MAY MEETING, 2008 – APPENDIX B

POLICY FOR NAMING OF FACILITIES, SPACES AND STREETS

INTRODUCTION

Since the University was founded, the University's physical spaces have been named to reflect its rich history and traditions. This policy ("Policy") and its accompanying guidelines ("Guidelines") direct how the University's physical properties may be named and the appropriate review and approval processes. Consult the *Guidelines for Naming Facilities, Spaces and Streets* ("Guidelines") for definitions.

Namings may:

- Honor individuals by recognizing exceptional contributions shaping the University;
- Commemorate University history and traditions;
- Honor long-term and significant financial contributions to the University; or
- Honor financial contributions to support the structure(s) named.

This Policy and the Guidelines will govern naming practices of all University properties, including those located on the Flint and Dearborn campuses in instances requiring Regental approval (buildings, large additions and wings, major exterior spaces and streets). The Board of Regents shall be informed early in the process regarding potential facility namings. While naming may be initiated by the president, executive officers, and others as outlined below, the Board of Regents often initiates the naming process, particularly in cases of honorary namings of facilities for former presidents and streets for former Regents. In instances where this Policy and the Guidelines do not require Regental approval (small additions and expansions, large interior spaces, small exterior spaces, rooms, bricks, plaques and benches), each campus may adopt its own policies and guidelines that parallel this Policy and the Guidelines. This Policy and its Guidelines, however, shall control all namings on the Ann Arbor campus and of University properties situated beyond a University campus.

I. STANDARDS FOR NAMING FACILITIES

To protect the University's interests and traditions, Regental approval is required for naming facilities. The approval process shall be as follows:

- The vice president for development shall be responsible for maintaining a master list of facility naming opportunities, both donor and honorary, and shall share this list periodically with the Board of Regents, the Facilities Naming Steering Committee, and the University Planner's Office.
- The unit head or executive officer(s) originates the naming proposal consistent with the unit's Fundraising Naming Opportunity Plan as described in the definitions section of the Guidelines; or, if for an honorific naming, the unit head or executive officer(s) originates the naming proposal;
- The originator recommends the name to the vice president for development, as chair of the Facilities Naming Steering Committee (as defined in the definitions section of the Guidelines);
- The Facilities Naming Steering Committee reviews and, with recommendations, forwards the proposed name for review by the president and executive officers;
- The president and/or executive officers propose the name to the Board of Regents for approval.

A. Names for Donor Contributions Toward Facilities

1. New Construction

New facilities may be named for a donor or donors for contributions of 50% or more of the fundraising goal for the facility or 33% or more of the anticipated project cost, whichever is greater. When the project cost exceeds $75 million dollars, or under other special circumstances, the Facilities Naming Steering Committee may recommend an alternative threshold for naming a specific facility, taking into consideration the capacity of the prospect pool, and setting a naming threshold that will maximize the fundraising potential for the project.

2. Existing Facilities

An existing facility may be named for a donor if a gift equals 50% of replacement value, as determined by the executive vice president and chief financial officer.

B. Facility Names to Honor Individuals

1. For individuals who have made extraordinary contributions to the University or to society

Naming a facility to honor individuals should be extraordinary, and made if:

a. The individual has had University-wide influence, or the individual has made exceptional contributions to the nation or world; and

b. A year has passed from the time the honoree has died or been separated from the role with the University for which the person is to be honored; and

c. A year has passed from the time of nomination (concurrent with year stated in item b., above).

2. For donors who have provided financial support to the University in general

In compelling cases, for financial contributions other than that defined in Section I. A. above, a donor (whether living or deceased) may be honored through a facility name if the donor has:

a. Provided long-term, extraordinary financial support greater than other principal donors; and

b. No major facility bearing his or her name.

II. NAMING SPACES WITHIN OR OUTSIDE OF FACILITIES

A. Large Additions and Wings

Large additions and wings may be named for donors or to honor individuals associated with the University following the same standards and processes for naming University facilities set forth in section I., above. The Board of Regents must approve the naming.

B. Small Additions and Expansions

A unit head may propose honorific or donor namings for small additions and expansions provided the review process found in section B.1.c. of the Guidelines has been followed.

