

UC SANTA BARBARA POLICY AND PROCEDURE

Naming University Properties, Programs and Facilities

Contact: Institutional Advancement

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Pages 5

IMPLEMENTING GUIDELINES FOR NAMING UNIVERSITY PROPERTIES, PROGRAMS AND FACILITIES

I. AUTHORITY

- A. The Regents have delegated the authority for naming university properties, programs, and facilities to the President.
- B. The President retained authority for naming university land reserves, buildings, major centers of activity and other highly visible properties, and major or multi-campus programs or facilities.
- C. The President redelegated to the Chancellors the authority to approve:
 - 1. Naming of streets and roads,
 - 2. Portions of buildings,
 - 3. Small outdoor areas,
 - 4. Other minor properties,
 - 5. Campus programs, and
 - 6. Dedicated campus furnishings in public areas (such as inscribed benches and the wording on dedicatory plaques).

II. POLICY

- A. Namings are to be accomplished in accord with the [UC Policy on Naming](#) and these implementing guidelines. The vice chancellor for Institutional Advancement is the designated officer to coordinate all proposals for naming, maintain records on gift documentation and the related consultation process, and assure consistency in donor and public communications related to each gift and its restricted use.
- B. Changes to the name of a college, school, academic department or program, interdisciplinary group, and division within an academic department are to be achieved in accord with academic policies on [Name Changes](#).

III. GUIDELINES

- A. For Namings In Recognition of a Distinguished Contribution to the Campus or University (Honorific Naming)**
 - 1. No commitment for naming shall be made prior to all appropriate university reviews and approvals of the proposed name. If the naming is proposed for a capital project, early consultation must take place with the director for Capital

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Development in order to start the campus capital planning process. See [Guidelines for Capital Projects Involving Donor Funds](#).

2. A committee that represents broad institutional interests will be formed to review honorific naming proposals. Proposals to name campus properties, programs and facilities may be brought forward by any member of the campus community. Honorific naming proposals are to be coordinated through the Development Office and the vice chancellor for Institutional Advancement.
3. The proponents of the naming present a written "case" to the committee. The case is to be similar in format and content to that presented in support of an academic promotion case and justify the naming in terms of the honoree's distinction and contributions to the campus. Supporting documentation is to include external evidence of the honoree's distinction. For information on qualifying distinctions, please refer to the [UC Policy on Naming](#).
4. In all instances, the scope and detail of the case must be proportional to the visibility of the property, program or facility. The committee will apply more rigorous standards to the proposal for the naming of a building than to the proposal for the naming of a meeting room.
5. Honorific namings may be accompanied by a gift or gifts solicitation initiative. These gifts might be used to fund physical modification of existing space or provide an endowment to supplement ongoing program, operation or maintenance costs. Gifts associated with honorific namings may not meet the defined threshold required for namings in recognition of gifts (Section IIIB).
6. The committee may engage in independent investigation of the proposed naming and consultation with appropriate constituencies who occupy, use or control the space.
7. The unit(s) to which the property, program or facility is assigned must endorse the proposed naming, with the vote recorded for the committee's consideration. If the proposed naming is in a campus public space, appropriate consultation must occur with campus-wide representative entities or committees.
8. Following evaluation of the case and appropriate consultation, the committee will make a recommendation to the vice chancellor for Institutional Advancement. The vice chancellor, following consultation with the executive vice chancellor and Academic Senate, will make a recommendation to the chancellor. The chancellor may approve all namings listed in IC of these guidelines. Requests for namings of university land reserves, buildings, major centers of activity and other highly visible properties, and major or multi-campus programs or facilities, following the chancellor's approval, will be forwarded to the president for final approval, in accord with the Office of the President's [submittal instructions](#).
9. Once an honorific naming is approved, for existing properties, programs or facilities, or for new construction or physical modification of existing space,

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Campus Design and Facilities shall manage any associated signage according to established campus standards.

