University of Wisconsin Colleges
Administrative Policy #54
POLICY ON FACILITIES NAMING

Implemented: September 19, 2011

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

Unlike the comprehensive and doctoral institutions of the UW System, UW Colleges’ facilities are funded, owned, and maintained by local governmental units. Therefore, while the spirit of a naming policy should reflect that of the Board of Regents Policy 19-14, it is also necessary to collaborate with local governments on UW Colleges naming issues. This policy reflects this unique need of UW Colleges.

The role of private gifts for the renovation or construction of UW Colleges facilities is increasing. Naming opportunities prior to or during a construction project may enhance the probability of attaining philanthropic funds to supplement local governmental support. Existing facilities may also be named for reasons of maintenance or programmatic support.

Normally, the person or entity to be honored must have made a major contribution to the university. Major contribution includes, but is not limited to, significant financial support. The campus and foundation must consider the impact that naming will have on the campus in the eyes of all of its constituents and must ensure that such naming will not negatively reflect on the campus, the UW System, or the local governmental supporters.

If the request involves a living individual who is or has been formally associated with the University of Wisconsin System, or who holds or has held a paid public office, a waiting period is required. 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. Exceptions may be made in cases where a gift stipulates the naming. Exceptions must receive the approval of the Vice Chancellor for Administration and Finance.

If private funds are required for a project it is likely that the campus’ foundation or other entities will be involved in the fund-raising process. Consequently, the persons or organizations involved in the fund-raising should conceptualize a plan and provide it to the Campus Executive Officer, who will consult with and gain approval of the appropriate local governmental body or committee of the governmental body that oversees the campus for approval of the plan, including naming opportunities that are identified. The plan may include the duration for which the named facility will bear that name, if appropriate.

Contact: Administrative and Financial Services
September, 2011
If the local governmental unit agrees to the plan, the Campus Executive Officer of each UW Colleges campus is authorized to approve the naming of facilities when the naming involves less than an entire building, such as rooms, wings, or exterior amenities. The Campus Executive Officer will then inform the campus, the Vice Chancellor for Administration and Finance, and the Chancellor of the plan.

If the naming request involves naming an entire building, the Chancellor must approve each request. Such requests will be presented to the Vice Chancellor for Administration and Finance. Public announcement of a naming decision shall not be made until the request has been approved by the Chancellor.

Should reason exist to remove the name from a UW Colleges facility, the process shall be one similar to the process for naming.

Reference: UW System Board of Regents Policy 19-14