

MONTANA BOARD OF REGENTS OF HIGHER EDUCATION

Policy and Procedures Manual

SUBJECT: PHYSICAL PLANT

Policy 1004.1 – Naming of Buildings

Adopted: November 27, 1967; Revised: September 22, 2011; Revised: March 10, 2017; Revised January 11, 2018; Revised November 19, 2021

I. Preamble.

- A. The Board of Regents (Board) of the Montana University System (MUS), recognizing that public institutions and the students they serve benefit greatly from private funding, encourages the support of alumni, friends, corporations, and other private individuals and organizations interested in contributing to the advancement of the institutions, their students, and their faculties. Generations of students benefit from philanthropic gifts that honor the donors who support the continuing mission of public higher education.
- B. The Board considers the naming of property, programs, and campus areas in honor of a living or deceased individual, corporation, foundation, or organization to be one of the highest and most distinct honors that it can bestow. Naming shall be in accordance with this policy.
- C. MUS institutions vary and “outstanding service” and “philanthropic giving” are intended, to a certain extent, to be flexible standards. Each naming opportunity must be judged on its merits after considering the facts that are relevant to the person or entity being honored, the institution involved, and must be compliant with both the Board of Regents and individual campus naming policies.

II. Policy.

- A. The naming of property, programs, and campus areas that require Board approval include all buildings, colleges, schools, departments, centers, athletic stadiums, athletic fields, auditoriums, and theaters with seating for 500 or more, and campus areas which have historic distinction to the campus.
- B. The naming of property, programs, and campus areas that do not require Board approval include academic units which are subordinate to colleges, schools, departments, and centers. This includes but is not limited to, classrooms, conference rooms, auditoriums, and theaters with seating of less than 500, internal libraries, rooms, hallways, floors, and features, as well as other enclosed or conditioned space(s) within buildings.
- C. Campuses may name areas, spaces, and programs that do not require Board approval in accordance with campus policies enacted in compliance with this policy. Campus areas or spaces may be named for an academic discipline or designated by a functional description without the approval of the Board.

III. Board Naming of Property and Programs.

- A. Naming may be authorized for outstanding and distinguished service, for a philanthropic gift, or academic, research and scholarly contributions.
- B. Property and programs named after or dedicated in honor of a person or entity shall specify the term that the name will exist or specify that it is in perpetuity. Perpetuity means the useful life of the property or program or as long as the program or property has not substantially changed. Naming in

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perpetuity should only be considered for transformative gifts. Exceptions may exist and must be approved by the Board.

- C. Situations may occur that would warrant the removal of a name. Where naming authority lies with the Board, the Board may remove the name under the following circumstances:
1. Upon violation or expiration of the terms of the naming agreement.
 2. In the unlikely event the campus or Board determines the donor has acted in a manner which would have a materially adverse impact on the reputation, image, mission, or integrity of the campus if the association with the donor continued. Such cause to terminate must be based on acts by the donor such as fraud or a criminal judgement. Under such circumstance, no funds will be returned to the donor.
 3. Upon significant changes to the property or program such as major renovation, replacement, demolition, or upon elimination of all or part of an institution.
- D. Naming a property or a program based on a charitable gift to the campus must reflect the economic value of the gift. With respect to existing programs, the gift must be commensurate to the size, nature, and prominence of the program. With respect to existing buildings, the gift must be commensurate to the renovation or replacement cost. With respect to the naming of newly constructed property, the gift should provide an appropriate amount of the total value of the planning and construction costs. With respect to new programs, the gift should ensure ongoing support relative to the operating budget of the program. In both existing and new properties and programs, future costs and obligations should be considered in determining whether the gift is commensurate with the naming.
- E. Property and programs requiring Board approval may not be named or dedicated in honor of a person currently employed by the MUS or the State of Montana, including but not limited to statewide or federal elected or appointed officials; and candidates for elected statewide or federal office who have announced or filed for office. Such naming opportunities will not be considered until at least one year from the end of the individual's MUS employment, or one year after the individual has announced or filed or leaves public office to be considered for recognition by a naming of a property or program. The MUS and its institutions will not advertise, publicize or promote a proposed gift, including donations in the form of a grant, of anyone who has announced or filed for statewide or federal elected office until after the election is concluded. The institution considering the naming opportunity and the Board may consider exceptions to the one-year waiting period under the following circumstances:
1. The individual is no longer living;
 2. The philanthropic giving warrants some form of recognition;
 3. Another unrelated person or entity proposes a gift and requests the naming in honor of the individual or entity; or
 4. Extenuating circumstances.
- F. Procedure.

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Property and programs may be considered for naming by the Board pursuant to this policy upon a minimum of 14 days' notice to the public and an opportunity for members of the public to be heard on the campus where the proposed property or program naming is located. Written comments may also be submitted electronically or through the U.S. mail at the address posted with the announcement and on the MUS web page. The campus proposing the naming shall convene the public session to collect public comment. No deliberations will be conducted at the campus naming session. The campus naming session shall occur no later than 7 days before formal Board of Regents action is taken on the naming item. A summary of all public comments collected at such session, written and oral, will be provided to the Board.

IV. Campuses.

- A. The President, and any Chancellor or Dean/CEO of an institution with approval of their President, is authorized to name campus areas, spaces, and programs that do not require Board approval as provided above. The same authority exists for removal of such names. The campuses shall provide annual reports on naming and naming removals as information to the Board.
 - B. Campus areas, spaces, and programs, named after or dedicated in honor of a person or entity, shall specify the term that the name will exist or specify that it is in perpetuity. Perpetuity means the useful life of the interior area, space or program or as long as area, space or program has not substantially changed. Naming in perpetuity should only be considered for transformative gifts.
 - C. The President of each institution should ensure that the proposed naming is consistent with the interest of the institution and the MUS.
 - D. Each campus in the university system shall adopt a policy that includes its process for reviewing and advancing naming property and programs to the Board.
 - E. Each campus shall notify the President and the Commissioner of Higher Education of the existence of any amendments to the policy and shall provide the web address for the policy. For Board purposes all current campus policies should be on file at the Office of the Commissioner of Higher Education.
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History:

ITEM 204-007, November 27, 1967, as superseded by ITEM 2-014-R1073, October 19, 1973; revised March 23, 1976 and November 18, 1999 (ITEM 104-103-R0999); May 24, 2002 (ITEM 115-107-R0502); September 28, 2006 (ITEM 132-104-R0906); ITEM 147-102-R0510, approved May 28, 2010, revised § I-B. ITEM 152-129-R0911, revised September 22, 2011. Revised on March 10, 2017 via ITEM 174-104-R0317. Revised on January 11, 2018 via ITEM 178-102-RO118. Revised November 19, 2021, Item 197-111-R1124.