B. NAMINGS IN RECOGNITION OF A GIFT

1. No commitment for naming shall be made prior to all appropriate university reviews and approvals of the proposed name. If the naming is proposed for a capital project, early consultation must take place with the director for Capital Development in order to start the campus capital planning process. See [Guidelines for Capital Projects Involving Donor Funds](#).
2. Proposals to name campus properties, programs and facilities may be brought forward by any member of the campus community. The merits of each individual case will be considered within the parameters of the UC Policy on Naming, section VIII. Proposals for namings in recognition of a gift are to be coordinated through the Development Office and the vice chancellor for Institutional Advancement.
3. Each gift opportunity is unique and the donor's specific circumstances and requirements must be respected throughout the cultivation/solicitation/approval/stewardship process. Unusual circumstances may alter the manner in which these procedures are implemented, but they should not circumvent the need for appropriate notification and consultation.
4. The gift (or package of gifts) shall either (1) fund the total cost of the project to be named or (2) provide funding for that portion of the total cost which would not have been available from another source (such as federal or state loans or appropriations, student fees, bond issues). If the latter, the gift(s) is to constitute a significant portion of the total cost of the project to be named. For guidance on recommended levels of support, please contact the Development Office. New construction or physical modification of existing space shall be in keeping with identified campus needs and shall support the campus' mission of teaching, research and community service.
5. For buildings or spaces already in existence, the gift should be a substantial portion of the current value of the building or space. The campus may require an endowment to fund or supplement ongoing program, operation or maintenance costs. For guidance on recommended levels of support, please contact the Development Office.
6. Preliminary discussions between a campus representative (development officer, faculty member, administrator, etc.) and a prospective donor, in most cases, are to be part of an overall fundraising plan that has received the approval of the vice chancellor for Institutional Advancement. This ensures that appropriate consultation has included the appropriate department chair or director, dean, provost, associate vice chancellor or vice chancellor, as well as the executive vice chancellor and chancellor.

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7. At the appropriate time in the gift discussions and with the donor's desire for confidentiality or other circumstances in mind, the primary users of the space and the Academic Senate (via the executive vice chancellor and the vice chancellor for Institutional Advancement) will be consulted.
8. If all appropriate parties endorse the naming proposal in principle, the vice chancellor for Institutional Advancement, in consultation with the executive vice chancellor, will make a recommendation to the chancellor. The chancellor may approve all namings listed in IC of these guidelines. Requests for namings of university land reserves, buildings, major centers of activity and other highly visible properties, and major or multi-campus programs or facilities, following the chancellor's approval, will be forwarded to the president for final approval, in accord with the Office of the President's [submittal instructions](#) are available at.
9. Once a naming in recognition of a gift is approved for existing properties, programs or facilities, new construction or physical modification of existing space, Campus Design and Facilities shall manage any associated signage according to established campus standards.

C. OTHER NAMINGS

1. No commitment for naming shall be made prior to all appropriate university reviews and approvals of the proposed name. If the naming is proposed for a capital project, early consultation must take place with the director for Capital Development in order to start the campus capital planning process. See [Guidelines for Capital Projects Involving Donor Funds](#).
2. Proposals to name campus properties, programs and facilities may be brought forward by any member of the campus community. Proposals for other namings (namings that are not honorific or in recognition of a gift) are to be coordinated through the vice chancellor for Institutional Advancement to ensure that potential gift opportunities have been evaluated and consultation represents broad institutional interests.
3. Following consultation, if all appropriate parties endorse the naming proposal, the vice chancellor for Institutional Advancement and the executive vice chancellor will make a recommendation to the chancellor. The chancellor may approve all namings listed in IC of these guidelines. Requests for namings of university land reserves, buildings, major centers of activity and other highly visible properties, and major or multi-campus programs or facilities, following the chancellor's approval, will be forwarded to the president for final approval, in accord with the Office of the President's [submittal instructions](#).
4. Once a name is approved for existing properties, programs or facilities, new construction or physical modification of existing space, Campus Design and Facilities shall manage any associated signage according to established campus standards.

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IV. RENAMINGS

Renamings are to be accomplished by following the appropriate review and approval process for Honorific Namings or Namings in Recognition of a Gift or Other Namings as described in these guidelines. Principles shall be in accordance with [UC Policy on Naming](#), section IX. Renaming.

V. CHANGED CIRCUMSTANCES

If the campus proposes to change the function of a named facility or area, the vice chancellor for Institutional Advancement shall participate in the review and approval process to ensure that any related gift agreements are documented and reviewed and legal counsel is consulted, as appropriate, in accord with the [UC Policy on Naming](#), section XI.

VI. RELATED POLICIES AND REFERENCES

[By-Laws of The Regents of the University of California, No.12.4](#)

[Delegation of Authority--To Solicit and Accept Gifts](#)

[Guidelines for Capital Projects Involving Donor Funds](#)

[Name Change - Academic Units, Graduate and Undergraduate Degree Programs](#)

[Solicitation and Acceptance of Gifts](#)

[UC Policy on Fundraising Campaigns](#)

[UC Policy on Naming University Properties, Programs, and Facilities, December 2002](#)

Please direct questions about this policy to Institutional Advancement. For general policy questions or comments about this website, please contact Meta.Clow@vcadmin.ucsb.edu.

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