



Approved by: Chancellor's Cabinet

Date: 4/29/2021

Michael Alexander
Michael Alexander, Chancellor

Naming Rights Policy GB-13-20-01

Purpose

The naming of University facilities, areas within buildings or other University structures is done to honor a person or entity that has had a significant impact on the history, tradition and success of the University of Wisconsin – Green Bay. Naming connotes great respect and appreciation by the University for the contributions made by the honoree to advance the mission of the institution.

The Chancellor is authorized to name facilities when the naming involves less than an entire building. If the naming is for an entire building, this request must be approved by the Chancellor and brought to the University of Wisconsin System Board of Regents (policy 19-14) for formal approval.

The University recognizes the need and desire to name a facility or portion within a facility after an individual or entity in recognition of financial support and/or significant achievements that have a great impact on the University's mission.

Examples of facilities that may be named include: buildings, sections of buildings, laboratories, classrooms, academic or service centers, foyers, lounges, libraries, meeting rooms, theatres, offices, galleries, dining areas and exterior areas.

The Chancellor, in consultation with the Chancellor's Cabinet, will review all naming opportunities documents and/or formal proposals that are not specifically part of a donor gift agreement.

Guidelines

Honoree Names

Often persons may be honored with a naming opportunity after their separation of affiliation with the University or their death. If this is the case, the Chancellor may appoint a person (or persons) to review the proposal to ensure that the individual being honored had conducted him/herself in a manner that reflects the values of the University of Wisconsin – Green Bay. The person(s) assigned should have appropriate knowledge of and/or connections to the proposed honoree so as to make an informed recommendation regarding the appropriateness of the honor.

If the naming request involves honoring a living individual who has been formally associated with the University of Wisconsin System through employment, or has held a paid public office, a waiting period is



required unless the naming is a part of a donor gift agreement. Normally, at least five years must have elapsed from the time a person who has been formally associated with the University of Wisconsin System, or has held a paid public office, has terminated that association or left the paid public office, as per the Wisconsin Board of Regents Policy.

Maintenance of Named Facilities

The maintenance and upkeep of University structures are the sole responsibility of University Facilities Management.

Name Changes

Requests for changes in naming must be submitted to the Chancellor's Office, and, if approved, replacement costs will be determined between the University and the named party or other "associated parties."

Name Removal

The Chancellor is authorized to approve the removal of a name when the naming involves less than an entire building. Name removal may be considered and approved under the following circumstances:

- failure to follow through on a financial commitment,
- if the living or deceased individual or entity is (was) involved in activities that conflict with the University's values or that bring dishonor or embarrassment to the University.

If the name removal is for an entire building, this request must be brought to the University of Wisconsin System Board of Regents for formal approval.

Donor-Based Names

The generosity of alumni, friends, and entities enables the University to fund the construction of facilities that it might not have been able to build otherwise. In the case of naming opportunities as a result of a fundraising campaign, or ongoing fundraising efforts, the naming request is considered official once a gift is received at the appropriate level (as verified by the Foundation President, Vice Chancellor for Advancement, and approved by the Chancellor and Board of Regents, if their approval is required).

Requests for Donor (Corporate/Entity) Name Changes

A gift is complete once payment is received by the on behalf of the University. Donors may accept naming opportunities when offered by the University. Naming options may include physical spaces (classrooms, atriums), buildings or facilities (athletic fields, performing arts venues), scholarships, or endowed funds. Naming opportunities commemorate a moment in time. Naming opportunities are special arrangements that typically require investments by the institutional stakeholders, therefore, change requests must be seriously evaluated.

The University or other stakeholder will serve the primary interest of keeping with the *spirit of the gift at the time it was made*, therefore:

- *Name change requests following a bankruptcy will not be honored;
- *Name change requests resulting from mergers and acquisitions will not be honored unless the gift is not fully executed (pledge payments remain on the gift);
- *Corporate name change requests may be honored if the corporation changes its legal name or reference tagline and remains in business.



Name change requests will be reviewed by the Chancellor and the Vice Chancellor for Advancement/President of the UW-Green Bay Foundation.

