

SOUTH DAKOTA SCHOOL OF MINES AND TECHNOLOGY

Policy Manual

SUBJECT: Naming of Facilities, Programs and Funded Academic Honors

NUMBER: Policy I-04

I. General Guidelines

The South Dakota School of Mines & Technology (SDSM&T) naming policy upholds the mission and reputation of the university. Deliberate consideration is given to the naming of facilities, programs, and funded academic honors in order to maintain equity and consistency, and suitably recognize donors and honorees.

This university policy is in compliance with and does not supersede the **South Dakota Board of Regents Policy 1:27 - Naming of Institutional Facilities, Programmatic Units or Funded Academic Honors**. As stated in that policy, “[t]he Board [of Regents] shall approve the names of all new or existing campus facilities, such as roadways and buildings and additions (if they are to carry a different name from the original building), costing more than \$250,000. It shall also approve the naming of programmatic units such as colleges, schools, institutes, centers or departments. The presidents and superintendents may name wings, halls, rooms or other areas within buildings, and chairs, lecture series or other funded academic honors.”

II. Definitions

- A. “**Board**” refers to the South Dakota Board of Regents
- B. “**Facilities**” refer to any:
 - 1. Building or building complex
 - 2. Major building components, such as wings, floors or technology systems
 - 3. Interior Spaces – may include, but not limited to classrooms, laboratories, auditoriums, locker rooms, arenas, courts, conference rooms, lobbies and offices
 - 4. Outdoor spaces and structures – may include, but not limited to athletic fields, courts, plazas, gardens and landscaping, gates, walking paths, outdoor art, open space and other structures
 - 5. Other property under the administrative control of the university
- C. “**Programmatic Units**” refer to academic schools, colleges, departments, centers, institutes and museums.

- D. **“Programs”** may be academic or non-academic and refer to :
1. Research funds, academic program funds, lectureships, funds for excellence, student enrichment and retention funds
 2. Library or museum special collections
 3. Student professional development support
 4. Athletic programs
 5. Co-curricular programs
 6. Student support services
 7. Residential life
- E. **“Funded Academic Honors”** refer to:
1. Endowed support for deans, directors and department heads
 2. Endowed support for faculty chairs, professorships and other such honors
 3. Endowed and expendable support for postdoctoral fellowships and graduate student support
 4. Endowed and expendable gifts for scholarships
- F. **“University Naming Committee”** will review naming proposals and provide recommendations on these proposals to the university president. This committee shall operate under Robert’s Rules of Order and include the Vice President for Academic Affairs & Provost (Committee Chair), Vice President for Finance and Administration, Vice President for University Relations, SDSM&T Foundation President, Faculty Senate Chair, one department head or chair appointed by the university president, and Student Association President.
- G. **“Major Gifts”** refer to gifts of significance provided as cash, appreciated securities, in-kind gifts (valuable, tangible person property), real estate, or planned giving instruments.

III. **Conditions for Naming**

- A. Naming of facilities, programs and funded academic honors on campus and/or under the administrative control of the university, will be approved according to this policy.
- B. As stated in **Board Policy 1:27**, naming of new or existing facilities with construction costs of \$250,000 or greater must receive Board approval.
- C. For facilities’ projects totaling less than \$250,000, the naming decision is made at the university level in accordance with this policy.
- D. Naming of programmatic units such as colleges, schools, institutes, centers or departments will be approved by the Board.

- E. The authority to name funded academic honors lies with the university according to this policy.
- F. According to federal requirements including state or federal law, center names are often designated in congressional authorizations, by federal agencies, or by state programs (e.g. Center for Friction Stir Processing). In these cases, the designated names will be used. The University Naming Committee will be informed of the name as well as the source of the authorization language where the name is designated.
- G. Major gifts to the university: A donor may be recognized when he/she provides a major gift of funding for facilities, programs or funded academic honors. Naming will be official and signage will be placed when the respective gift pledge is paid in full.

1. **New Facilities**

To be considered for naming, major gift amounts shall provide more than 50 percent of the project's total cost, and may include maintenance endowments (i.e. an additional 10% to the project's total cost). Consideration should be given to donor interest; the visibility, use, square footage and current market value of the facility; as well as gift levels to name comparable facilities on campus and at peer institutions. (Note: This is a sample listing, but not meant to be inclusive.)

a. Conference rooms	\$100,000 minimum
b. Classrooms	\$200,000 minimum
c. Classroom laboratories	\$350,000 minimum
d. High use areas in new facilities	\$350,000 minimum
e. Highly visible, high use areas	\$750,000 minimum

2. **Existing Facilities**

To be considered for naming, the major gift shall provide at least 50 percent of costs for enhancement of a facility, and may include maintenance endowments (i.e., an additional 10% to the project's total cost). Consideration should be given to donor interest; the visibility use square footage and current market value of the facility; as well as gift levels to name comparable facilities on campus and at peer institutions.

(Note: This is a sample listing, but not meant to be inclusive.)

a. Conference rooms	\$50,000
b. Classrooms in existing facilities	\$100,000
c. Classroom laboratories	\$250,000
d. High use areas	\$250,000
e. Highly visible, high use	\$500,000

3. **Programs**

To be considered for naming, the major gift shall be transformative for the program/unit and one that elevates its quality, expands its opportunities, and enhances its stature and competitiveness.

4. **Funded Academic Honors**

To be considered for naming, the major gift shall provide substantial support for faculty, staff or students (graduate or undergraduate).

5. ***The SDSM&T Naming Guidelines & Suggested Minimum Levels to Support Programs and Funded Academic Honors Guidelines***

provides a partial list of naming opportunities for programs and funded academic honors along with minimum funding levels. The University Naming Committee will review the minimum gift levels detailed in these guidelines every five years in consultation with the SDSM&T Foundation and submit to the university Executive Council for approval.

