POLICY STATEMENT

Naming of properties, academic programs, facilities, centers, institutes, departments, physical structures, or parts thereof; trees, benches, or open recreational spaces on the University of North Dakota (UND) grounds or property owned by UND or University affiliated foundations; and the naming of academic interests including but not limited to endowed programs or research, teaching, service or recreation; chairs, professorships, visiting lectureships, or special lecture series must be reviewed and approved in accordance with this and any related UND and State Board of Higher Education (SBHE) policies, procedures, and guidelines.

REASON FOR POLICY

The University of North Dakota wishes to continue a time-honored tradition of naming University properties, academic and non-academic programs, and facilities to recognize scholarly distinction, devotion, distinguished service and generous gifts. This policy establishes uniform and consistent procedures to gain appropriate approval for all University property and programs on and off campus, and will supplement and align with North Dakota SBHE policies 100.6(4)(m) and 902.12.

SCOPE OF POLICY

This policy applies to:

- President
- Vice Presidents
- Deans, Directors & Department Heads
- Area Managers & Supervisors
- Faculty
- Staff
- Students
- Others: University Affiliated Foundations
- University Benefactors

WEB SITE REFERENCES

This policy: http://und.edu/finance-operations/_files/docs/1-5-naming.pdf
Policy Office: http://und.edu/finance-operations/policy-who-we-are.cfm
Vice President for Finance & Operations: http://und.edu/finance-operations/
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RELATED INFORMATION

| SBHE Policy 100.6(4)(m) – Authority and Responsibility of the State Board of Higher Education | http://ndus.edu/makers/procedures/sbhe/default.asp?PID=189&SID=2 |
| SBHE Policy 902.12 – Building Name | http://ndus.edu/makers/procedures/sbhe/default.asp?PID=4&SID=10 |

CONTACTS

General questions about this policy can be answered by your department’s administrative office. Specific questions should be directed to the following:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Contact</th>
<th>Telephone</th>
<th>Department/Office E-Mail / Web Address</th>
</tr>
</thead>
</table>

DEFINITIONS

| Affiliated Foundation | Foundations with a direct affiliation to UND, including UND Foundation, UND Aerospace Foundation, UND Research Foundation, UND Law School Foundation, UND Center for Innovation Foundation, and The Energy and Environmental Research Center Foundation. |
| CDO | Chief Development Officer |
| CFO | Chief Financial Officer |
| Finance & Operations Policy Office | Office reporting to the Vice President for Finance and Operations. Responsible for overseeing and guiding the policy development process, editing drafts of policy documents, and maintaining a central repository of University policies for the Finance & Operations Division. |
| Gift Agreement | Document drafted between the donor and an affiliated foundation. Includes all gifts and conditions that involve naming recognition. |
| Naming Committee | A committee appointed by the President which includes Provost/VPAA, VPFO, VPHA, VPREDE, VPSA, VPUPE, UND Foundation CDO and CFO, General Counsel, and other members as necessary. |
| Naming Request/Change Form | Document submitted to the Naming Committee addressing all applicable criteria required in the decision making process. |
| VPAA | Vice President for Academic Affairs |
| VPFO | Vice President for Finance and Operations |
| VPHA | Vice President for Health Affairs |
| VPRED | Vice President for Research and Economic Development |
| VPSA | Vice President for Student Affairs |
| VPUPA | Vice President for University and Public Affairs |
PRINCIPLES

OVERVIEW – The University of North Dakota wishes to continue a time-honored tradition of naming University properties, programs, facilities, areas, and academic interests to recognize scholarly distinction, devotion, distinguished service and generous gifts. All proposed naming must be reviewed and approved in advance and in accordance with any related UND policies, procedures, and guidelines. Review includes proposed naming of properties, academic programs, facilities, centers, institutes, departments, physical structures, or parts thereof; trees, benches, or open recreational spaces on the University of North Dakota (UND) grounds or property owned by UND or University affiliated foundations; and the naming of academic interests including but not limited to endowed programs or research, teaching, service or recreation; chairs, professorships, visiting lectureships, or special lecture series. Specific naming opportunities identified in SBHE policies, procedures, and guidelines also require the approval of the State Board of Higher Education.