Removal of Unneeded or Obsolete Structures

If the named space is demolished or is no longer to be used for the University's benefit, any facility or portion of a facility that has been named or dedicated shall continue to be recognized per the University of Wisconsin System Board of Regents (policy 19-5). Continued recognition aligns with the Board of Regents Policy Document 19-14.

In the event that a named facility is relocated or remodeled, the University will make reasonable accommodations to continue named recognition, such as a plaque to be placed in the building lobby.

Policy Procedures

Anyone (UW-Green Bay faculty, staff, alumni, student, or community member) may request to have a physical location on campus named. Following is the process that will be used to review naming requests.

1. Proposal submitted to the Chancellor's Office to name a specific space. Proposals should include detailed documentation to support the rationale for the naming request.
2. The Chancellor may request to meet with University representatives responsible for the space to obtain input from the leadership of the unit most closely attached to the structure/space about naming it. The nomination is also reviewed with University faculty and/or staff who have knowledge of the individual being nominated and his/her accomplishments.
3. The Chancellor shares the request and the recommendation with Chancellor's Cabinet. Based on Cabinet input, the Chancellor will decide to accept or reject the request.
4. If the request is accepted, a completed naming rights proclamation will be executed.

In the case of naming opportunities associated with fundraising campaigns, the Chancellor must "pre-approve" naming at certain giving levels consistent with opportunities previously offered on campus.

A depository of naming opportunities, recommendations and approvals will be maintained in the Chancellor's Office.

Related Documents

**University of Wisconsin System Board of Regents
Policy 19-14 (formerly 96-1)
Naming of University Facilities and Lands**

Scope



This policy applies to the naming of facilities, buildings, and land owned or otherwise controlled by the University of Wisconsin System Board of Regents.

Purpose

The purpose of this policy is to protect the assets and reputation of the UW System by providing criteria to be applied when naming a building, a facility that constitutes less than a building, and land within the campus boundaries. In addition, the policy clarifies expectations as related to the continued recognition for previously named buildings, facilities, and land.

Policy Statement

It is the preference of the Board of Regents to commemorate individuals' contributions to academic excellence through the naming of scholarships, programs, professorships, and other similar actions. However, the Board recognizes that, from time to time, there may be a desire to name university facilities or portions of the university's buildings or land after an individual or individuals.

Naming of an entire building is subject to prior approval by the Board of Regents. A request to name or dedicate a building shall be made by the chancellor of the institution. A chancellor shall submit support for such a request, demonstrating consideration of the factors below, to the UW System Office of Capital Planning and Budget for review. Any proposed naming agreement shall also be reviewed by the UW System Office of General Counsel.

The chancellor of each institution is delegated the authority to name:

- facilities, when the naming involves less than an entire building, such as rooms, wings, or exterior amenities; and
- parcels of land.

For all namings under this policy, the following factors shall be considered:

1. Whether the individual has promoted the purpose and mission of the UW System as expressed in s. 36.01, Wis. Stats.;
2. Whether the reputation of the individual may reflect negatively or adversely upon the UW System or a UW System institution;
3. Whether the individual is in compliance with all agreements with the UW System or a particular UW System institution;
4. Whether any existing agreements prohibit changing or adding a facility name;
5. Whether there is a plan for continued recognition of the individual for whom a building, facility, or land was previously named. A plan for continued recognition is required unless an institution can demonstrate why such recognition is no longer needed. Examples of continued recognition include such methods as a plaque, an appropriately placed monument, or incorporation of a cornerstone; and
6. Whether the individual was employed by the UW System or has served as an elected or appointed public official. Normally, a waiting period of at least five years must have elapsed from the time the individual's UW employment ended or the individual left public office. Exceptions may be considered under certain circumstances, including when:



- a. The individual is no longer living; or
- b. A gift requests the naming.

Oversight, Roles, and Responsibilities

The Board of Regents is responsible for the physical assets of the UW System and for considering requests to name an entire building.

The UW System Office of Capital Planning and Budget shall ensure all of the requirements of this policy are met prior to a chancellor's submitting a request to name a building to the Board of Regents.