Approval process:

- The unit head or executive officer(s) originates the naming proposal consistent with the unit's Fundraising Naming Opportunity Plan as described in the definitions section of the guidelines; or, if for an honorific naming, the unit head or executive officer(s) drafts a naming proposal.
- The originator recommends the name to the vice president for development, as chair of the Facilities Naming Steering Committee.
- The Facilities Naming Steering Committee reviews and, with recommendations, forwards the proposed name for review and approval of the president and executive officers.
- Regental approval is not required unless the naming is unusually prominent, sensitive or subject to heightened public interest.

C. Large Interior Spaces

A unit head may name large interior spaces, individual rooms and incidental items, for donors or to honor individuals, provided the review process set forth in section B.1.c. of the Guidelines has been followed.

Approval process:

- The unit head or executive officer(s) originates the naming proposal consistent with the unit's Fundraising Naming Opportunity Plan as described in the definitions section of the Guidelines; or, if for an honorific naming, the unit head or executive officer(s) originates naming proposal.
- The originator recommends the name to the vice president for development, as chair of the Facilities Naming Steering Committee.

- The Facilities Naming Steering Committee reviews and, with recommendations, forwards the proposed name for review and approval of the president and executive officers.
- Regental approval is not required unless the naming is unusually prominent, sensitive or subject to heightened public interest.

Of particular importance, where donor namings are expected to represent a significant source of construction funding, all namings of spaces within a facility must be consistent with a Fundraising Naming Opportunity Plan developed and reviewed as set forth in section B.1.c. of the Guidelines.

D. Major Exterior Spaces Outside Facilities (e.g., Plazas, Fields, Malls)

Major exterior spaces that are accessible to all may receive donor or honorific namings under the same standards and processes as provided for University facilities set forth in section I., above. The Board of Regents must approve the naming. Major exterior spaces that are not accessible to all may receive donor or honorific namings under the same standards and processes for large interior spaces set forth in section II.C., above.

E. Small Exterior or Interior Spaces, Bricks, Plaques and Benches

Small exterior spaces (including courtyards), and small interior spaces (including rooms), bricks, plaques and benches may carry honorific or donor names as determined by the unit head, provided the review process set forth in section B.1.c. of the Guidelines has been followed. The unit head will be responsible for carrying out the intent of any honorific or donor naming at this level.

Approval process:

- The unit head selects the name consistent with unit's Fundraising Opportunity Plan; or, if for an honorific naming, the unit head selects the name.
- The unit head consults with University Planner's Office for guidelines.
- No other approval is necessary.

F. University-Owned Streets and Drives

Streets and drives may only be named by the Board of Regents, on recommendation of the president or executive officers, and are named for Regents by election (after 1852), deceased. The president or executive officers must propose the naming for approval by the Board of Regents, following the process set forth in section I above. When the city vacates part or all of a street to the University, the former street name should be continued if it remains a street and should be carried over in some form if the vacated street section is used for other purposes, such as a pedestrian mall.

III. OTHER NAMING CONSIDERATIONS

A. Propriety of donor-designated namings

Because a naming forges a permanent link in the public mind between the University and the designated name, the University must exercise discretion and perform appropriate due diligence, based upon all the facts and circumstances associated with a proposed gift. Care should be taken that the naming is appropriate and desirable, whether the proposed name is the name of an individual donor or is a corporate name or other descriptive words. The vice president for development will undertake due diligence for all donor-designated namings. It is recognized that a donor naming is not always a personal or corporate name. For example, fundraising drives may also result in a seemingly functional name such as the Michigan League or the Michigan Union, in which case a renaming may be proposed only after considering sensitivities and after consultation by the Facilities Naming Steering Committee.

B. Dual Namings

A single facility or space may be impressed with two honorific namings, or may be named in honor of two unrelated donors, or may be named under an honorific naming and also in recognition of a donor. An existing naming may be converted to a dual naming (i) if the dual naming does not violate a contractual commitment of the University to any donor, (ii) following consultation and with sensitivity to the party whose name is currently applied to the facility or space, and (iii) with sensitivity to the history and traditions of the University. Dual namings may also be accomplished by assigning a new donor-designated name or an honorific name to either (i) an interior or exterior space situated within a larger

interior or exterior space or facility that is already named, or (ii) an interior or exterior space or facility encompassing a smaller interior or exterior space that is already named. These would be considered "layered" namings.

