

# SOUTH DAKOTA SCHOOL OF MINES & TECHNOLOGY

## Policy Manual

**SUBJECT:** Naming of Facilities, Programs, and Funded Academic Honors

**NUMBER:** Policy I-04

**REVISED:** August 2022

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### I. General Guidelines

The South Dakota School of Mines & Technology (South Dakota Mines) naming policy upholds the mission and reputation of the University. Deliberate consideration is given to the naming of facilities, programs, and funded academic honors 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.](#)**

### 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 Finance & Administration (Committee Chair), Academic Affairs designee, Marketing & Communications designee, Center for Alumni Relations & Advancement (CARA) designee, Faculty Senate Chair, one department head or chair appointed by the University President, and Student Association designee. For proposals related to athletics, a Department of Athletics designee.

**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**, the Board of Regents shall approve names of all new or existing campus facilities such as roadways and buildings and additions (if they carry a different name from the original building), costing more than \$250,000. To be considered for naming, major gift amounts should provide at least 50% of the project’s private cost and may include a maintenance endowment (10% of project cost). The presidents and superintendents may name wings, halls, rooms, or other areas within buildings, and chairs, lecture series, or other funded academic honors.
- C.** Naming of programmatic units such as colleges, schools, institutes, centers, or departments will be approved by the Board.
- D.** The authority to name funded academic honors lies with the

University according to this policy. Refer to Attachment 1 for general guidelines.

- E. 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.
- F. 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.
- G. **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 **Naming Opportunities for Facilities form** (*Appendix*) shall be completed by CARA in consultation with the university and forwarded to the University Naming Committee when new facilities or planned renovations.
  - 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.
4. The Vice President for Finance & Administration will complete the BOR Naming Request Form for submission to the BOR for the following:
  - *naming 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.*
  - *naming of programmatic units such as colleges, schools, institutes, centers, or departments.*

**B. The University Naming Committee** will review the minimum gift levels detailed in these guidelines and Attachment 1 at least every five years in consultation with the South Dakota Mines Center for Alumni Relations & Advancement and submit to the university Executive Council for approval.

**C. Center for Alumni Relations and Advancement (CARA)**

1. Upon approval, CARA shall complete donor gift documents and maintain records of all correspondence.
2. Completed and signed forms will be filed at CARA 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 life of facility or program or no less than 20 years.
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 CARA. If at any time it becomes impossible, impractical, or illegal to satisfy the original intent of the agreement, the University President, in consultation with CARA's 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. If 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 Marketing & Communications, 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 University's Marketing & Communications, Facilities Services, and CARA with costs borne by the university or project budget.

## **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.

**Revision History: Office of the President May 2019, Updated February 2022; Office of the President, August 2022**

**BOR Reference: Policies [1:27](#) and [6:7](#).**

## ATTACHMENT 1

### GUIDELINES FOR NAMING OPPORTUNITIES

#### I. New Facilities

- |                                   |                   |
|-----------------------------------|-------------------|
| A. Conference rooms               | \$100,000 minimum |
| B. Classrooms                     | \$200,000 minimum |
| C. Classroom laboratories         | \$350,000 minimum |
| D. High use areas                 | \$350,000 minimum |
| E. Highly visible, high use areas | \$750,000 minimum |

#### II. Existing Facilities

- |                                   |                   |
|-----------------------------------|-------------------|
| A. Conference rooms               | \$50,000 minimum  |
| B. Classrooms                     | \$100,000 minimum |
| C. Classroom laboratories         | \$250,000 minimum |
| D. High use areas                 | \$250,000 minimum |
| E. Highly visible, high use areas | \$500,000 minimum |

#### III. Programs

Funding required to name a program shall be dependent upon the purpose and magnitude of the program being considered for naming. Due to the wide variety of programing possibilities, each program will be considered individually by the naming committee.

#### IV. Funded Academic Honors

The following funded academic honors may carry the name of the donor or a person(s) to be honored with the naming of the fund, provided the name has not become detrimental to be associated with the university. The University Naming Committee need not be consulted regarding the naming for the following naming opportunities.

- |   |                   |
|---|-------------------|
| A. Endowed support for Chairs                       | \$1.5 million     |
| B. Endowed support for Distinguished Professorships | \$500,000 minimum |
| C. Endowed support for regular professorships       | \$200,000 minimum |
| D. Endowed support for graduate students            | \$50,000 minimum  |
| E. Endowed support for undergraduate scholarships   | \$30,000 minimum  |

## Appendix A

### South Dakota Mines Naming Opportunities for Facilities

This form shall be completed prior to the new construction or major renovation of a building with input from the University Vice President for Finance & Administration, Center for Alumni Relations & Advancement (CARA) CEO, and the unit leader(s) who will occupy the new space. All spaces with naming potential will be identified with a gift range or minimum. 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 and attachment will be reviewed by the University Naming Committee and forwarded to the university president for final approval.

Project Name:

*Attachment provided.*

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CARA CEO Date

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Chair, University Naming Committee Date

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University President Date

***When completed, the original of this form shall be kept on file at CARA with copies sent to the University Office of the President.***