



POLICY TITLE	Honorary and Gift-Based Namings	Policy Number	232
Section	Financial Affairs and Development	Approval Date	June 18, 2019
Subsection	Development	Effective Date	June 18, 2019
Responsible Office	Office of the Vice President of Institutional Advancement		

1.0 PURPOSE

1.1 The University seeks to acknowledge, recognize, and honor individuals, families, and organizations that have made a contribution, financial or otherwise, to the growth, development, and enrichment of the University.

2.0 REFERENCES

2.1 Utah Board of Regents' Policy R220 *Delegation of Responsibilities to the President and Board of Trustees*

2.2 Utah Board of Regents' Policy R401 *Approval of New Programs, Program Changes, Discontinued Programs, and Program Reports*

2.3 UVU Policy 231 *Fundraising Authority, Responsibility, and Coordination*

3.0 DEFINITIONS

3.1 Facility: Any building, structure, large room, plaza, open space, landscaped area, athletic space, or other physical improvement or natural feature (real property) under the ownership or administrative control of the University.

3.2 Gift agreement: A document, signed by a donor and an officer of the University and/or the Utah Valley University Foundation, confirming the mutual promises, commitments, undertakings, restrictions, and agreements of the involved parties pertaining to the use of a gift to the University or the Utah Valley University Foundation.

3.3 Gift-based name: A naming that recognizes individuals, families, or organizations for charitable giving to the institution. These naming opportunities include but are not limited to scholarships, chairs, professorships, facilities, colleges, schools, centers, divisions, departments, institutes, clubs, partnerships, or initiatives.



3.4 Honorary name: A naming that acknowledges an individual or entity who is distinguished through unique service to the University (for example, Wilson W. Sorensen Student Center). Generally, an honorary name is not bestowed in recognition of a charitable gift.

3.5 Program: Any organization or activity under the administrative control of the University. Programs include but are not limited to clubs, partnerships, or initiatives.

3.6 Small interior space: Any small interior room or area (for example, an office, study area/nook, or similar).

3.7 Utah Valley University Foundation (“Foundation”): Is the duly established Utah non-profit corporation organized to be a charitable, tax-exempt 501(c)(3) entity that operates exclusively for the benefit of the University. The foundation accepts and manages any and all charitable gifts to the University. The foundation is directed by a board comprising volunteers and university employees. For the purposes of this policy, references to the Division of Institutional Advancement shall be presumed to include The Foundation and its board unless otherwise indicated.

4.0 POLICY

4.1 The University and the Foundation will accept gift-based names and establish honorary names for facilities and programs as a means to show appreciation to individuals and organizations that have made a notable contribution, financial or otherwise, to the University. Gift-based and honorary names for facilities and programs shall be approved as follows:

Naming Type	Final Approval Authority
Honorary names	Board of Trustees
Gift-based names for facilities, colleges, schools, divisions, departments, institutes and centers	
Gift-based names for small interior spaces, clubs, and partnerships	President
Gift-based names for scholarships, chairs, and professorships, and program initiatives	Vice President of Institutional Advancement

4.2 Actions resulting from the approval of a naming shall comply with the *UVU Donor Signage Guidelines* maintained by the Division of University Relations and the Division of Finance and Administration. The Vice Presidents of University Relations, Institutional Advancement, and Finance and Administration shall determine and approve collectively on a case-by-case basis if it is appropriate to allow term-limited namings for athletic facilities to display a corporate logo.



4.3 Honorary names for facilities and small interior spaces are permanent, or for the useful life of the facility/space. When a term is stated in the gift agreement, gift-based names for facilities and small interior spaces shall remain only for the period of that term.

4.4 The University, in accordance with the terms of a gift agreement (for gift-based names), reserves the right to determine the content, location, and frequency of any announcement associated with a named facility or program.

4.5 In order to protect the reputation of the University, in unusual and unforeseen circumstances the University, with Board of Trustees approval, reserves the right to remove a name from any facility, college, school, center, institute, program, or other University element.

5.0 PROCEDURES

5.1 Gift-Based Namings

5.1.1 Gift-based naming proposals shall first be reviewed and approved by the vice president who oversees the facility or program to be named, followed by the Vice President of Institutional Advancement, and then by the appropriate approving authority, as required by Section 4.1.

5.1.2 If the Board of Trustees is the final approving authority, the Vice President of Institutional Advancement shall present the proposal to the President for review before presenting the proposal to the Board of Trustees for approval.

5.1.3 Gift-based names shall be considered based on the monetary amount of the gift and its value to the University.

5.1.4 The gift-based naming of a facility will take into account the condition, use, and age of the building, visibility and use of the room, size of room, market for potential donors, and other relevant considerations. This is determined jointly by the President, Vice President of Institutional Advancement, and the vice president over the area in which the facility or program resides.

5.1.5 Appropriate due diligence regarding the naming is the responsibility of the vice presidents involved in the approval process and the President.

5.1.6 All terms and conditions of a gift-based naming shall be documented in the gift agreement.

5.1.7 If a gift-based named university facility or program should cease to exist, the Vice President of Institutional Advancement will consult with the donor, the donor's descendants, the donating corporation, or the donating foundation to ensure that appropriate recognition is sustained.

5.2 Honorary Namings



5.2.1 Proposals for honorary namings are to be submitted to the Vice President of University Relations and should include (1) a biographical summary of the proposed honoree (individual, family, corporation, or foundation), (2) a description of the facility or program and its proposed name, and (3) a description of the honoree’s contribution to the University.

5.2.2 Honorees, or families of honorees, shall be consulted regarding the details of the honorary naming, including the planned length of time a facility or program will be named on behalf of the honoree.

5.2.3 Upon approval from the Vice President of University Relations, the proposal shall be reviewed and approved by the Vice President of Institutional Advancement and the vice president over the area where the facility or program resides, followed by the President. Upon these approvals, the Vice President of University Relations shall present the proposed naming to the Board of Trustees for approval.

5.2.4 Appropriate due diligence regarding the naming is the responsibility of the Vice Presidents involved in the approval process and the President.

5.3 Removal of Honorary and Gift-Based Namings

5.3.1 If unusual and unforeseen circumstance arise in which an honorary or gift-based naming could harm the reputation of the University, President’s Council will review the circumstances to determine if removing the name might be appropriate.

5.3.2 If President’s Council determines removal is appropriate, the appropriate vice president will proceed as follows:

5.3.2.1 For gift-based namings, the Vice President of Institutional Advancement will present findings of the President’s Council to the Board of Trustees;

5.3.2.2 For honorary namings, the Vice President of University Relations will present the findings of the President’s Council to the Board of Trustees.

5.3.2 After deliberation, the Board of Trustees shall vote on removal of the name in question.

POLICY HISTORY		
April 10, 2008	Approved	UVU Board of Trustees
June 18, 2019	Revised policy approved	UVU Board of Trustees