

## **Policy on the Naming of Facilities and Programs**

### **I. POLICY STATEMENT**

This policy is adopted to provide guidance for naming opportunities at The University of Baltimore (UBalt). The goal is to ensure the naming of UBalt facilities, buildings, spaces, and programs are consistent with the University's mission, vision, and values and are in accordance with the University System of Maryland (USM) naming policy.

### **II. APPLICABILITY AND IMPACT STATEMENT**

This policy applies to naming opportunities related to interior space with facilities such as classrooms, common spaces, lecture halls, laboratories, etc. The policy also applies to exterior spaces such common areas, gardens, terraces, etc. and minor landscape features like benches, pavers, trees, etc.

Naming opportunities for University buildings and programs will adhere to the most recently adopted version of the USM Policy on the Naming of Facilities and Programs.

### **III. RESPONSIBLE EXECUTIVE AND OFFICE**

The executive responsible for ensuring that applicable naming opportunities and pending naming proposals adhere to this and the USM policy is the Vice President for Advancement and External Relations (AER), who will also consult with the Vice President of Capital Planning and Campus Operations on naming opportunities. The responsible office is AER. The President of the University has final approval on naming proposals governed by this policy. Decisions regarding facilities and programs will be made in accordance with USM policy.

### **IV. ENTITIES AFFECTED BY THIS POLICY**

All divisions, colleges, departments and operating units, University faculty, staff, students and donors are affected by this policy. As an anchor institution in Baltimore City with a commitment to community and civic engagement, UBalt will also consider the impact on the surrounding community in naming decisions.

### **V. POLICY AND PROCEDURES**

All naming opportunities associated with a philanthropic donation must be documented in a gift agreement which is to be kept on file with The University of Baltimore Foundation (UBF) and AER. Financial commitments associated with a naming opportunity should be fulfilled within five (5) years of the initial pledge. Exceptions to this time frame must be approved by the University President, Vice President of Advancement and External Relations, and Chief Financial Officer of The University of Baltimore Foundation.

Fifty percent (50%) of the total gift must be received by the UBF before naming is announced and before work commences on planning for the implementation of the naming

The University reserves the right to remove names from buildings or academic programs when the gift remains unpaid beyond the five (5) year limit and if a restructuring of the original terms has not been documented in a revised gift agreement. The naming of a building or academic program follows its useful life unless otherwise determined by UBalt.

Namings are typically offered in recognition of philanthropic support. There may be instances in which a proposal may be presented for an honorific naming for which there is no associated philanthropic donation.

Proposals are presented to the Vice President for Advancement and External Relations for initial approval. The University President has final approval. If the honorific naming is proposed for a physical space that is owned by University Properties (a 501(3)c organization that can acquire property for University use), the Vice President for Advancement and External Relations (who also serves as the Executive Director of the UBF) and the University President provide initial approvals. The University Properties board has final approval. Honorific namings must also align with USM policies, specifically section VI. B.

Both philanthropic and honorific namings should be aligned with the mission, vision, and values of The University of Baltimore.

If a named space is repurposed or eliminated, that naming will not necessarily be continued. This decision will be made by an ad-hoc committee led by the Vice President for Advancement and External Relations and should include the Vice President for Capital Planning and Campus Operations.

The University of Baltimore reserves the right to remove a naming opportunity from the UBalt campus if it is no longer useful to the campus and the community. The Vice President for Advancement and External Relations and the University President will adhere to item *VIII. Removal of Name from a Facility or Program* in the USM policy to guide them in the decision-making process for a removal.

If circumstances arise where the UBalt and USM policies are in conflict, the USM policy will govern.

## **VI. APPROVALS**

The Vice President of Advancement and External Relations determines if a proposed naming opportunity adheres to this policy and the USM policy.

The University President has final approval on all naming opportunities governed by this policy and preliminary approval on all naming opportunities that are required to be forwarded to either University Properties and/or the USM for review and final approval.

The Vice President of Advancement and External Relations and the University President will convene an ad-hoc committee when the occasions arise to review a specific naming opportunity and provide recommendations. Rather than establish a standing committee for naming opportunities, the ad-hoc committee will provide the flexibility to ensure that the appropriate staff are involved with specific naming opportunities. The Vice President of Capital Planning and Campus Operations should be a member of the ad-hoc naming committees. The Vice President of Advancement and External Relations provides initial approval to any item that is sent to a committee and the University President has final approval once recommendations are presented.

## **VII. RESTRICTIONS AND EXCLUSIONS**

Naming opportunities for University buildings and programs are governed by this policy and will adhere to the most recently adopted version of the USM Policy on the Naming of Facilities and Programs. Colleges, schools, departments, centers, institutes, and programs, including those that are online or virtual, are also governed by USM policy. Please refer to the latest available version of the USM Policy on the Naming of Facilities and Programs for other opportunities that are governed at the System level.

Sponsorships, scholarships, professorships, chairs, and fellowships are excluded from this policy as determined by the Vice President for Advancement and External Relations.

## **VIII. DEFINITIONS**

**Academic Program** – A college or department within the University, or a center of research and/or excellence.

**Building** – Any University structure that has a roof and walls and more or less stands affixed in one place.

**Facilities** – Includes interior space like classrooms, lecture halls, common spaces, laboratories, conference rooms, athletics/wellness spaces, plazas, theaters, etc.

**Fund** – A dedicated account that is used specifically to provide financial assistance for academic scholarships, professorships, fellow ships, academic chairs, awards, etc.

**Gift Agreement** – A document between a donor, The University of Baltimore Foundation, and The University of Baltimore that outlines a donor’s intention and expectations for a charitable donation. It ensures the donor’s wishes can be honored and details the expectations of the donor, the Foundation, and the University. It is used as a guiding document for dispersing funds according to set criteria and documents the terms for naming opportunities. The gift agreement provides clarity when questions arise about the terms of a private donation. Gift agreements are filed with the Foundation and AER, and a copy is provided to the original donor.

**Honorific** – A naming opportunity that honors a distinguished individual who has made a significant contribution to the UBalt community.

**Naming Opportunity** – A tool for publicly recognizing the extraordinary support of private donors. Naming opportunities primarily recognize a significant level of financial support, but in some cases, naming opportunities are used to honor service to the University, or a lasting connection to the institution.

**Philanthropic Donation** – A charitable contribution in which one of the results is a naming opportunity.

## **IX. RELATED ADMINISTRATIVE POLICIES AND PROCEDURES**

USM Policy VI-4.00, Policy on the Naming of Buildings and Academic Programs