

10-8 Naming of University Property

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1. **Purpose.** The purpose of this policy and procedures is to establish the manner in which a building, an area within a building, or other facilities, areas or streets on the properties of the Eastern New Mexico University System (the System) are named in honor of an individual or other entity that has rendered exceptional contributions to the System.

2. **Policy.** The general policies ~~of the University~~ are:
 - A. Only the Board of Regents shall name property of the System.
 - B. The honorary naming of property is rare and is the highest honor the System can bestow upon an individual or entity; requests or opportunities for such an honor must be considered carefully before a recommendation is formally made to the Board of Regents.
 - C. The first priority shall be given to honoring individuals who or entities that have made substantial financial contributions to the System. However, under unique and extraordinary circumstances, property may be named for an individual or entity without a financial consideration.
 - D. Sentiments and emotions at the time of death of individuals and retirement of employees are such that it is prudent to establish a substantial period between those events and naming property in honor of such individuals, except in rare cases involving persons of national or international stature.
 - E. The System may decline gifts offered with a contingency of naming property after an individual or entity.
 - F. The character and integrity of donors or other honorees shall be a major factor in consideration of naming requests or opportunities.
 - G. The names of property shall include a functional designation (i.e., Golden Library, Jack Williamson Liberal Arts Building).

The foregoing purposes and policies are implemented by the following.

Procedures

3. **Administration.** These policies and procedures shall be administered by the director of Development on the Portales campus or by the person designated by the branch community college president, with oversight by the chancellor. For branch community colleges, modifications to the procedures outlined in Sections 4, 5, and 6 will be directed by the branch community college president, with oversight by the chancellor.

- 4. Facilities Designation Committee.** A Facilities Designation Committee (the Committee) shall exist for the sole purpose of advising the chancellor or (in the case of a branch community college) the president, on requests or opportunities to name property pursuant to the policies stated in section 2 above. The Committee shall consist of six (6) members. The five (5) voting members, at least four (4) of whom shall be current or retired members of the faculty or staff, shall be appointed by the chancellor or in the case of a branch community college the president. The director of Development or at a branch community college the branch community college president's designee shall be an ex officio member of the Committee.
- 5. The Naming Process.** Requests or opportunities (hereinafter referred to only as "requests") to name property pursuant to the guidelines set forth in section 2 above, shall be processed in the following manner and order:
- A. Requests shall be submitted in writing to the director of Development or branch community college designee.
 - B. The director of Development or branch community college designee shall present the request, including the written request, to the Committee in writing.
 - C. The Committee shall convene to consider the request.
 - D. The Committee shall forward its written recommendation to the chancellor or branch community college president.
 - E. The chancellor or branch community college president may decline the request. If the request is declined, the process ends. If the chancellor or branch community college president does not decline the request, he or she shall present the recommendation to the Board of Regents with or without a modification of the Committee's recommendation.
 - F. Upon action of the Board of Regents on the request, the chancellor or branch community college president shall immediately advise interested parties of the outcome of the request.
- 6. Withdrawal or Modification of Names Previously Given to Property.** As stated in section 2.F. above, individuals or entities without exemplary character, integrity and outstanding standards of personal and professional ethics shall not be considered for naming opportunities. Thus, the System shall withdraw a name if the individual or entity fails to maintain such exemplary characteristics once the Board of Regents has bestowed the honor. Naming opportunities shall also be withheld if the donor fails to fulfill the gift commitment as specified in the written gift agreement of the donor.
- 7. Changes in Property.** If System property bearing the name of an entity or individual needs to be modified, demolished or relocated, the chancellor, branch community college president, or a designated representative shall initiate discussion with the named individual or entity, designee or successor, with the goal of mutually agreeing on a solution to preserve the history of the gift. Final approval of the solution shall rest with the Board of Regents and, if necessary, the process described in section 5 above may be used.
- 8. Guidelines for Considering Naming Opportunities.** Naming of property of the System lies solely in the discretion of the Board of Regents; each naming opportunity shall be considered on

its own merits. The following are general guidelines the Board of Regents likely shall use in considering naming opportunities, both for opportunities involving financial contributions and for opportunities not involving financial contributions.

- A. For naming opportunities involving financial contributions, considerations may include cost factors (actual project costs, current market value, availability of other funds, state support, etc.). The following guidelines may be used:
 - (1) For newly constructed facilities—a minimum of forty percent (40%) of the building costs or an irrevocable financial commitment of a minimum of 1.5 million dollars
 - (2) For renovated facilities—a minimum of sixty-five percent (65%) of the current facility market value
 - (3) For existing facilities without renovation—a minimum of sixty-five percent (65%) of the current facility market value and
 - (4) For endowed chairs—full funding by the donor.

- B. For naming opportunities not involving financial contributions, consideration shall include, but is not necessarily limited to, those criteria mentioned in sections 2C, 2D and 2F. Those criteria include unique or extraordinary circumstances, persons of national or international repute, character and integrity of the person and passage of substantial time after the death of the honoree.

Approved by Board of Regents on November 17, 2005
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