



PURPOSE AND SCOPE

Naming opportunities allow the University of Iowa (UI) and the University of Iowa Foundation (UIF) to recognize the most generous and loyal donors, and to honor scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the UI. These guidelines are intended to serve as a reference document for the Joint Development Committee (JDC); provide guidance to UI and UIF staff about the size and structure of gifts necessary to attain various levels of naming recognition; provide a mechanism for evaluating proposed major naming gifts, and promote appropriately consistent naming recognition levels and procedures across UI colleges, departments, and units.

The scope of these guidelines focuses on JDC's responsibility to review and approve the contribution thresholds (gift minimum levels) and any proposed naming, as detailed and limited below. In addition, while these guidelines address naming in recognition of a donor, they should also serve as guidance for any honorary or memorial naming.

DETERMINATION OF GIFT MINIMUM LEVELS

All gift minimum levels for the naming of UI Academic Units (see definition below), facilities/spaces, faculty support, non-academic position support, student support, research and program funds, and endowment funds are approved by the JDC in consultation with the UI President and/or requesting unit's Dean, Director or UI Vice President, as appropriate. At any time as it deems necessary, JDC may fully defer to the discretion of the UI President in determining a gift minimum level or adjusting/changing a pre-determined gift minimum level.

Due to a variety of factors, approved gift minimum levels may vary by college, discipline unit or program, and may be adjusted from time to time in proportion to changing costs or campaign goals. Furthermore, gift recognition opportunities below the determined gift minimum level may be allowed by JDC on a case-by-case basis due to varying facts and circumstances justifying such recognition. Gift minimums levels are on file at UIF but are not exhaustive as other opportunities may exist throughout the university.

NAMING OPPORTUNITIES AND RECOGNITION APPROVAL PROCESS

A. Definitions

- **Academic Units**, as determined by the UI, includes the naming of colleges, schools, centers, institutes, departments, laboratories, and major academic or program units.
- **Major Facility Units**, as defined by the Iowa Board of Regents (Board), include entire buildings, wings of buildings, colleges, programs and large sections of the campus.
- **Minor Facility Units**, as determined by the Board and the UI, include campus areas or sections of facilities (e.g. rooms, classrooms, faculty offices, self-enclosed laboratories, labs, small conference rooms, study carrels, open spaces, structures, physical features, etc.).

**When difficult to determine the category in which a proposed naming opportunity falls, JDC will make the determination.*

B. Process and Level of Review for Naming Opportunities

Once a gift minimum level has been met or pledged and potential naming opportunity identified, a proposal for naming an Academic Units and Major Facility Units must be considered by the JDC upon submission of the *Naming Opportunity Request for JDC Form* (Form). By submitting the Form, the applicable Dean/Director or the Vice President of Medical Affairs (VPMA) agrees with the potential naming and attests that the UI Executive Vice President & Provost has also been engaged in the discussion and conceptually approved the naming. Proposals for the naming of a Minor Facility Units are subject to the approval of the applicable Dean/Director or VPMA in coordination with the UIF constituent development officer and do not need to be submitted to the JDC unless a corporate donor is involved, the gift minimum level is not met, or the naming involves a potential conflict of interest.

- **Naming Academic Units**

The UI Dean/Director or the VPMA shall discuss the naming with the UI Executive Vice President & Provost and seek conceptual approval of the name. If naming approved in concept, the UI Dean/Director or VPMA will complete the Form and collect supporting documentation. The UIF Development Officer may be of assistance in completing and submitting the Form. Following submission, the JDC will review the Form along with any supporting materials and make a recommendation. The UI Executive Vice President & Provost will submit this recommendation to the UI President. The UI President approval required and forwarded to Board for final approval, as appropriate.

- **Naming Major Facility Unit**

UI Dean/Director or the VPMA shall discuss the naming with UI Executive Vice President & Provost and seek conceptual approval of the name. If naming approved in concept, the UI Dean/Director or VPMA will complete the Form and collect supporting documentation. The UIF Development Officer may be of assistance in completing and submitting the Form. Following submission, the JDC will review the Form along with any supporting materials and make a recommendation. The UI Executive Vice President & Provost will submit this recommendation to the UI President, who will then forward the proposed name to the Campus Planning Committee (CPC) for review of the name selection. Subsequent to CPC's review, the UI President will forward his/her approval to the Board for final approval.

- **Naming Minor Facility Unit**

The UIF Development Officer to discuss naming with the appropriate UI Dean/Directors offices or the VPMA and obtain his/her approval. No review by the JDC is required. However, if naming is a controversial naming, involves a corporate naming, or involves a potential conflict of interest, then JDC should be consulted.

C. Expedited Review Process

The UI and UIF understand that time is of the essence in some major gift negotiations. When the necessary approvals must be expedited, an exception to the standard approval process may be granted but must be authorized by the most senior responsible UI and/or UIF representative required in the approval process. A conference call among JDC members can achieve the intended purpose so long as the conversations and resulting decisions are documented. At his/her discretion, the UI President may seek the Board's guidance and/or approval on an expedited matter, whether required or not.

D. Corporate Naming of Academic and Facility Units

All Corporate naming of Academic Units and UI facilities, whether Major or Minor Facility Unit(s), must be approved by JDC as each requires a thorough degree of due diligence to avoid commercial influence or conflict of interest. The JDC will use its discretion as to when to seek the UI President's approval of a corporate name. If the UI President is consulted, he/she may consult with the Board, when appropriate. Certain restrictions may also apply to any proposed corporate naming of a facility financed with the proceeds of tax-exempt bonds or receiving support by the Federal Emergency Management Agency (FEMA). Signage may not contain corporate logos.

