

BLACK HILLS STATE UNIVERSITY
Policy and Procedure Manual

SUBJECT: Naming of University Facilities, Programmatic Units, or Funded Academic Honors
NUMBER: 6:11

Office: Office of the President

Source: [SDBOR Policy 1:27](#); [SDBOR Policy 2:14](#); [SDBOR Policy 6:7](#)

Associated Forms: [Naming Request Form – No Associated Gift](#); [Naming Request Form – Associated Gift](#); [Naming Opportunities for Buildings](#)

1. Purpose

This policy and its procedures implement SDBOR Policies 1:27, 2:14, and 6:7 to uphold the mission and reputation of the University when naming its facilities, programmatic units, or funded academic honors.

2. Definitions

- a. Facilities: any building, part of a building, structure, street, drive, landscaped area, outdoor art, open space, farm, physical improvement or other property under the administrative control of the University
- b. Programmatic Unit: any academic or non-academic program such as a school, college, division, institute, center, or department.
- c. Funded Academic Honors: any chair, endowed professorship, post-doc, scholarship, fellowship, or award.

3. Policy

- a. The SDBOR and the University have a long-standing tradition of naming its institutional facilities, programmatic units, and funded academic honors in recognition of persons or entities who have made important contributions to enable or to advance the mission of the University. All naming in recognition of an honoree must be consistent with the SDBOR's role as a public trust.

Accordingly, all such proposals shall be reviewed and approved in accordance with SDBOR Policy 1:27 and this policy.

- b. The SDBOR shall approve the names of all new or existing campus facilities, such as roadways or buildings and additions (if they are to carry a different name from the original building), costing more than \$250,000. It shall also approve the naming of programmatic units such as colleges, institutes, centers, or departments.
- c. The University President may name wings, halls, rooms, or other areas within buildings, and chairs, lecture series, or other funded academic honors.
- d. Where federal requirements including State or Congressional Law control, center names may be designated in Congressional authorizations, by federal agencies, or by state programs; the designated name will be used; and the Naming Advisory Committee will be informed of the name and the source of authorization language where the name is designated. The name will be forwarded for recommendation and approval pursuant to this policy.
- e. When naming a facility or programmatic unit for a person, family, or organization where there is no gift, the proposed honoree shall have achieved distinction in one or more of the following ways:
 - i. Serving the University in an academic or administrative capacity with high distinction; or
 - ii. By contributing in other exceptional ways to the welfare and reputation of the University, to education, or to the community in general.
- f. When naming a facility or programmatic unit for a person, family, or organization where there is a gift to the University, consideration shall be given to the following factors:
 - i. The significance of the gift to the likely realization or success of a facility project or programmatic unit, based on the following guidelines:
 - 1. A name proposed for a new facility or a facility to be renovated so as to recognize a gift to the University may be considered when the gift represents a substantial component of the project's total cost.

2. A name proposed for an existing but presently untitled facility so as to recognize a gift to the University may be considered when the gift represents a significant proportion of the value of the facility.
3. A name may be proposed for a programmatic unit to recognize an endowed gift to the University if the gift is similar to donations received for comparable naming at peer institutions, provided that any associated endowment will be sufficient to sustain the program or a substantial part of it, since the naming shall be in effect for the life of the program.
4. If a fundraising drive or a contractual agreement may involve naming that is subject to SDBOR approval, the SDBOR must be apprised of such initiatives in advance.
5. Before recommending a name in honor of an individual, corporate, or commercial entity, the University must avoid any appearance of commercial influence or conflict of interest by taking additional due diligence. The naming for an individual associated with a corporation should be handled as any naming for an individual.
 - a. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express the University's appreciation should be modest in size and appropriate to the University setting.
 - ii. The urgency or need for the project or program, or continuing support for the program;
 - iii. The standing of the individual, family, or entity in the community or profession; and
 - iv. The nature and duration of the relationship of the proposed honoree to the University.

- g. Prior to recommending to the SDBOR the naming of a facility or programmatic unit for a person, family, or organization, the University President shall have a reasonable assurance that:
 - i. The proposed name will bring additional honor and distinction to the University;
 - ii. The recognition implied by the naming is appropriate for the behavior exhibited by the individual, family, or organization; and
 - iii. Any philanthropic commitments connected with the naming can be realized.
- h. A name will generally be effective for the useful life of the facility or the designated use of the area and will be set forth in the naming recommendation, approval, and contract documents or 40 years which ever comes first. 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. The University President and SDBOR may approve:
 - i. Term naming for a period of years as set forth in the Naming Request Form (Appendix A or B);
 - ii. Life of project naming for the duration of the facility or programmatic unit. In the event of demolition, renovation, or discontinuance, the University reserves the right to continue recognition in alternate ways or discontinue recognition all together;
 - iii. Perpetual naming to the extent a facility or programmatic unit is funded by a perpetual endowment. If the facility or programmatic unit changes function, then the University shall review the related agreement(s) to ensure changes in name are consistent with previous stipulations. A second name may be added when the facility or programmatic unit is sufficiently modified for a new or additional purpose, and the review shall go through the requirements of this policy. In the event of unforeseen circumstances, the University and SDBOR have the right to discontinue use of the name in order to protect the ideals and reputation of the

University. Said review will be performed judiciously and with assistance of legal counsel, the involvement of the University President and the SDBOR.

