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Summary of Gift Naming Policy Changes

- Clarification of terms—definition of facilities and programs requiring Regents' approval. Addresses naming of existing buildings requiring no renovation.
- Changed policy language to encourage seeking naming opportunities.
- Softened the 10% rule and imposed more flexible thresholds.
- Clarified gift terms (previous policy had contradictions).
- Reorganized/clarified Regents' right to remove a name if gift pledge is unfulfilled or for other circumstances.
- Timeline added for process/institutional presidents held responsible for submitting request.
- Policy prohibits public announcement of gift prior to Regents approval; "encourages" public announcement after a significant portion of gift is in hand.
- Policy clarifies Chancellor's role in deciding what moves forward to the Regents.

UNIVERSITY SYSTEM OF MARYLAND

POLICY ON THE NAMING OF FACILITIES AND ACADEMIC PROGRAMS

The Board of Regents of the University System of Maryland wishes to encourage opportunities for significant philanthropy to its member institutions through the naming of major facilities and academic programs. Any such naming must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the USM and its institutions. No naming shall be permitted for any entity or individual whose public image, products, or services may conflict with such purpose and mission.

This policy shall apply to the following:

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

2. **Programs**: colleges, schools, departments, centers, and institutes.

Items not covered: interior space within facilities (laboratories, classrooms, practice rooms, lecture halls, etc.); minor landscape features such as benches or sidewalk bricks; scholarships, fellowships and chairs. Institutions should develop their own naming policy for these items. In cases where there may be some question regarding the need for Regents' approval, the Chancellor will determine which naming opportunities require approval.

Requests made to the Board of Regents to name a facility must comply with the following guidelines:

1. The proposed gift should contribute significantly to the realization or completion of a facility or the enhancement of a facility's usefulness to the university.

2. All requests should demonstrate that the institution has maximized the potential of fundraising in association with facility naming. To receive best consideration, the Board recommends the following:

    a. For institutions considered research intensive institutions in the Carnegie classification (University of Maryland, Baltimore;and University of Maryland, Baltimore County; and University of Maryland, College Park), the present value of the gift should be an amount equal to or greater than 15 percent of the cost to construct or substantially renovate the building proposed for naming.

    b. For all other institutions, the present value of the gift should be an amount equal to or greater than 7.5 percent of the cost to construct or substantially renovate the building proposed for naming.

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c. The naming of existing buildings not targeted for substantial renovation will be considered on a case-by-case basis. The underlying principle of such naming should be to honor a significant gift or history of significant giving to the institution.

3. Gifts made to fund the direct costs of construction or renovation, or to establish an endowment in support of maintenance or program costs, are encouraged and will receive more favorable consideration.

4. Building should be approved for construction or renovation in the Capital Improvement Plan.

5. If a naming opportunity is being considered for a set period of time (naming rights to an athletic field, for example), the cost of installing and removing the name should be a consideration, and plans accounting for those costs should be included in the request to the Board.

6. The gift may be in cash or in the form of a legally binding pledge, provided however, that if in the form of a pledge, it should be paid in full within five years. A portion of the gift may be in the form of an irrevocable trust or bequest, provided that the donor is age 75 or older. If a bequest, there must be a legally binding pledge backing up the bequest. The Board of Regents may consider exceptions to these gift provisions as listed in this item if a strong rationale is provided.

In some cases, an institution may wish to leverage donor funds to help move a building project forward in the capital projects queue. Such gifts must meet different criteria than those required for naming a building. Please refer to Regents Policy VI-4.20 - GUIDELINES REGARDING THE EFFECT OF DONOR FUNDING AND OTHER EXTERNAL FUNDING ON THE PRIORITIZATION OF STATE-FUNDED CAPITAL PROJECTS for details regarding moving a building forward in the capital projects queue.

Requests made to the Board of Regents to name a program must comply with the following guidelines:

1. The named gift levels for schools, colleges, departments, centers, and institutes will be established on a case-by-case basis. Endowed gifts are strongly encouraged.

2. Generally, the endowment established through the gift should generate 10 to 20 percent of the unit's operating budget, depending on the size of the unit.

3. Gift terms required to name a program are the same as those set forth for facilities, as described above.

Honorific Naming

In those cases where facilities and academic programs are named for nondonors, they should be named for scholars and other distinguished individuals who are both preeminent in their field of endeavor and/or have contributed meaningfully to the University System of Maryland or to any

of its constituent institutions. Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an honorific naming, honorific naming should not be used to circumvent the requirements of gift-related naming policies.

1. No campus facility or academic program will be named for individuals currently employed by the University System of Maryland or the State of Maryland.

2. When the person to be honored is living and a non-donor, three years must have passed since any formal association with the University System of Maryland or employment with the State. Such affiliation includes time spent as an undergraduate, graduate, or post-graduate student; as a paid member of the faculty or staff, whether full- or part-time; as a paid State employee; and as a member of the Board of Regents.

3. When the person to be honored is deceased, two years must have passed since the date of death before their name can be applied to a University System of Maryland facility or academic program.

Process and Procedures

The USM Vice Chancellor for Advancement should be notified of possible facility or academic program naming discussions as early in the process as possible. Requests will be reviewed within the USM Office of the Chancellor before being submitted for review by the Board of Regents Committee on Advancement. The Committee on Advancement will then 1) decline the request, 2) request additional information or clarification, or 3) recommend approval by the full Board.

All requests should be approved by, and submitted through, the president of the requesting institution six weeks prior to the full board meeting at which the request will be considered. Exceptions to the timeline may be considered by the Chancellor and the Board of Regents. In making requests for naming of facilities or academic programs, the following information is to be submitted:

1. A detailed request in letter or memo form that should provide:

    a. The donor's name and relationship to the USM or institution.

    b. The gift amount and terms.

    c. As applicable, the overall cost of the facility construction or renovation or the overall budget of the program to be supported. If the gift represents partial or total funding of the construction, remodeling, or renovation, the following information must be included:

        i. A timetable for project implementation;

        ii. Relationship of the project to the institution's long-range plans;

        iii. Source and status of capital budget funds needed in addition to the gift;

        iv. Operating budget implications, and sources of funds.

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d. The proposed name of the facility or program and, if applicable, the current name of the facility or program

2. A copy of the gift contract and/or pledge agreement.

3. A biographical profile of the prospective donor.

All requests will be held in the strictest confidence.

Public Announcement
No public announcement of a naming should be made prior to Regents' approval. Public announcements should be scheduled in coordination with the Chancellor's Office to ensure proper representation from the USM Office and Board of Regents. In cases where the gift is funding new construction or substantial renovation, the Board encourages institutions to consider having 50% of the gift in hand before a public announcement is made.

Removal of Name from a Facility or Program
As naming authority lies with the Board of Regents, so does the authority and responsibility to remove a name. In the case of a gift-related naming, the Board of Regents reserves the right to remove names from facilities and programs when the gift remains unpaid beyond the five-year limit. Should this occur, the Regents may name an area of the facility or seek another appropriate naming opportunity that would be proportionate to the value of the gift received. The naming of a facility or program follows the facility or program for its useful life unless otherwise determined by the Board of Regents. Other situations may occur that would warrant the removal of a name from a facility or program in the USM.

The institutions will provide an annual report to the Regents on all such gifts and the form of recognition.

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