

## UNIVERSITY OF WISCONSIN – SUPERIOR

**Policy Subject:** NAMING OF FACILITIES  
**Cabinet Division:** University Advancement  
**Adopted:** November 2012

### **Background and Purpose**

The naming of University facilities, areas within buildings or other University structures is done to honor a person or entity that has had a significant impact on the history, tradition and success of the University of Wisconsin – Superior. Naming connotes great respect and appreciation by the University for the contributions made by the honoree to advance the mission of the institution. Since the naming is intended to be a lasting tribute, great care should be taken to ensure that the honor is commensurate with the actions of the honoree.

### **Constraints**

The Chancellor is authorized to name facilities when the naming involves less than an entire building. If the naming is for an entire building, this request must be approved by the Chancellor and brought to the University of Wisconsin System Board of Regents (policy 19-14) for formal approval.

### **Policy**

The University recognizes the need and desire to name a facility or portion within a facility after an individual or entity in recognition of financial support and/or significant achievements that have a great impact on the University's mission.

Examples of facilities that may be named include: buildings, sections of buildings, laboratories, classrooms, academic or service centers, foyers, lounges, libraries, meeting rooms, theatres, offices, galleries, dining areas and exterior areas.

The Chancellor, in consultation with the Vice Chancellor for University Advancement, will review for approval all naming opportunities documents and/or formal proposals.

### **Policy Guidelines**

Honoree Names. Often persons may be honored with a naming opportunity after their death. If this is the case, the Chancellor may appoint a person (or persons) to review the proposal to ensure that the individual being honored had conducted him/herself in a manner that reflects the values of the University of Wisconsin – Superior. The person(s) assigned should have appropriate knowledge of and/or connections to the proposed honoree so as to make an informed recommendation regarding the appropriateness of the honor.

If the naming request involves honoring a living individual who has been formally associated with the University of Wisconsin System, or has held a paid public office, a waiting period is required unless a situation is presented where a gift stipulates the naming. Normally, at least five years must have elapsed from the time a person who has been formally associated with the University of Wisconsin System, or has held a paid public office, has terminated that association or left the paid public office, as per the Wisconsin Board of Regents Policy.

Donor-Based Names. The generosity of alumni, friends and entities enables the University to fund the construction of facilities that it might not have been able to build otherwise. In the case of naming opportunities as a result of a fundraising campaign, or ongoing fundraising efforts, the naming request is

considered official once a gift is received at the appropriate level (as verified by the Foundation President, Vice Chancellor for University Advancement, and approved by the Chancellor and Board of Regents, if their approval is required).

Demolition. If the named space is demolished or is no longer to be used for the University's benefit, all efforts will be made to relocate all naming to another facility and/or facility space.

Approved names for buildings will not remain in effect beyond the useful life of the building.

#### Removal.

The Chancellor is authorized to approve the removal of a name when the naming involves less than an entire building. Name removal may be considered and approved under the following circumstances:

- failure to follow through on a financial commitment,
- if the living individual or entity is involved in activities that conflict with the University's values or that bring dishonor or embarrassment to the University.

If the name removal is for an entire building, this request must be brought to the University of Wisconsin System Board of Regents for formal approval.

#### **Policy Procedures**

Anyone (UW-Superior faculty, staff, alumni, student, or community member) may approach the Vice Chancellor for University Advancement to request to have a physical location on campus named. Following is the process that will be used to review naming requests.

1. Proposal submitted to Vice Chancellor for University Advancement to name a specific space. Proposals should include detailed documentation to support the rationale for the naming request.
2. If the request appears appropriate, the Vice Chancellor for University Advancement will submit the request to the Chancellor.
3. The Chancellor may request to meet with the Vice Chancellor responsible for the space to obtain confidential input from the leadership of the unit most closely attached to the structure/space about naming it. The request must remain confidential so only the leadership is involved in providing input on the request.
4. The relevant Vice Chancellor reviews the feedback from the leaders of the affected units and submits a recommendation to the Chancellor.
5. The Chancellor shares the request and the recommendation with Chancellor's Cabinet.
6. Based on Cabinet input, the Chancellor makes a decision to accept or reject the request.

In the case of naming opportunities associated with fundraising campaigns, the Chancellor must "pre-approve" naming at certain giving levels consistent with opportunities previously offered on campus.

A depository of naming opportunities, recommendations and approvals will be maintained in the University Advancement Office.