to the naming of major facilities or programs.

Facilities: planned and existing buildings of all types, major new additions to existing buildings, as well as institution grounds and athletic facilities; all major outdoor areas including streets, entrances, gates, and landscape features such as quadrangles, gardens, fountains, and fields.

Programs: colleges, schools, departments, centers, institutes, and programs, including those that are online or virtual.

These items are covered in the University System of Maryland Policy on Naming of Facilities and Programs: <https://www.usmd.edu/regents/bylaws/SectionVI/VI400.pdf>. In cases where there may be some question regarding the need for the Board of Regents' approval, the Chancellor will determine which opportunities require approval (Policy VI-4.00.I).

IV. Philanthropic Naming of Interior Spaces or Minor Outdoor Spaces

Requests made to the Campus Naming Policy Committee to name an interior space, a minor outdoor space, professorship, or chair must comply with the following:

- A. The present value of the proposed gift should be equal or greater than 7.5 percent of the cost to construct, to substantially renovate or maintain the space proposed for naming. The President may make the determination to approve a gift offer of a lesser amount if other factors support such a decision.
- B. If the naming right has a limited term, the cost of installing and removing the name should be considered and included in the gift naming request.
- C. The gift may be in the form of cash or in the form of a legally binding pledge. The pledge agreement will outline the terms of the gift and payments.
- D. Gifts made to fund the direct costs of construction, renovation, or to establish an endowment in support of maintenance or program costs are encouraged and will receive more favorable consideration.

V. Philanthropic Naming of Professorships, Chairs and Administrative Positions related to Athletics

Requests made to Campus Naming Policy Committee to name a program or position must comply with the following:

- A. The named gift levels for professorships, chair and administrative positions related to athletics will be established on a case-by-case basis. Endowed gifts are strongly encouraged.
- B. Generally, the endowment established through the gift should generate enough earning to significantly contribute to the expenses related to the naming opportunity.
- C. Gift terms required to name a position are the same as those set forth in section IV above.

VI. Honorific Naming

Honorific naming should be reserved for individuals who have meaningfully contributed to the University. Although significant philanthropy by the donor may constitute a valid rationale, honorific naming should not be used to circumvent the requirements of philanthropic naming. Also, to maintain the significance of the honor, the memorial naming of any interior or outdoor space shall remain a rare method of honoring individuals. The following applies to honorific naming requests:

- A. No interior space, minor outdoor space, professorship, chair or athletic administrative position shall be named for individuals employed by or formally affiliated with the University unless and until one year has passed since the individual's employment or affiliation has ceased. The naming policy committee may choose

VII. Process and Procedure

The Campus Naming Policy Committee shall be notified of a possible philanthropic naming prior to the opportunity being revealed to the donor. All requests shall be approved by and submitted through the committee chair to the President and the President's cabinet. In making requests for naming minor facilities (interior spaces, minor outdoor spaces, professorships, and chairs), the committee's standard request form is made available. If a written request is made, a detailed request in memo form should include:

- A. The namesake's name and relationship to the University, if applicable.
- B. A detailed report demonstrating that the namesake's background has been thoroughly considered; that the naming honors the values and mission of the University; and any controversies, if they exist, have been examined and judged to be immaterial to the naming.
- C. The gift amount and terms, including but not limited to any costs associated with the gift, if applicable.

- D. For honorific naming, a clear rationale for the request, including a description of the honoree's accomplishments and contributions to the University, how the naming will reflect positively on the University, and if applicable, a justification for an exception to the provisions described in Section VI, Honorific Naming, above.
- E. As applicable, the overall cost of the interior space, minor outdoors space, professorship, or chair.

VIII. **Approval Process**

Naming approval will be conferred by the President and the Cabinet upon recommendation by the Campus Naming Policy Committee. The University reserves the right to refuse any offers for naming and reverse a naming decision.

IX. **Duration of Names**

Naming is considered permanent until or unless a facility is demolished; substantially renovated or expanded; or an academic unit or other program is discontinued.

- A. Interior Spaces- In the event of demolition or renovation of major indoor spaces, existing names will not automatically be transferred to a new renovated facility. In such cases, the University reserves the right to assign a name to the new or renovated space by:
 - i. Transferring existing name to the new or renovated space.
 - ii. Asking the previous donor to make a new naming gift. If the donor declines, the University may offer the naming opportunity to a new donor. It may be appropriate to name a part of the new space for the previous donor or to include a plaque to indicate the new space occupies the site of a space previously known by another name.
- B. Professorships, Chairs or Administrative Athletic Positions
 - i. If the department or program is discontinued, the University will consider alternative recognition, especially where the naming is supported by an endowment gift. Appropriate recognition will be determined by the redesignated use of the endowment fund.

X. **Name Changes**

In matters of corporate names, the University will work with the corporation to ensure that any changes to the corporation's name is considered by the University. Similarly, for individual name changes, the University will work with the individual to appropriately address changes in name in a manner that is appropriate for the donor and the University. *The University should not incur the cost of changing the name of the space.*

XI. **Removal of Names**

In unusual or unforeseen circumstances, the University reserves the right to remove a previously approved name. The Naming Policy Committee will bring forth the recommendation for approval of the removal to the President and President's cabinet. Examples of such situations include, but are not limited to:

- A. Donor does not fulfill a commitment upon which the naming was approved.
- B. Continuation of the name may compromise the public trust or reputation of the University.