VI -4.00 – POLICY ON THE NAMING OF FACILITIES AND PROGRAMS

(Approved by the Board of Regents on January 11, 1990; amended January 24, 1991; amended April 4, 1997; revised February 15, 2013; revised December 12, 2014; revised and approved May 1, 2020; amended and approved November 13, 2020)

The Board of Regents of the University System of Maryland (USM) wishes to encourage opportunities for significant philanthropy to its member institutions through the naming of major

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III.   Philanthropic Naming of Programs

Requests made to the Board of Regents to name a program must comply with the following guidelines:

   A. The named gift levels for schools, colleges, departments, centers, institutes, and programs will be established on a case-by-case basis. Endowed gifts are strongly encouraged.

   B. Generally, the endowment established through the gift should generate 10 to 20 percent of the unit's operating budget on an annual basis, depending on the size of the unit.

   C. Gift terms required to name a program are the same as those set forth for facilities as described above.

IV.   Honorific Naming

In those cases where facility and program naming is honorific, they should be named for scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the 55(31 8>BDj8.8(c39. >>t)-2 (as)Tj EMN)2 (a)4 (55(31 9>B0-)4 (ont)-2 O)og

VI.   Process and Procedures

The USM Vice Chancellor for Advancement should be notified of possible facility or program naming discussions as early in the process as possible. All requests be approved by, and submitted through, the president of the requesting institution. A naming that involves a regional center shall be submitted via the executive director of the regional center in consultation with the president of the administrative (coordinating) institution, and the USM vice chancellor for administration and finance and the senior vice chancellor for academic and student affairs (on behalf of the chancellor). Naming requests involving multiple institutions should be submitted jointly by the appropriate presidents. In the case of a naming at the USM level, the request should be submitted by the chair of the Board of Regents.

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B. Useful life. The naming of a facility or program follows the facility or program for its useful life unless otherwise determined by the Board of Regents.

C. Controversial or Changed Circumstances. If a previously approved naming violates the standards or values of the USM and its constituent institutions, compromises the public trust or reputation of an institution, or is contrary to applicable law, the Board of Regents may remove a name. Removal of a name should be rare, and the case for removal must be compelling and well researched. Requests for removing a name shall be submitted by the institution's president, and in the case of multiple institutions, jointly by the appropriate presidents. A naming that involves a regional center shall be submitted via the executive director of the regional center in consultation with the president of the administrative (coordinating) institution, and the USM vice chancellor for administration and finance and the senior vice chancellor for academic and student affairs (on behalf of the chancellor). Requests shall include the following elements:

1. A detailed narrative describing the institution's process in considering the name removal. (Appendix A provides guidelines)

2. A listing of key considerations examined in making the decision to request a removal. (See Appendix A.)

3. Consideration of any legal issues and costs associated with removing a name.

4. Evidence of meaningful community input in considering the renaming.

Renaming of an institution must follow VII-2.00-Policy on Recommendations to Change the Name or Status of an Institution, which requires approval of the Governor and the General Assembly.

As with naming requests, requests to remove a name will be reviewed by the Board of Regents Committee on Advancement, which will 1) deny the request, 2) seek additional information, or 3) recommend the request for approval by the full Board of Regents.

IX. USM institutions and regional centers shall establish policies and procedures for all naming requests, including those not requiring Board of Regents' approval. Policies and procedures shall also be established for the removal of names or renaming.

X. USM institutions shall provide an annual report to the Board of Regents on all namings, including those resulting from realized gifts, and the form of recognition.

Appendix A

Guidelines on Renaming and Removal of Names
at USM Institutions and Regional Centers

Naming of a facility or academic program is one of the highest honors an individual or organization can receive from a university, and the Board of Regents is aware of its great responsibility to ensure that such recognition honors its history, mission, and values. These guidelines are provided as a resource for institutions and regional centers to develop their own policies and procedures related to naming and renaming of facilities and programs. In general, naming recognitions have been awarded for the following:

- To honor individuals by recognizing exceptional contributions shaping the university.
- To commemorate university history and traditions.
- To honor long-term and significant financial contributions to the university.
- To honor financial contributions to support the structure or program being named.

Removal of a name should be rare, and those making such a request should understand that their case must be compelling and well researched. Removal of a name should not erase an important aspect of the university's past, and where possible, education about and reinterpretation of the name in order for the university community to deepen its understanding about its history may be enabled as alternativ-2 (m)-2 (p Td [(onte)6 (r)5 (34 (r)-7 (e)4 (a)4 (s)2 (a)6 (r)5)4 (a)4 (r)5 (34 (r)-7 t)-2 (y t)-4h10 (

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