

Dixie State University Policy

286 Honorary and Gift-Based Naming



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I. Purpose

- 1.1 To ensure proper acknowledgement, recognition and honor for individuals, families and organizations that have made a contribution – financial or otherwise – to the growth, development and enrichment of the University.

II. Scope

- 2.1 This policy applies to all University departments, programs, and facilities.

III. Definitions

- 3.1 ***Dixie State University Foundation (Foundation):*** Is the duly established Utah non-profit corporation organized to be the charitable, tax-exempt 501(c)(3) entity that operates exclusively for the benefit of the University. The Foundation accepts and manages charitable gifts to the University. The Foundation is directed by a board comprised of volunteers and university employees. For the purpose of this policy, references to University Advancement shall be presumed to include the Foundation and its board unless otherwise indicated.
- 3.2 ***Facility:*** Any building, structure, large room, plaza, open space, landscaped area, athletics space, or other physical improvement or natural feature (real property) under the ownership or administrative control of the University.
- 3.3 ***Gift agreement:*** A document signed by the donor and an officer of the University and/or the Dixie State 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 Dixie State University Foundation.

- 3.4 **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 and initiatives.
- 3.5 **Honorary name:** A naming that acknowledges an individual or entity, or that is distinguished through unique service to the University. Generally, an honorary name is not bestowed in recognition of a charitable gift.
- 3.6 **Program:** Any organization or activity under the administrative control of the University. Programs include, but are not limited to, clubs, partnerships and initiatives.
- 3.7 **Small interior space:** Any small interior room or area; i.e.: office, study area/nook, or similar.

IV. 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
Honorary names Gift-based names for facilities, colleges, schools, divisions, departments, institutes, and centers	Board of Trustees
Gift-based names for small interior spaces, clubs, and partnerships	President
Gift-based names for scholarships, chairs, professorships and program initiatives	Vice President of University Advancement

- 4.2 Actions resulting from the approval of a naming shall comply with DSU signage guidelines maintained by DSU’s Marketing and Communications Department. The Vice Presidents of University Advancement and

Administrative Services 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 unless otherwise stated in the gift agreement for a specific period of time or term.
- 4.4 The University, in accordance with the terms of a gift agreement, reserves the right to determine the content, location and frequency of any announcement associated with a named facility or program.
- 4.5 The University reserves the right to discontinue facilities and programs that no longer serve the purposes of the University or its students.
- 4.6 In order to protect the reputation of the University, in unusual and unforeseen circumstances, the University, with the Board of Trustees approval, reserves the right to remove a name from any facility, college, school, center, institute program, or other University element.

V. References

- 5.1 Utah Board of Regents' Policy R220 *Delegation of Responsibilities to the President and Board of Trustees*
- 5.2 Utah Board of Regents' Policy R401 *Approval of New Programs, Program Changes, Discontinued Programs and Program Reports*
- 5.3 DSU Policy (?) *Fundraising Authority, Responsibility and Coordination*

VI. Procedures

6.1 Gift-Based Namings

- 6.1.1 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 University Advancement, and then by the appropriate approving authority, as required by Section 4.1.
- 6.1.2 If the Board of Trustees is the final approving authority, the Vice President of University Advancement shall present the proposal to the President for review before presenting the proposal to the Board of Trustees for approval.

- 6.1.3 Gift-based names shall be considered based on the monetary amount of the gift and its value to the University.
- 6.1.4 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 the room, market for potential donors, and other relevant considerations. This is determined jointly by the President, Vice President of University Advancement, and the vice president over the area in which the facility or program resides.
- 6.1.5 Appropriate due diligence regarding the naming is the responsibility of the vice presidents involved in the approval process and the President.
- 6.1.6 All terms and conditions of a gift-based naming shall be documented in the gift agreement.
- 6.1.7 Unless otherwise noted in the gift agreement, in the event a gift-based named university facility or program should cease to exist, the Vice President of University Advancement will consult with the donor, the donor's descendants, the donating corporation or the donating foundation regarding discontinuation, or modifications to the gift-based naming right.

6.2 Honorary Namings

- 6.2.1 Proposals for honorary namings are to be submitted to the Vice President of University Advancement and should include a (1) biographical summary of the proposed honoree (individual, family, corporation, 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.
- 6.2.2 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.
- 6.2.3 Upon approval from the Vice President of University Advancement, the proposal shall be reviewed and approved by the vice president over the area where the facility or program resides, followed by the President. Upon these approvals, the Vice President of University Advancement shall present the proposed naming to the Board of Trustees for approval.
- 6.2.4 Appropriate due diligence regarding the naming is the responsibility of

the vice presidents involved in the approval process and the President.

6.3 Removal of Honorary and Gift-Based Namings

6.3.1 If unusual and unforeseen circumstances 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.

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

6.3.2.1 For gift-based namings, the Vice President of University Advancement will present findings of the President's Council and Board of Trustees.

6.3.2.2 For honorary namings, the Vice President of University Advancement will present the findings of the President's Council to the Board of Trustees.

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

VII. Addenda

Policy Owner: Development, VP

Policy Steward: Director of Development

History:

Approved 09/26/96

Revised 01/31/20