H. Naming for Honor or Distinction

1. In some cases, the university may bestow a naming designation to an individual who upholds the university's ideals and reputation. This designation may take into consideration academic, administrative, or other exceptional achievement that has significantly contributed to the welfare of the university.
2. Likewise, a naming designation may be given for distinguished service beyond the university through civic leadership or humanitarian activities.
3. No building shall be named for an individual person until that person has been deceased for at least two years. Further, currently serving Regents, elected officials, and university employees are not eligible for honorary naming opportunities. In extraordinary circumstances an exception may be considered by the university president in consultation with the University Naming Committee.

IV. Naming Process

A. **The University Naming Committee** shall oversee this policy and will review all naming or related requests in accordance with the policy.

1. Prior to donor solicitation for any facility or program, approval for naming must be secured from the university president, in consultation with the University Naming Committee. The form **Naming Opportunities for Facilities** (*Appendix*) shall be completed and forwarded to the University Naming Committee when new facilities or renovations are planned.

2. Naming of funded academic honors shall be considered by the department head/chair or director where the endowment will reside, with a recommendation sent to the university president. If the honor is collaboration among units, the University Naming Committee will consider the request in consultation with the heads/chairs/directors of the units to benefit from the major gift.
3. After review of naming requests, the University Naming Committee will forward their recommendation to the university president for approval.

B. Presidential Approval

1. The university president, or his/her designee, shall review all proposed naming recommendations.
2. The university president may name wings, halls, rooms or other areas within buildings, and chairs, lecture series or other funded academic honors.
3. The university president holds authority for approving construction projects less than \$250,000 and for named academic honors.
4. For projects greater than \$250,000 and programmatic naming, the university president shall forward his/her recommendation to the Board for approval.

C. Board Approval

1. Naming of all new or existing facilities with construction costs of more than \$250,000 shall be approved by the Board on recommendation from the university president.
2. Naming of all programmatic units shall be approved by the Board on recommendation from the university president.

D. Foundation

1. Upon approval, the SDSM&T Foundation shall complete donor gift documents and maintain records of all correspondence.
2. Completed and signed forms will be filed at the SDSM&T Foundation with copies filed in the Office of the President.

V. Duration of Naming

A. Term Naming

Facilities, programs and academic honors funded with expendable major gifts shall be approved for a limited and specific number of years.

B. Life of Project Naming

1. An approved name of a facility or program shall remain for the duration of the life of that facility or program.
2. In the event of demolition or renovation to a facility, whether intentionally, through accident, or act of nature, the university reserves the right to continue recognition in alternate ways such as commemorative signage denoting the previous name and years of recognition.
3. In the event that a named program is discontinued, the university reserves the right to continue recognition in alternate ways.
4. If a program is discontinued during the donor's lifetime, the Named Academic Honors within it may be amended with mutual written consent of the donors, the university and the Foundation. If at any time it becomes impossible, impractical, or illegal to satisfy the original intent of the agreement, the university's president, in consultation with the Foundation board of directors, will designate an alternative application of the gift that most closely honors the donor's original intent.

C. Perpetual Naming

1. An approved name supported by an endowment shall be considered perpetual.
2. In the event that a named facility changes function, the university president, on recommendation from the University Naming Committee, shall review the related gift agreement(s) to ensure any naming or functional change is consistent with previously established stipulations. For facilities projects greater than \$250,000 and for programs, the university president will forward his/her recommendation to the Board for final approval.
3. A second name may be added to a facility when significant funding is needed for renovations. Any proposal to add a second name in recognition of a major gift shall follow policy as outlined in this document. The review shall include any gift documents pertaining to the original major gift and related naming, as well as the gift documents pertaining to the subsequent major gift and proposed renaming.

D. Termination of Naming

1. In the event of unforeseen circumstances, the university has the right to discontinue use of a name in order to protect the ideals and

reputation of the university. Such decisions shall be made judiciously and involve the university president, legal counsel and the Board.

VI. Signage Guidelines

Naming signage shall be in compliance with university branding standards, shall be reviewed by the vice president for university relations, and shall be approved by the University Executive Council.

A. Buildings

1. **State Building Projects:** Signage will be installed according to **Board Policy 6:7.**
2. The purchase and installation of all plaques must be coordinated with SDSM&T University Relations, SDSM&T Facilities Services and the SDSM&T Foundation, with costs borne by the university.

VII. Waiver Procedure

There may be extraordinary cases whereby exceptions will be granted to the policy above. These will be approved by the university president and, when required, by the Board.

SOURCE: Office of Provost May 2013;

BOR Reference: Policy 1:27

<http://www.sdbor.edu/policy/1-Governance/index.htm>

Appendix

South Dakota School of Mines & Technology Naming Opportunities for Facilities

This form shall be completed prior to the new construction or major renovation of a building with input from the SDSM&T Vice President for Finance and Administration, SDSM&T Foundation President and the unit leader(s) who will occupy the new space. All spaces with naming potential will be identified in the column labeled "space" with a minimum gift level identified. Naming levels for each space are determined by a combination of the following: visibility, donor interest, use of space, current market value and gift levels to name comparable facilities either on campus or at peer institutions. When completed, the form will be reviewed by the University Naming Committee and forwarded to the university president for final approval.

Space	Minimum Gift
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
9. _____	\$ _____
10. _____	\$ _____

(Add lines as needed)

SDSM&T Foundation President

Date

Chair, University Naming Committee

Date

University President

Date

When completed, the original of this form shall be kept on file at the SDSM&T Foundation with copies sent to the SDSM&T Office of the President.