The Board of Regents of the University System of Maryland has established a general policies for the "Naming of Buildings and Academic Programs" (BOR VI-4.00, April 4, 1997). The University of Maryland Policy on the Naming of Facilities adapts Regents' policy and establishes implementing procedures for the naming of buildings, parts of buildings, roads, grounds, and plazas ("facilities") in honor of persons, foundations and corporations, who by service, scholarship or major gift, have made substantial contributions to the University or education generally. A separate University policy speaks to naming endowed positions (see Policy on Endowed Faculty Chairs and Professorships IX-6.00(A)).

BOARD OF REGENT'S POLICY:

Authority for naming new and existing facilities is exercised by the Board of Regents. Regents' policy which contains the following general constraints on the naming of new and existing facilities:

1. Facilities shall not 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, but not a donor, three (3) years shall have passed since any formal association with the University System of Maryland or employment with the State of Maryland.

3. When the person to be honored is deceased, two (2) years shall have passed since the date of death.

UNIVERSITY GUIDELINES:

The naming of facilities owned by the State of Maryland, the University System of Maryland, or a foundation which are located on the College Park Campus or are managed or associated with it, shall conform to the following guidelines:

1. In general the current policy of naming administration and student use buildings after counties, municipalities, or bodies of water in the state of Maryland shall continue.

2. Attributes of people after whom facilities are named should include at least the following:
a. highest personal integrity
b. honorable public service
c. major positive contributions to society
d. contributions to the University of Maryland and to the State
e. known to the University community

3. People after whom buildings are named, and who later are found to violate the high standards indicated in the previous list, may have their names removed from the buildings that bear their names.

4. The President, in consultation with the Facilities Naming Committee, may elect to recommend to the Regents renaming of a facility named for a person or persons if it is in the best interests of the University.

5. Corporations after which facilities are to be named must exemplify the following attributes:

   a. history of high integrity of officers
   b. appropriate corporate mission
   c. contributions to the University of Maryland
   d. familiarity of the corporation at least to the impacted portion of the University community

6. An academic facility may be assigned a corporate name only if such naming has undergone careful scrutiny by the Facilities Naming Committee that gives assurance that such naming will not demean the academic endeavors to be carried on within the facility or the campus at large.

7. When corporate names are considered for facilities, the propriety of the name in a public and educational context should be considered. Once established, the corporate name of a facility shall normally remain the same notwithstanding future changes in the corporation; provided, however, the President may elect to recommend to the Regents renaming if it is in the best interest of the University.

8. Discrete parts of a facility (e.g., auditoriums, classrooms, porches, gates and gardens) may be named separately to recognize:

   a. A benefactor who wishes to underwrite the cost (or part of the cost) of a defined portion of the facility.
   b. A person who has made substantial service or scholarly contributions to the University or to higher education generally.
In these circumstances, a plaque appropriate to the location may be installed within the facility for the purpose of acknowledging the contribution.

9. Facilities shall normally only be considered for naming in association with a gift to the University or to an affiliated foundation when the present value of the gift is at least 30%-to-50% of the estimated cost of construction or renovation. The naming of "landmark buildings" or facilities with unique architectural or landscape characteristics shall generally require a higher percentage. Maintenance endowment funds should be considered as part of the gift for the purpose of these calculations.

10. The gift should be made in cash or by means of a legally binding pledge. It should normally be paid within five (5) years of the naming of the facility. A portion of the gift may be in the form of an irrevocable trust or a contractual bequest. The President reserves the right to remove names from facilities when the gift remains unpaid beyond an agreed-upon limit. Should this occur, the President may seek approval from the Board of Regents to name an area of the facility or seek another appropriate naming opportunity that would be appropriate for the value of the gift received. The name shall be attached to the facility for no longer than its normal useful life, unless otherwise agreed at the time of the gift by the President and Board of Regents.

11. Gifts made through an irrevocable deferred gift technique (including, but not limited to a charitable remainder trust, a pooled income fund, a charitable gift annuity, a deferred pledge agreement (an estate note), or a contract to make a will) shall generally not be accepted for the purpose of naming a new University facility for which contributions from private sources are needed to pay construction costs. Such a deferred gift, however, may support the naming of an existing facility if there is no current need of funds for renovating or expanding the structure.

12. It is the general policy of the University that a facility shall be named for a benefactor only if the benefactor contributes the predominant portion of funds necessary to cover cost of construction or renovation. The Facilities Naming Committee shall make an initial recommendation to the President on the suitable level of support. The President shall determine the amount necessary before a recommendation for naming a facility is presented to the Board of Regents or otherwise approved by the University.

13. A uniform system of external marking of buildings shall be established by the University Facilities Council and shall thereafter be used on all Campus facilities. In instances where an entire building is to be named for
benefactor or others, a plaque may be located inside the structure, e.g., in the lobby or other place in keeping with the nature, aesthetics of the facility. The plaque may give the full name and a brief description of the accomplishments of the person honored.

UNIVERSITY PROCEDURES:

University facilities are named by the Board of Regents upon the recommendation of the President. Before institutional representatives undertake final negotiations with a potential donor that involves the naming of a University facility, the proposal must be approved by the President. To that end, the President is advised by the University Facilities Naming Committee (or "Committee").

1. The Facilities Naming Committee has responsibility for evaluating all naming proposals for University facilities and making a recommendation to the President. The Committee shall be appointed by the President. It is composed of the following individuals:

   a. The Vice President for Administrative Affairs (Chair);
   b. The President's Chief of Staff,
   c. The Dean of the School of Architecture;
   d. The Dean of another college or school; and,
   e. Two faculty, one student and one staff selected in consultation with the Senate.

2. A proposal to name a University facility shall be directed to the Vice President for Administrative Affairs for presentation to the Facilities Naming Committee. This must be done in sufficient time to permit considered evaluation by the Committee and approval by the President in advance of contemplated negotiations with a potential donor.

   a. Proposals for naming a facility assigned to a specific academic or administrative unit shall originate from the administrative officer of that unit or from the Vice President for University Advancement.

   b. Proposals for naming a facility not assigned to a specific academic or administrative unit shall originate from the Committee.

   c. Proposals for naming and renaming facilities shall handled in the same manner.

   d. Proposed agreements, including the gift instrument, committing the University to name a facility shall be reviewed for form and legal sufficiency by the Executive Assistant to the President for Legal
Affairs. The Executive Assistant shall advise the Committee.

The Committee shall prepare a brief, confidential report for the President setting forth its recommendation and the basis for its position.

J. The Vice President for University Advancement shall have responsibility to prepare and present to the Facilities Naming Committee a comprehensive plan identifying:

a. All existing facilities suitable for naming in association with a gift, a deferred gift, or a pledge commitment, together with an estimate of the development value of each; and,

b. All rooms and discrete features in planned future facility construction and renovation suitable for naming in association with a gift, together with an estimate of the development value of each.

The plan shall be reviewed and revised periodically by the Vice President for Advancement and the Committee. Attention shall be given to maintaining a current assessment of the development value of each facility. The President shall be kept regularly apprised of changes to the plan.

4. The President shall take the recommendation of the Facilities Naming Committee into consideration before approving further negotiation with a donor or authorizing a University recommendation to the Board of Regents.

5. In the event a unique fund-raising opportunity requires an expedited decision, the President shall consult with the Vice Presidents for Advancement and Administration (as Chair of the Facilities Naming Committee) prior to approving a recommendation to the Board of Regents. In such instances, the President’s action shall be explained to the Committee at its next meeting.