Related Regent Policies and Applicable Laws

Regent Policy Document 19-5, Authorization to Remove Unneeded Structures

History: Res. 53, adopted 12/17/1971, created Regent Policy Document 71-6; Res. 674, adopted 02/08/1974, created Regent Policy Document 74-1; Res. 2112, adopted 03/07/1980, revised Regent Policy Document 71-6 and created Regent Policy Document 80-1; Res. 5205, adopted 04/07/1989, amended Regent Policy Document 80-1; Res. 5415, adopted 02/02/1990, rescinded Regent Policy Documents 74-1 and 80-1, and created Regent Policy Document 90-1; Res. 7166, adopted 03/08/1996, rescinded Regent Policy Document 90-1 and created Regent Policy Document 96-1; subsequently renumbered 19-14; Res. 9154, adopted 03/10/2006, amended Regent Policy Document 19-14; Res. 10686, adopted 06/10/2016, amended and renamed Regent Policy Document 19-14, "Naming of University Facilities and Lands."

University of Wisconsin System Board of Regents

Policy 19-5 (formerly 86-2)

Delegation of Authority to Remove Unneeded Structures

Scope

This policy applies to unneeded or obsolete structures within the UW System and the authority to remove such structures.

Purpose

State Building Commission policies and procedures permit the delegation of authority to the Board of Regents to remove certain structures valued below an amount prescribed by the Building Commission, if the building is not a historic property under s. 13.48 (1m), Wis. Stats. The purpose of this policy is to delegate that authority to the UW System chancellors.

Policy Statement

The Board of Regents delegates its authority to the Chancellors to remove obsolete or unneeded university structures when the structures' current value, as determined by the State Department of Administration, does not exceed the amount delegated by the Secretary of the State Building Commission for the removal of such structures under the applicable provisions of the State Building Commission Policy and Procedures Manual.

Any removal of unneeded structures shall be subject to compliance with applicable policies and procedures of the State Building Commission. This delegation of authority does not apply to the removal of structures defined as 'historic properties' under s. 13.48 (1m), Wis. Stats.



No facility or portion thereof that has been named or dedicated shall be removed or have the name otherwise removed without a plan to continue recognition as described in Regent Policy Document 19-14.

Oversight, Roles, and Responsibilities

UW System chancellors are responsible for complying with all statutory requirements, as well as State Building Commission and Division of Facilities Development policies.

The UW System Office of Capital Planning and Budget is responsible for working with institutions to ensure adherence to this policy.

Related Regent Policies and Applicable Laws

State Building Commission Policy and Procedures Manual IX F. 5
RPD 19-14, Naming or Dedicating of University Facilities

History: Res. 3509, adopted 04/11/1986, created Regent Policy Document 86-2; Res. 5234, adopted 05/05/1989, created Regent Policy Document 89-5 and amended 86-2; Res. 5722, adopted 03/08/1991, amended Regent Policy Document 86-2; subsequently renumbered 19-5; Res. 10618, adopted 12/11/2015, amended and renamed Regent Policy Document 19-5, Delegation of Authority to Remove Unneeded Structures.



Naming Rights Proclamation

WHEREAS, distinguished service from faculty, staff, or friends of the University serves to enhance the quality and vitality of the University of Wisconsin-Green Bay, demonstrates commitment to students and higher education, and leaves a lasting legacy.

WHEREAS, this Naming Rights Proclamation is made in recognition of, and in gratitude for, distinguished service to UW-Green Bay. This proclamation grants the naming of the **NAMED ITEM** and deems it to be called the **NAME TO APPEAR ON SIGNAGE**.

WHEREAS, the duration of the honoree's name association with any building, or a part of the building, shall remain in place for the useful life of the building, or part so designated, subject to the conditions outlined in the Naming Rights Policy. Should a building, or part thereof, named for an honoree be removed or replaced, the University is not obligated to continue the name and may seek other means to recognize the honoree after the useful life of the building.

THEREFORE, in the spirit of, and appreciation for, the honoree's commitment to the transformative power of higher education, the (building, room, wing, etc.) is so named.

Chancellor Signature

Date

4/29/2021