The UND Finance & Operations Division and UND Foundation have established this policy and review process to achieve consistency, appropriateness, and ease of compliance with University and SBHE policies. The Vice President for Finance & Operations is responsible to manage this process, and to assist others to implement it effectively.

Authority for naming within UND rests with the President upon the recommendation of the Naming Committee, except for the areas specifically requiring final approval from the State Board of Higher Education.

UNIVERSITY NAMING COMMITTEE – The President will appoint a Naming Committee to advise the President concerning all names to which this policy applies. The President will appoint a vice president to chair the committee, and its membership shall include Provost/Vice President for Academic Affairs, Vice President for Finance and Operations, Vice President for Health Affairs, Vice President for Research and Economic Development, Vice President for Student Affairs, Vice President for University and Public Affairs, General Counsel, and others selected as necessary. The President may appoint additional members of the committee as needed to perform its duties.

The Naming Committee will be responsible for assuring naming proposals have been thoroughly researched and that they meet the necessary criteria, making recommendations to the President on naming proposals, and advising on naming policy and procedures, as needed. The committee may establish subcommittees as it deems appropriate to carry out its duties and responsibilities.

The President retains discretion to make exceptions or alter criteria or conditions of this policy and corresponding procedures as appropriate to the circumstances and in compliance with SBHE policies/procedures.

NAMING PHILOSOPHY – Any naming must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the University of North Dakota. No naming shall be permitted for any corporation or individual whose public image, products, or services may conflict with UND’s purpose and mission.

The primary intent of a non-financial naming process is to allow the University to recognize the importance and/or efforts of an individual to the University or of someone who represents the ideals of the University. Those honored with a naming might be faculty or staff members who have contributed significantly to the social, academic, scholarly, research or political life of the University; persons not connected to the University who have contributed, in one way or another, to the growth and development of the institution; illustrious alumni; or an outstanding states-person, educator or scholar who may or may not be connected to the University or State of North Dakota.

A naming gift must be accomplished with great care and sensitivity to the goals and needs of both the donor(s) and the University. The University must carefully consider all circumstances surrounding the naming, including the overall benefit to the institution and whether displaying the name is and will continue to be a positive reflection on the institution. The gift must be thoroughly reviewed to ensure that all stipulations surrounding the naming can be agreed upon by the donor and the University. Consultation with bond counsel and institutional counsel for compliance must also take place.
If the naming gift includes construction, renovation, or adding to a building, the ongoing cost of maintenance and any other escalating costs must be considered at the time of the donation.

This policy does not apply to any arrangements already in existence at the date the policy is adopted.

PROCEDURES

Reviewing and Approving a Proposed Name

No commitment regarding naming shall be made to an honoree or donor prior to approval of the related proposal for naming. Each proposal shall be made by written Naming Request/Change form. A complete Naming Request/Change form includes a dossier that addresses and verifies all of the applicable criteria in this policy, including:

1. A precise description of the facility, organization, scholarship or fellowship to be named;
2. The exact name to be adopted;
3. The basis or reason for the naming; for honorific names, why the proposed name is appropriate to the facility, organization, scholarship or fellowship;
4. A description of the due diligence that has been performed on an individual for whom the facility, organization, scholarship or fellowship is to be named;
5. For honorific names, whether the individual is currently a public official;
6. For philanthropic names, analysis and approval by UND Foundation. (The Foundation’s analysis should usually include consideration of the net present value of the gift, other contributions and activities of the donor, consistency with announced gift opportunity amounts, consistency with other UND gift amount policies, and other naming opportunities);
7. Approvals by the relevant department, school, and campus leadership (as appropriate); and
8. If the naming is for someone other than a donor, formal permission of that person or his/her authorized representative.

Upon completion, the Naming Request/Change form is submitted by a dean to the appropriate vice president. If a request comes from an area without a dean, the manager (or highest level supervisor) submits the proposal to the appropriate vice president. Naming requests needing or tied to donations require the signature of the UND Foundation Chief Development Officer prior to submission to a vice president.

