

 <b>BROWN</b>	<b>Naming or Renaming University Buildings Spaces, Programs and Positions</b>	POL: 01.15.02
		Effective Date: October 26, 2019

**1.0 Policy Purpose**

The purpose of this policy is to define how Brown University manages and approves proposals for the naming or renaming of a University building, space, program, or position in honor of a donor, individual, organization or entity.

**2.0 To Whom the Policy Applies**

This policy applies to the Corporation of Brown University (the Corporation), the President, the Senior Vice President for University Advancement, and to any member of the Brown University community who engages in management or approval of proposals for the naming or renaming of University buildings, exterior and interior spaces, programs, and positions.

**3.0 Policy Statement**

The University may acknowledge gifts and/or honor an individual or organization by naming a building, space, program, or position. Naming is one of the ways in which the University acknowledges the generosity of donors and honors those whose service to or affiliation with Brown enhances the University. It is the responsibility of the President and the Corporation of Brown University to nurture, preserve, and protect that legacy.

In considering proposals to name a building, space, program or position, the President and the Corporation shall exercise judgment with regard to the individual or entity the proposal is intended to honor. In general, the President and the Corporation, or those to whom authority to approve naming proposals is delegated, will not approve proposals for naming where, in their judgment, doing so: is not aligned with Brown’s mission of education, research and scholarship; compromises the academic freedom of the university community; and/or being associated with the proposed name could inflict damage on the University’s reputation, standing or integrity or be contrary to University values.

**3.1 Naming a University Building or Space**

Proposals for the naming of a University building or space associated with a gift must be submitted to the Office of the Senior Vice President for University Advancement. The proposal must include a description of the building or space to be named, its current use and any relevant information regarding the history of the facility, together with a description of the name proposed and its significance to Brown, including the amount of the gift and the identity of the donor(s).

If the Senior Vice President supports the proposal and it requires approval by the Corporation, it shall be forwarded to the Office of the Corporation for review by the President and, if approved by the President, inclusion on the agenda of the next scheduled meeting of the Corporation or the Advisory and Executive Committee.

Approval by the President and the Corporation is required for naming of:

- All buildings, additions to buildings, and exterior campus spaces such as fields, terraces, greens, and courtyards.

Approval by the Senior Vice President for University Advancement is required for:

- All interior spaces, such as lobbies, auditoria, dining and function rooms, classrooms, offices and seminar rooms.

In the naming of buildings and spaces, a distinction should generally be made between the name of the facility and the name of the program housed in the facility. Since programs, centers, institutes and departments may from time-to-time change, grow, move, merge or dissolve, the University will generally distinguish between the name of the facility and the name of the program or programs it houses.

### **3.2 Naming a University Program or Position**

Proposals for the naming of a University program (center, department, institute, school) or position (endowed professorship, endowed coaching position, senior academic or administrative officer position, etc.) associated with a gift must be submitted to the Office of the Senior Vice President for University Advancement. The proposal must include a description of the program or position to be named together with a description of the name proposed and its significance to Brown, including the amount of the gift and the identity of the donor(s).

If the Senior Vice President supports the proposal it shall be forwarded to the Office of the Corporation for review by the President and, if approved by the President, inclusion on the agenda of the next scheduled meeting of the Corporation or the Advisory and Executive Committee. The naming of any University program or position requires approval by the President and the Corporation.

### **3.3 Naming a Scholarship, Fellowship or Lecture**

Any proposal to name a scholarship, fellowship or lecture (endowed or current-use) requires approval by the Senior Vice President for University Advancement.

### **3.4 Duration of Naming**

Naming for an honoree or a donor is generally granted for the useful life of the entity. The University may deem the naming period concluded in certain circumstances, including but not limited to:

- If the purpose for which the named entity is or needs to be significantly altered, is no longer needed/ceases to exist.
- If a physical entity is replaced, significantly renovated or no longer habitable.
- The period of time of the naming specified in the gift agreement has expired.

The appropriate University representative will make all reasonable efforts to inform in advance the original donors or honorees when the naming period is deemed concluded. The University may provide alternate recognition as may be appropriate in honor of the original gift.

