

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, programs, 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 are:
 - A. 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. Only the Board of Regents shall name property of the System.

 - B. 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. The character and integrity of donors or other honorees shall be a major factor in consideration of naming requests or opportunities.

 - C. 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.

 - D. The System may decline gifts offered with a contingency of naming property after an individual or entity.

 - E. The names of property shall include a functional designation (i.e., Golden Library, Jack Williamson Liberal Arts Building).

 - F. Naming shall represent one individual or family and not include more honorees in the naming.

The foregoing purposes and policies are implemented by the following.

Procedures

3. **Administration.** These policies and procedures shall be administered by the ENMU Foundation executive director on the Portales campus and, for the branch community colleges, 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 branch community college 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 branch community college president. The ENMU Foundation executive director 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 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 ENMU Foundation executive director or branch community college development director.
 - B. The ENMU Foundation executive director or branch community college development director shall present the request, including the written request, to the Committee in writing. Throughout the review process of the naming request, information relating to any naming request or plan should remain confidential until appropriate approvals have been obtained.
 - C. The Committee shall convene to consider the request and forward its written recommendation to the chancellor or branch community college president.
 - D. 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.
 - E. 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.C. above, individuals or entities without exemplary character, integrity and outstanding standards of personal and professional ethics shall not be considered for naming opportunities. 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. Facilities and programs may be named under the terms of a negotiated gift agreement to recognize substantial gifts and significant donors or individuals designated by such

donors. Substantial contributions are defined as those having a lasting, positive impact on the programs and activities of students and faculty and which further the educational, research and public service purposes of the University. Normally, a "substantial" gift has a reasonable relationship between the dollar value of the donation and the size and significance of the facility or program being recommended for naming.

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

- A. When a facility or program is to be named in consideration of a financial contribution, the gift must be received by the University or affiliated foundation or its future receipt assured through the appropriate signed gift agreement before a naming action shall be taken, as follows:
 - (1) Pledges to be paid over a period of time, up to five years, are acceptable for current naming of facilities and programs when a signed pledge payment agreement for the total is in hand.
 - (2) If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.
 - (3) Irrevocable planned gifts may generate current naming of facilities and programs if current cash flow considerations are not an issue for the requesting facility or program. Irrevocable planned gifts will be credited at their face value with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.

- B. For naming opportunities involving financial contributions, considerations may include cost factors (actual project costs, current market value, etc.). The following guidelines may be used for naming of major facilities or renovation of major facilities:

Renovation/Construction Costs	Renovation	New Facility
\$499,999 or Less	55% of cost	60%
\$500,000 to \$1,000,000	\$250,000 or 45%	\$300,000 or 55%
\$1,000,001 to \$2,500,000	\$500,000 or 40%	\$600,000 or 50%
\$2,500,001 to \$5,000,000	\$1,000,000 or 35%	\$1,200,000 or 35%
\$5,000,001 to \$10,000,000	\$1,750,000 or 30%	\$2,500,000 or 40%
\$10,000,001 to \$20,000,000	\$3,000,000 or 25%	\$5,000,000 or 35%
\$20,000,001 to \$30,000,000	\$5,000,000 or 20%	\$7,500,000 or 30%

If there is a gift associated with naming an existing building or definable portions of an existing building (a building wing, suite of rooms, or a single room), that has nothing to do with renovation or construction costs, a calculation of the replacement value less depreciation is used.

- C. If there is a gift associated with naming definable portions of an existing building (a building wing, suite or rooms, or a single room), that has nothing to do with renovation or construction costs, a calculation of the replacement value less depreciation is used.

Entity Type	Minimum Contribution
Colleges or Schools	\$5,000,000
Programs, Departments, Center, Institutes	\$1,000,000

- D. Naming of Geographical Areas
If there is a gift associated with naming an existing geographical area or definable portions of an existing geographical area that has nothing to do with renovation or construction costs, a calculation of the replacement value less depreciation is used.
- E. Conditions for receiving financial contributions to secure naming rights shall follow the following guidelines:
- (1) A bequest or legacy gift from a donor who is still alive will not normally be considered for a naming opportunity.
 - (2) A naming associated with a planned gift will be considered upon realization of the gift or upon receipt of a minimum of 50% of a cash gift.
- F. For naming opportunities not involving financial contributions, consideration shall include but is not limited to criteria mentioned in sections 2C and 2D. 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.
9. **Confidentiality.** In the best interest of the University and prospective honorees, information relating to any naming request or plan should remain confidential until appropriate approvals have been obtained.

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