- i. Under ordinary circumstances, serving SDBOR elected officials and University employees are not eligible for a naming.
- j. Donations for landscaping, outdoor spaces, and horticulture related items may be accepted and shall be recorded at the Black Hills State University Foundation or Yellow Jacket Foundation and shared with University Facilities Services.
 - i. Plant species, varieties, and size may be recommended by the Tree & Biodiversity Advisory Committee to meet the requirements to maintain University Tree Campus USA designation. The Associate Vice President for Facilities Services and Sustainability, or successor, reserves the right to make related recommendations.
 - ii. Naming requests for these outdoor spaces will be processed in accordance with this policy and shall be limited to life of project or term naming duration limitations.
 - iii. Long term upkeep of these spaces is at the determination of University Facilities Services.
- k. The SDBOR may make exceptions to the standards and practices ordinarily required under this policy where, in its discretion, circumstances justify such departures to serve what it deems to be the best interests of the University or the SDBOR.
- l. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.
- m. If the University proposes to change the function of a named facility or area, it must document the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, the University shall consult with the SDBOR General Counsel and may do so via the University Counsel.
- n. Notwithstanding any contractual provision to the contrary, if at any time following the approval of a naming circumstances change substantially so that the

continued use of the name may compromise the public trust, the SDBOR may authorize the University to discontinue use of the name.

- o. University Review and Approval:
 - i. A Naming Advisory Committee shall oversee this policy for the University and is responsible for reviewing all naming or related requests in accordance with this policy prior to their submission to the University President or SDBOR for final approval.
 - 1. The Naming Advisory Committee shall include the University President, V.P. for Finance and Administration, Provost, V.P. of University Advancement, Student Senate President, Facilities, and the Mayor of Spearfish, or their successors, as well as an appointed Faculty representative.
 - 2. Prior to recommending to the SDBOR or University President the naming of a facility or programmatic unit for a person, family, or organization, the Naming Advisory Committee shall ensure the proposed name meets the requirements of this policy and substantiation of the required criteria will be included in the recommendation or request for approval.
- p. Building plaques shall be installed in accordance with the requirements set forth in SDBOR Policy 6:7. All signage shall also be in compliance with campus design guidelines and will be approved by the Associate Vice President for Facilities Services and Sustainability, or successor. Purchase and installation of all plaques must be coordinated with the Black Hills State University Foundation or Yellow Jacket Foundation and University Facilities Services.
 - i. Buildings:
 - 1. Exterior: Approved name will appear in an appropriate size and style on the exterior of the building and will be readily visible.
 - 2. Interior Spaces: Signage will be located at the main entrance to the facility in appropriate size and finish to be compatible with existing interior finishes.

3. Construction completion signage will include plaques conforming to SDBOR Policy 6:7.
4. Major Building Components: Unenclosed Interior Spaces shall place an appropriately sized acknowledgement stating donor name at a maximum of two (2) entrances to the space.
 - ii. Outdoor Spaces: Visual recognition for outdoor spaces shall be determined on an individual basis with particular concern regarding practicality and maintainability.

4. Procedures

- a. The [Naming Opportunities for Buildings](#) form shall be completed for all donor-funded naming opportunities for new construction or renovated spaces.
- b. Prior to solicitation, all proposed naming opportunities and all proposed names must be approved by the Naming Advisory Committee.
- c. The Naming Advisory Committee holds final approval for projects costing less than \$250,000 and for the naming of wings, halls, rooms, or other areas within buildings, and chairs, lecture series, or other funded academic honors.
- d. For projects costing more than \$250,000 and for the naming of programmatic units such as schools, colleges, divisions, institutes, centers, or departments, the University President shall forward their recommendation to the SDBOR for official naming approval.
- e. Upon approval by all parties, the Black Hills State University Foundation or Yellow Jacket Foundation shall complete donor communication.
- f. The [Naming Request Form – No Associated Gift](#) or [Naming Request Form – Associated Gift](#) shall be filed at the Black Hills State University Foundation, in the Office of the President, and with Facilities Services, or their successor units.
- g. Facilities will maintain a database of named facilities.
- h. The Office of the President, or successor unit, will maintain a suggested list of naming opportunities under this Policy along with suggested funded levels and criteria. The University President, or successor, shall periodically review the minimum gift levels detailed in this document in consultation with the Black Hills State University Foundation and Yellow Jacket Foundation.

5. Responsible Administrator

The University President, successor, or designee is responsible for annual and ad hoc review of this policy and its procedures. The University President is responsible for approval of this policy.

SOURCE: Approved by President Laurie Nichols on July 21, 2022