The Naming Committee will forward the Naming Request/Change form along with its recommendation to the President. If presidential approval is gained and SBHE approval is required, the request will be forwarded to the Chancellor for SBHE final action. According to SBHE policies 100.6(4)(m) and 902.12, the SBHE has final authority to name academic units (college, school, department, center and institute), professorship and endowed chairs, and physical structures including campus buildings and portions thereof (i.e., auditorium, stadium, gymnasium, theater). Naming of classrooms, meeting rooms, academic interests, etc., fall under the jurisdiction of the University and will be subject to approval by the President.

Honorific Naming

Naming may take place for individuals who have made exemplary or meritorious contributions to the University of North Dakota or society.

No commitment for naming shall be made prior to approval of the proposed name. A proposed honoree shall have achieved distinction in one or more of the following ways:

1. While serving the University in an academic capacity, the individual has demonstrated high scholarly distinction and has earned a national or international reputation;
2. While serving the University in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of the University; or
3. The individual has contributed in truly exceptional ways to the welfare of the institution or achieved such unique distinction as to warrant recognition.

When an individual has served the University in an academic or important administrative capacity, or has served the community, state, or nation in an elected or appointed position, a proposal may be made for naming in honor of the individual on the earlier of the following:

1. Two years after retirement or other separation from the University or from elected or appointed office; or
2. Two years after the individual’s death, if the person had not yet retired or otherwise separated from the University at the time of death.

Any naming in honor of campus administrative officials, faculty, staff, or elected or appointed public officials shall normally occur only after the individual’s campus employment or public service has concluded. A naming in honor of an individual who has retired from the University but has been recalled to full or part time employment may be made based on the earlier of the two above criteria, notwithstanding the recall status.

**Philanthropic Naming**

Naming may take place under the terms of a negotiated gift agreement to memorialize or otherwise recognize substantial gifts and significant donors.

When a naming is contemplated as part of a development campaign, that campaign, the proposed naming, and the associated private fund contributions to be sought shall have prior approval of the Naming Committee, President, and SBHE.

UND Foundation is the primary development arm of the University and is the organization that is predominantly responsible for fund raising. UND Foundation’s purpose is to marshal alumni and other private support for the benefit of the University and is considered a University of North Dakota affiliated foundation.

**CORPORATE NAMING** – The Naming Committee must complete a detailed due diligence review of the corporation prior to any corporate naming. Each corporate naming request must be analyzed to ensure that there are no conflicts of interest. Certain restrictions may also apply to any proposed naming of a property, program, or facility financed with the proceeds of tax exempt bonds.

In cases where a corporation or organization name is used, the naming of the building, area or space will normally be limited to a period not exceeding 25 years. The proposed number of years for naming the project will be identified when it is presented to the SBHE for approval. The gift agreement will specify the number of years during which the building, area or space will be named and it will include the clause that any name changes during that period will be at the University’s sole discretion, subject to the approval by the SBHE.

The placement of signage will be reviewed by the President and Naming Committee. Appropriate signage will be determined by the University.

**PROPOSED GIFTS** – General Counsel shall review draft language for a gift agreement that includes the proposed naming of a University property, academic and non-academic programs, and/or facility in recognition of the gift.

No commitment for naming shall be made prior to approval of the proposed name.

In reviewing a request for approval of naming, consideration shall be given to:

1. The eminence, reputation and integrity of the individual or entity whose name is proposed;
2. The relationship of the individual or entity to the University;
3. The significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the University; and
4. The urgency of need for the project or for support funds for the project.
GIFT AGREEMENTS – All gifts and conditions that involve naming recognition must be documented in a written agreement between the donor and affiliated foundation.

The Naming Committee will review the Naming Request/Change form, gift agreement, and the naming value associated with it. Any recognition offered to the donor will reference “pending approval of the University of North Dakota and/or North Dakota State Board of Higher Education.”

TYPES OF GIFTS – Any and all combinations of gifts and irrevocable pledges are acceptable for a naming right. Pledge fulfillment is preferred within a five year period. Payment or pledge of interest costs to compensate for the time value of money over pledge period is encouraged. Deferred irrevocable gifts will be considered on an exception basis at the projected value of the gift at the time it is expected to be realized.