E. Due Diligence in the Review Process

All circumstances surrounding a naming opportunity are to be carefully considered on its merits. JDC may consider, but not limited to, the following in making a naming opportunity determination:

- financial contributions made over a period of time or one-time gifts to the UI
- timeframes for payment of financial contributions
- the ability of the gift to stimulate gifts by other donors
- duration of naming;
- national and international reputation and achievement of the donor
- whether the gift advances the reputation of the UI
- whether the name comports with the purpose and mission of the Board and the UI
- whether the honoree has significant connection with the UI, as a donor or supporter, student, alumnus, faculty or staff member, or administrator
- the personal character and business affiliations of the donor to ensure, as much as possible, that the donor's name will continue to bring positive recognition to the UI
- review of any conflict of interest issues
- review of potential impact upon the academic and research autonomy of the UI
- evaluation of the impact on future giving by the donor or others
- ensure compliance with applicable laws and regulations

OTHER NAMING MATTERS

A. Record Keeping and Documentation

The UIF maintains records relative to JDC decisions. It is preferred that all naming opportunities associated with a gift be documented in writing; preferably in a Statement of Gift Intent (SOGI). A SOGI signed by the donor related to a naming opportunity of an Academic Unit or a Major Facility Unit must stipulate that recognition is subject to the prior approval of the Board, that it remains subject to applicable policies of the Board, and to subsequent reconsideration by the Board. A SOGI related to the naming opportunity of a Minor Facility Unit may stipulate recognition is subject to prior approval of the UI along with the right to subsequent reconsideration.

B. Restrictions on Naming

With just a few exceptions mentioned below, all physical/facilities spaces of the UI and Academic Units may be considered for naming opportunities. Current restrictions include:

- The UI reserves the right to prohibit naming opportunities of historic landmarks (e.g., Old Capitol) or of nationally-recognized programs (e.g., Iowa Writers' Workshop).
- Naming of degrees, certificates, or similar academic credentials is not permitted.

- The UI reserves the right to prohibit naming opportunities in association with gambling, firearms, alcoholic beverages, tobacco products, “recreational” drugs, drug-related paraphernalia, or sexual references. For example, words such as “casino” cannot be used for physical space recognition naming or donor wall/honor roll plaques in physical spaces. Provided, however, using the word “casino” in printed paper honor rolls may be acceptable.
- Facilities, properties, or UI units may not be named after a UI employee until two (2) years following the end of his/her employment/appointment or upon death; provided, however, this does not apply to the naming of Minor Facility Units or named funds.
- No unit, center or institute may be named for a current Regent or Board employee until after two (2) years following the end of appointment or upon death.
- A center or institute may also not be named for an elected official until that individual is no longer in office.

C. Duration of Naming

The naming opportunity of any unit [Academic or Major/Minor Facility Unit] does not extend beyond the useful life or existence of the Academic Unit or Major/Minor Facility Unit. For example, the naming or name recognition of a unit may end under the following circumstances, amongst others:

- the space/unit is drastically altered through construction or is to be demolished
- the space/unit is significantly renovated, upgraded, or modified; relocated or replaced
- the space/unit changes function to the extent that the purpose for the naming or name recognition is no longer relevant
- the space/unit is transferred or conveyed from the UI, closed, deconstructed, or severely damaged

As modifications are made to facilities and programs over time, situations may occur in which it is in the best interest of the UI to relocate, modify, or reallocate named space and/or programs. When determining whether the current name shall be continued, careful consideration shall be given to the history and legacy of the original naming and donor or honoree. If the decision is made to discontinue the use of the former name, the UI and/or UIF will consider alternative continued recognition of the original donor or honoree, and every effort will be made to discuss the proposed change with the donor in advance. If neither a donor nor donor’s representative is surviving, the UI may change the name unless disallowed by applicable laws.

D. De-Naming or Renaming

If a donor with an already existing naming opportunity requests that the name be changed (e.g., in the case of a divorce, corporate merger or acquisition, etc.), or the acquiring company requests that its name substitute the original corporate donor name or that it retain the naming opportunity, such request should be submitted to JDC for consideration by completing and submitting the Form.

While in extremely rare occurrence, it is possible for a naming to be rescinded or re-named. Such decisions will be made at the discretion of the UI President and JDC with due consideration for the impact on the relationship with the donor and the community. Furthermore, reconsideration by the Board may occur in extraordinary circumstances if the prior approved naming may be damaging to the reputation of the Board or the UI; or contradictory to applicable law or to the policies, procedures, or strategic objective of the Board or UI. If it is deemed necessary to rescind or re-name a current naming, reasonable effort will be made to discuss the proposed change with the donor and/or the donor's representatives unless determined impracticable, inappropriate, or could cause a potential impediment or interference with legal proceeding.

E. Facilities Associated with FEMA Support

Any naming opportunity involving any facility, whether a Major or Minor Facility Unit that has received support from FEMA must be reviewed and approved by the UI's Office of General Counsel.

CONTACT

The UIF's Executive Vice President, COO, should be contacted for clarification or requests for changes to these guidelines.

ADDITIONAL RESOURCES

- Iowa Board of Regents, Board of Regents Policy Manual, Chapter 2, Section 2.3, *Properties and Facilities, Subsection 16 (Naming)*
- Iowa Board of Regents, Board of Regents Policy Manual, Chapter 3, Section 3.7, *Approval and Closing of New Centers and Institutes*
- Office of the Executive Vice President and Provost, *Guidelines for Endowed Faculty Positions at The UI of Iowa*
- UI Operations Manual, Chapter 42, *Naming of Facilities and Programs*
- UIHC, *Naming UIHC Facilities* (Policy and Procedure Manual)
- Joint Development Committee Charter
- UIF Naming Opportunity Request Form