

MISSOURI SOUTHERN STATE UNIVERSITY POLICY					
Policy #:	02-0006				
Name of Policy:	Naming University Properties, Programs, Positions, and Facilities Policy				
Date of Last Revision:	February 2024	Initial Date of Approval:	May 2015	Initial Effective Date:	May 2015
Policy Owner	Executive Vice President				
Policy/Chapter Sections	General Guidelines Process For Determining Naming Opportunities Donor Negotiations Steps for Approving a Name Modification and Relocation of Names Plaques and Signage				
Date of Next Review:	February 2027				

1.0 PURPOSE

On occasion, Missouri Southern State University seeks to recognize the efforts and contributions of individuals by the naming institutional properties, academic and non-academic programs, positions, and facilities. This policy establishes a uniform and consistent procedure to gain university approval of proposals for such naming.

University approval is required before the naming of any university property, program, position, or facility. No commitment regarding naming shall be made to an honoree or donor prior to approval of the related proposal for naming.

2.0 SCOPE

The Campus Naming Committee, which is comprised of the President’s Council, is responsible for reviewing all names proposed for campus properties, academic and non-academic programs, positions, and facilities. The Executive Vice President serves as chair of the Campus Naming Committee.

3.0 POLICY

GENERAL GUIDELINES

- 1) The naming of properties, programs, positions, and facilities at Missouri Southern State University generally fall into one of two categories: honorific and philanthropic.

Honorific naming of University properties, programs, positions, and facilities are reserved for individuals who are no longer living and have rendered distinguished service to the University as a faculty member, administrative officer, or member of the governing board. As a general rule, honorific naming will not be considered unless the individual being honored has been deceased for at least one year.

Philanthropic naming of University properties, programs, positions, and facilities are reserved for individuals who have made substantial private gifts to benefit the institution. As a general rule, philanthropic naming will be considered only when private gifts from a donor represent a significant portion of the cost of the facility, program, position, or property (i.e., when a donor contributes at least fifty percent (50%) of the total cost to construct a new facility).

- 2) The following definitions of properties, programs, positions, or facilities will be used in relation to this policy:

Properties: Any real property owned by Missouri Southern State University located either on or away from the main campus.

Programs: Any academic or non-academic program, school, department, division, office, center, institute or other organizational area within the institution that can reasonably be named. In general, names will not be placed on programs that do not have a corresponding endowment held by the Missouri Southern Foundation.

Positions: Any academic or non-academic faculty or staff position for which an endowment has been specifically created. Such positions include, but are not limited to, endowed chairs, professorships, fellowships, lectureships, and visiting professorships. In general, names will not be placed on positions that do not have a corresponding endowment held by the Missouri Southern Foundation.

Facilities: Any building, outdoor space, or other area used for academic, athletic, co-curricular, operational, or community activities and/or programs. This includes interior spaces within a building (i.e. rooms and offices), portions of facilities (i.e., wings and floors), and other definitions related to the term “facilities.”

- 3) Whether honorific or philanthropic, the name proposed for a campus property, program, position, or facility should have a direct relation to the placement of the name. For example, honorific names should bear a relation to the career or service of the individual being honored. Likewise, philanthropic naming should be directly related to the program, position, or facility that benefited from the donor’s gifts. For example, it would be inappropriate to name the School of Business in honor of a donor who made a gift to benefit the Student Recreation Center. The donor’s name would be better placed on the Student Recreation Center, whose construction benefited from the donor’s generosity.
- 4) The Campus Naming Committee will review all proposals for naming on the campus of Missouri Southern State University. Each proposal will receive a vote by the Campus Naming Committee that either approves the proposal and sends it on to the president for further action or denies the proposal. The Campus Naming Committee also will approve the language of plaques and signage related to all naming opportunities (see below).

Proposals forwarded by the Campus Naming Committee to the president for review will either be approved or denied. Presidential approval of proposals to name interior spaces of campus facilities and named positions are final. Presidential approval of proposals to name entire facilities, properties, or programs will be forwarded to the MSSU Board of Governors for their review and final action.

- 5) All philanthropic gifts that involve naming recognition should be documented in a written Memorandum of Understanding (i.e. gift agreement) between the donor, the Missouri Southern Foundation, and Missouri Southern State University. Such agreements should detail the terms of understanding regarding the naming and any related issues about the recognition of the gift.