C. Perpetuation of Name

The University is committed to retaining the name of each facility, large addition, wing, major exterior space, street, small addition or expansion and large interior space (collectively referred to within this paragraph as a "Facility") bearing a donor-designated name or honorific name. The name is intended to remain for the life of the Facility regardless of any subsequent change in the occupying unit(s). If the Facility is razed at some future date the University will recognize the honoree in an appropriate way, as approved by the Facilities Naming Steering Committee.

IV. POLICY EXCEPTIONS

Exceptions to the policies may be made by the Facilities Naming Steering Committee, in consultation with the associate vice president for facilities and operations and with such other University officers, if any, as determined appropriate by the Facilities Naming Steering Committee. However, unless the Board of Regents affirmatively directs otherwise, no exceptions shall be made to the policy guideline that the Board of Regents must approve namings of all buildings, wings, additions, other major free-standing facilities, major exterior spaces and streets, and in all instances where the naming is unusually prominent, sensitive or subject to heightened public interest (excluding functional names).

MAY MEETING, 2008 – APPENDIX C

GUIDELINES FOR NAMING OF FACILITIES, SPACES AND STREETS

INTRODUCTION

These guidelines ("Guidelines") clarify definitions and further describe processes found in the University of Michigan Policy for Naming of Facilities, Spaces and Streets ("Naming Policy").

A. DEFINITIONS

Unit Head. (1) The vice president having authority for the unit in question or the vice president's designee. (2) In academic units, the unit head is the dean or the dean's designee.
(3) For all exterior spaces, the unit head for purposes of these Guidelines and the Naming Policy shall be deemed to be the University Planner's Office. The University Planner's Office should also be consulted regarding guidelines for plaques and benches.

Unit Fundraising Naming Opportunity Plan. Where gifts are expected to represent a significant source of construction funding and may justify naming the project, the unit should develop a plan that defines various fundraising naming opportunities ("Fundraising Naming Opportunity Plan") at and within the facility to be constructed. This Plan should be reviewed with the Board of Regents in advance, and before the Request for Approval of Project and Authorization to Appoint Architect (the first of the three required Regental approvals) is submitted to the Board of Regents for approval, bearing in mind that the Plan must necessarily remain tentative and subject to change at the outset. If the construction will require Regental approval, the list of significant fundraising naming opportunities must be reviewed by the Facilities Naming Steering Committee and the University Planner's Office before presentation to any prospective donor. The vice president for development shall be responsible for maintaining a master list of facility naming opportunities, both donor and honorary, and shall share this list periodically with the Board of Regents, the Facilities Naming Steering Committee, and the University Planner's office.

Facilities Naming Steering Committee. The University's executive vice president and chief financial officer ("CFO"), the provost and executive vice president for academic affairs ("provost"), the executive vice president for medical affairs, and the vice president for development shall constitute a steering committee ("Facilities Naming Steering Committee") responsible for implementation and oversight of these Guidelines and the Naming Policy. The vice president for development will be considered the administrative chair of this group.

Large Addition is a larger building component that is erected after the building's original construction and that, although attached to a parent structure, is designed and sited in such a way, and is of sufficient size, to appear as a discrete and almost separate structure. A large addition generally warrants exterior signage.

Small Addition is a smaller building component that is erected after the building's original construction and that is designed in such a way that it appears as part of the original structure. "Expansion" and "small addition" are considered to be synonymous terms. Small additions and expansions will not generally warrant exterior signage. If it is unclear whether an addition should be deemed a "large addition" or a "small addition," the vice president for development, in consultation with the CFO, shall make the determination when the matter is presented to the Facilities Naming Steering Committee.

Wing is a smaller component of a building as originally constructed or as later added which does not appear to be structurally separate from the parent structure. Wings, however, consist of multiple elements within a building that may include classrooms, laboratories, faculty offices, meeting rooms, an auditorium and/or an atrium, and will generally be more than one floor if the building as a whole consists of more than one floor. Towers, pavilions, and houses of residence halls are considered wings for the purpose of these Guidelines.

Larger Interior Space or a "section of a facility" is a smaller component than an addition or a wing but is of prominence within the facility and is larger than a single room (such as a classroom or conference

room) or an incidental item (such as bricks, plaques and benches). A larger interior space or a section of a facility, however, generally consists of a singular element within the facility, such as an atrium, auditorium or library (where less than the entire building is devoted to library purposes).