### **3.5 Renaming a University Building, Space, Program or Position**

Under extraordinary circumstances, a proposal to rename a University building, space, program or position may be submitted to the President, and by the President for approval to the Corporation. Such a proposal must include information about the name of the entity proposed to be renamed and the rationale for changing that name, as well as a recommendation for the preservation and display of the original name on campus, where appropriate.

The renaming of any University building, space, program or position requires approval by the Corporation. In considering such proposals, the President and the Corporation shall exercise judgment with regard to the individual or entity the original naming was intended to honor and apply the same general principles in section 3.0 above.

### **3.6 Removal of Naming**

The University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming if, including, but not limited to:

- The University determines its association with the donor or the honoree could cause damage to the University reputation, standing or integrity or be contrary to University values. This determination will be guided by Brown's mission of education, research and scholarship.
- In the case of a naming associated with a gift the donor fails to fulfill the terms of the gift that is recognized by a naming.

The appropriate University representative will make all reasonable efforts to inform in advance the original donors or honorees when the naming period is deemed concluded. The University may provide alternate recognition as appropriate in honor of the original gift.

### **3.7 Other Considerations**

Any gift valued at \$1 million or more in support of a building, space, program, position, scholarship, fellowship or lecture must be accepted by the Corporation (see Gift Acceptance Policy).

A proposal to name a building, space, program or position associated with a gift shall not be implemented – *e.g.*, building signage not installed or a program or position name not utilized in materials and publications – until and unless the University has received an executed gift agreement and 50% of pledge payments towards the gift commitment have been received.

With regard to naming proposals associated with a gift, any special circumstances or request for exceptions to this policy must be referred to the Senior Vice President of University Advancement who will determine the course of action, which may include consultation with the President and/or the Corporation.

The University will generally not name a building, space, program or position in honor of a current faculty or staff member. Proposals for such a naming may be approved to take effect upon the retirement of the individual faculty or staff member.

### **3.8 Honorific Namings**

From time to time the University may consider proposals to name a building, space, program or position in honor of an individual not associated with a gift. Such proposals shall be considered and approved under this policy subject to the principles in Section 3.0 and the processes

described in Sections 3.1, 3.2 and 3.3 except that the Office of the Provost shall be substituted for the Office of the Senior Vice President for University Advancement.

#### **4.0 Definitions**

For the purpose of this policy, the term below has the following definition:

**4.1 Gift:** A voluntary, non-reciprocal charitable donation of value in exchange for which nothing in return is promised, expected, implied or forthcoming to the donor.

#### **5.0 Responsibilities**

All individuals to whom this policy applies are responsible for becoming familiar with and following this policy. University supervisors are responsible for promoting the understanding of this policy and for taking appropriate steps to help ensure compliance. Senior officers are responsible for the development of appropriate practices and protocols to ensure compliance.

#### **6.0 Consequences for Violating this Policy**

Failure to comply with this and related policies is subject to disciplinary action, up to and including suspension without pay, or termination of employment or association with the University, in accordance with applicable disciplinary procedures or for non-employees may result in the suspension or revocation of the individual's relationship with Brown University.

#### **7.0 Related Information**

Brown University is a community in which employees are encouraged to share workplace concerns with University leadership. Additionally, Brown's Ethics and Compliance Reporting System allows anonymous and confidential reporting on matters of concern through the EthicsPoint platform.

The following information complements and supplements this document. The information is intended to help explain this policy and is not an all-inclusive list of policies, procedures, laws and requirements.

##### **7.1 Related Policies:**

- Gift Acceptance Policy

**7.2 Related Procedures:** N/A

**7.3 Related Forms:** N/A

**7.4 Frequently Asked Questions (FAQs):** N/A

**7.5 Other Related Information:** N/A

#### **8.0 Policy Owner and Contact(s)**

**8.1 Policy Owners:** The Corporation of Brown University

**8.2 Policy Approved by:** The Corporation of Brown University

**8.3 Subject Matter Contact:** Executive Vice President for Planning and Policy

- Telephone: 401-863-9650
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#### **9.0 Policy History**

- 9.1 **Policy Effective Date:** October 26, 2019
- 9.2 **Policy Last Reviewed:** October 26, 2019
- 9.3 **Policy Update/Review Summary:** Formatted into University Policy Template.