UND Foundation’s customary fee schedule will apply to gifts funding naming opportunities. Any costs associated with financing will be borne by the benefitting college/unit.

GIFT AMOUNT – Prior to any discussion with a prospective donor regarding specific naming opportunities, the Foundation will consult with the President and Naming Committee to assure the appropriateness of the gift levels required for the project, if amounts have not been previously set through the Give Amount Guidelines.

Minimum gift levels will be periodically reviewed by the President and Naming Committee.

The gift shall constitute a significant portion of the total cost of the project to be named. The gift shall either:

1. Fund the total cost of the project to be named; or
2. Provide substantial funding for that portion of the total cost which would not have been available from another source (such as federal or state loans or appropriations, student fees, or bond issues). See Appendix 1 – Gift Amount Guidelines, for more information

Academic/Non-Academic Program Naming

Academic naming may include but is not limited to endowed programs or research, teaching, service or recreation; chairs, professorships, visiting lectureships, or special lecture series; or awards for excellence in teaching, research or performance of other academic responsibilities.

In any naming proposal of an academic or non-academic program to recognize a donor or a non-donor honoree, consideration should be given to ensure that any associated endowment will be sufficient to sustain the program.

Recognition

The size, design, and wording of plaques and other signs that acknowledge generosity and express University appreciation are standardized and guided by Foundation recommendations.

Duration of Naming and Right to Re-Name

When a facility or area is named in recognition of a donor or an honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. However, the University of North Dakota reserves the right to re-name its programs and facilities at all times.

If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.

Any proposal to re-name a facility or area shall be reviewed by the Naming Committee. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to a subsequent gift and proposed renaming.

Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
When a facility or area is proposed for renaming or modified, representatives will make all reasonable efforts to inform in advance the original donors or honorees or their immediate successors.

Additionally, the University may re-name a facility if a designated name, in the University’s sole judgment, should bring discredit upon the University. In the event of such re-naming, the University shall have no financial responsibility to the donor.

In the case of a philanthropic naming, the University may remove a name upon the failure of a financial commitment to be satisfied

RESPONSIBILITIES

<table>
<thead>
<tr>
<th>Affiliated Foundations</th>
<th>Receive philanthropic gifts</th>
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<tbody>
<tr>
<td>Deans, Directors, Department Heads, Managers, Supervisors</td>
<td>Submit naming proposal via Naming Request/Change form to the appropriate vice president</td>
</tr>
<tr>
<td></td>
<td>Obtain signature of UND Foundation CDO on Naming Request/Change form if request is tied to donation(s)</td>
</tr>
<tr>
<td>General Counsel</td>
<td>Review draft language in gift agreements</td>
</tr>
<tr>
<td>Naming Committee</td>
<td>Research naming proposals</td>
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<td></td>
<td>Appoint subcommittee(s) as appropriate</td>
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<tr>
<td></td>
<td>Advise the President concerning naming proposals, and naming policy and procedures</td>
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<tr>
<td>President</td>
<td>Appoint Naming Committee members</td>
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<tr>
<td></td>
<td>Approve naming proposal</td>
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<tr>
<td></td>
<td>Forward proposals as necessary to the SBHE for final action</td>
</tr>
<tr>
<td>SBHE</td>
<td>Give final naming authority to name campus buildings and portions thereof as necessary</td>
</tr>
<tr>
<td>University Benefactors</td>
<td>Complete gift agreement as directed by affiliated foundation</td>
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<tr>
<td>VPFO</td>
<td>Manage naming process and assist in its implementation</td>
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</tbody>
</table>

FORMS

<table>
<thead>
<tr>
<th>Gift Agreement</th>
<th>Contact affiliated foundation</th>
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<tbody>
<tr>
<td>Naming Request/Change Form</td>
<td><a href="http://und.edu/finance-operations/_files/docs/naming-request-change-form.pdf">http://und.edu/finance-operations/_files/docs/naming-request-change-form.pdf</a></td>
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APPENDICES

| Appendix 1 – Gift Amount Guidelines | To be drafted by a sub-committee of the Naming Committee and attached to this document at a later date. |

REVISION RECORD

| 12/13/2012 – Policy Implementation | Signed by President Robert O. Kelley |