Major Exterior Spaces (Plazas, Malls and Fields). A "plaza" or "mall" is associated with more than one non-connected building. A "plaza" or "mall" is visible and prominent and may function as a campus entry-point with multiple uses. A "field" comprises a prominent open space that is conspicuous in its own right.

Courtyards and Other Small Non-public Exterior Spaces. Courtyards are contained primarily within the footprint of a building or connected cluster of buildings. Courtyards and other non-public exterior spaces that have restricted public access are treated like rooms for the purpose of naming.

B. NAMING GUIDELINES

1. Process

a. **Gift Agreement Requirement.** The Board of Regents shall be informed early in the process regarding potential facility namings. Proposals to name buildings or spaces for donors may only be made if there is a legally enforceable, written gift commitment in place.

b. **Proposal Requirements.** Certain naming proposals may originate from different sources as follows:
   - **Unit heads** may propose namings for all buildings and exterior spaces except for University-owned streets or drives, and namings in honor of past University presidents.
   - **One or more Regents, or executive officers** must propose namings for University owned streets and drives, and namings of facilities in honor of past University presidents.

c. **Review Requirements.** The following naming proposals must be forwarded for review to the vice president for development, as chair of the Facilities Naming Steering Committee:
   - Buildings (new construction and existing facilities);
   - Large Additions and Wings;
   - Small Additions and Expansions;
   - Large Interior Spaces;
   - Major Exterior Spaces;
   - Streets.

If any naming of a space within a facility appears unusually prominent, sensitive or subject to heightened public interest, the Facilities Naming Steering Committee must be consulted, and additional approval requirements may be imposed at the discretion of the Facilities Naming Steering Committee or the president and executive officers.

The Facilities Naming Steering Committee will consult with the associate vice president for facilities and operations ("AVP-F&O") and may consult with others as appropriate. If approved by this group, the naming proposal will be forwarded for review by the president and the executive officers.

This review process shall not be required for namings of rooms, smaller spaces within facilities or miscellaneous items (such as bricks, plaques and benches) unless the naming appears unusually prominent, sensitive or subject to heightened public interest. Such smaller spaces or miscellaneous items may be named with the approval of the unit head, following the process set forth in section II.E. of the Naming Policy.

d. **Approval Requirements.** The approval process differs by the type of naming involved and is described within the Naming Policy. To summarize the distinctions:

   i. **Board of Regents.** Regental approval is required for namings of:
      - Buildings (new construction or existing facilities);
      - Wings and large additions;
      - Other major free-standing facilities;
      - Plazas, malls, fields, and other major exterior public spaces accessible to all;
      - Streets;

- Any other naming that the executive officers deem unusually prominent, sensitive or subject to heightened public interest.

ii. President and executive officers. The president and the executive officers must review all naming proposals, except for small exterior spaces (including courtyards), and smaller interior spaces (including rooms, bricks, plaques and benches) in circumstances where the naming does not appear unusually prominent, sensitive or subject to heightened public interest. They may be the final approving body for naming of:

- Large interior spaces,
- Small additions and expansions,
- Major exterior spaces that are not public places accessible to all.

iii. Units. Unit approval is sufficient for the naming of:

- Smaller non-public exterior spaces including courtyards,
- Smaller interior spaces including rooms,
- Bricks,
- Plaques,
- Benches.

C. Other Information

Functional Namings. Functional namings shall be determined by the AVP-F&O if a donor or honorific name has not been assigned to the facility. A functional name may later be replaced by an honorific or donor name in accordance with these Guidelines and the Naming Policy. For facilities on the Flint and Dearborn campuses, the chancellor or his/her designated representative shall determine the functional names after consultation with the University Planner's Office.

Repository of Existing Namings. Each unit shall keep a current repository of donor-designated and honorific namings within the unit. The University Planner's Office shall keep a current repository of all namings not within the domain of any specific University unit.

When to Consult the University Planner's Office:

- To inquire about existing names which are not within the domain of any University unit;
- For guidelines for smaller spaces, bricks, plaques and benches;
- For assistance in gathering background information to develop a naming proposal that requires Regental approval; and
- For guidelines and procedures regarding exterior signage for buildings and other facilities (also refer to the University's *Wayfinding and Signage Guidelines*, available from the University Planner's Office).