



This policy describes the authorities and processes for naming capital infrastructure (facilities) or physical property owned or operated by University of Western States, as well as the naming of funds, academic units, centers, chairs, professorships and the like. This policy applies when the university offers naming opportunities.

I. Eligibility for Naming

University of Western States may confer a naming opportunity in recognition of a gift or in honor of an individual who has made significant contributions in service or support of University of Western States.

Gift Recognition Naming

The gift amount for a naming opportunity relies on one or more of the following considerations:

- Replacement value or construction cost.
- Visibility or frequency of use.
- Financial support necessary for the maintenance and/or enhancement of a facility, property or the sustainability of a fund.
- Financial support necessary to elevate the prominence of a program or academic position.

Honorific Naming

A naming opportunity may be conferred in recognition of an individual who has provided meritorious service to the university or its mission.

Individual names may be proposed for consideration for honorific naming opportunities.

II. Suitability of a Name

The university reviews naming proposals to determine suitability and alignment with university mission, values and obligations. All donations meet the provisions of this policy and comply with the requirements for acceptance as a non-profit entity.

III. Recognition

Signage and other recognition associated with gift recognition or honorific naming conform to university branding and donor recognition policies.

IV. Authority for Naming

The president approves naming, renaming, or removal of a name given in recognition of a gift of up to \$300,000. Naming gifts in excess of \$300,000 and honorific names are approved by the Board of Trustees, upon recommendation of the president.

V. Duration of a Name

Naming is considered permanent until a facility is demolished, sold, or substantially renovated or expanded; an academic position or other program is discontinued; and/or, the president recommends removal of a name in accordance with this policy.



Facilities

In the event of demolition, sale or significant renovation or expansion of a named facility, or if the purpose of the named facility has changed, the university reserves the right to assign a name to the facility by:

- Transferring the existing name to the facility;
- Providing the previous donor right of first refusal to continue the name;
- Naming part of the facility for the previous donor; or
- Removing the previous name.

Academic Unit, Chair or Professorship

When a named position or department is discontinued, the university considers alternative recognition where the naming is supported by an endowment gift.

Named Gift Fund

A named gift fund is retired when its sustainable funding source has been discontinued.

VI. Renaming

In the event of a corporate, foundation, organization or individual name change, the university coordinates with the named party to address changes in name in a manner that is appropriate for the donor and the university.

VII. Removal of a Name

The university reserves the right to rescind any naming of a building, property, fund, academic chair, and professorships if the university determines that the continued use of this name compromises the values, mission, or public trust or image of the university, and/or if the donor fails to meet the obligations specified in the gift agreement.

Related Policies: [Policy 2501 Co-Marketing and Co-Branding](#)
[Policy 7001 Sponsorship](#)
[Policy 7002 Donation Acceptance](#)

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