PROCESS FOR DETERMINING NAMING OPPORTUNITIES

A wide variety of University properties, programs, positions, and facilities have the potential to attract private philanthropic gifts. Therefore, when an opportunity is identified, the executive vice president, in consultation with appropriate development staff and other campus leaders, will develop a plan for specific naming opportunities and appropriate gift levels. The executive vice president will submit the naming plan to the Campus Naming Committee for pre-approval of gift ranges and naming opportunities in order to facilitate discussion with prospective donors. Pre-approved gift ranges for naming opportunities are intended as minimum requirements for leveraging gifts from prospective donors.

In establishing and approving gift ranges and specific naming opportunities, the Campus Naming Committee is attempting to maintain consistency in gift levels required for naming University facilities while at the same time being aware that different properties, programs, positions, and facilities have varying levels of fundraising capacity, visibility, and prestige.

DONOR NEGOTIATIONS

In negotiating a naming gift with a prospective donor, all descriptions, plans, artist renderings, construction models, and other supporting materials should be identified as conceptual and not a literal interpretation of what the property, program, position, or facility ultimately will be. Individuals negotiating with donors on behalf of the University (administrators, deans, department chairs, development officers, etc.) should ensure that the donors understand that when a property, program, position, or facility is named for them, they do not exercise any authority or control regarding the property's use, the program's operation, the position's activities, or the facilities construction, furnishing, finish, or usage.

In general, there will be no special conditions extended to a donor for their gift (usage of the named facility, access to the named program, oversight of the named position, etc.) except for the honor of having their name placed on the property, program, position or facility. When special conditions are granted, they are granted at the sole discretion of the University president and should be documented and mutually agreed to in the donor's gift agreement with the Missouri Southern Foundation.

Donor expectations for recognition and signage should be tempered by the University's culture and the tradition of recognizing donors on campus. The Campus Naming Committee is responsible for reviewing and approving the language used in all donor plaques, recognition, and signage related to a named giving opportunity and ensuring consistency and appropriateness in such matters.

STEPS FOR APPROVING A NAME

- Step 1 Philanthropic Naming: Once gift levels and naming opportunities have been identified and approved by the Campus Naming Committee and gift negotiations with the donor are complete, a formal request for naming should be submitted in writing to the executive

vice president for inclusion on the agenda of the next meeting of the Campus Naming Committee.

Honorific Naming: Individuals interested in seeing a property, position, program, or facility being named after a former campus leader should submit in writing the honoree's name, a short summary of their contributions to Missouri Southern State University, and a description of the specific property or facility (i.e. space) to be named to the executive vice president for inclusion on the agenda of the next meeting of the Campus Naming Committee.

In both cases above, the campus administrator responsible for soliciting a named gift or promoting an honorific naming may request an informal poll of the Campus Naming Committee be taken regarding the suitability of a specific name.

Step 2 The Campus Naming Committee will review and act on all proposals for naming properties, programs, positions, and facilities. Proposals approved by the Campus Naming Committee will be forwarded to the University president for further action.

Step 3 The University president reviews the proposal for a named property, position, program, or facility and either approves or denies the request.

For Interior Spaces or Named Positions: Presidential approval of proposals to name interior spaces of facilities (rooms, wings, floors, interior courtyards, etc.) or named positions will be considered final.

For Entire Facilities, Properties, or Programs: Presidential approval of proposals to name entire facilities (i.e. buildings), properties, or programs will be forwarded to the MSSU Board of Governors for review and final action.

The University reserves the right to deny a request for a named property, program, position, or facility at any time for any reason.

Following final approval either by the University president or the MSSU Board of Governors, the executive vice president will work with the appropriate campus offices and leaders to ensure the donor or honoree is appropriately recognized on campus with plaques, signage, or other forms of recognition.

MODIFICATION AND RELOCATION OF NAMES

As modifications are made to property and facilities over time, situations may occur where it is in the best interest of the University to relocate, modify, or reallocate named property or facilities. In the event modifications to named property or facilities are required or recommended, appropriate college administrators and the family of those honored will be involved in early planning. This is to ensure that the original purpose of the naming and the honoree's legacy or donor's wishes, if private funds are involved, are preserved as appropriate.

PLAQUES AND SIGNAGE

The Campus Naming Committee is responsible for reviewing and approving language contained in all plaques and/or naming signage. All proposals for language for plaques or signage related to a naming

opportunity will be submitted to the executive vice president for inclusion on the agenda of the next Campus Naming Committee meeting.

This review by the Campus Naming Committee is to ensure that campus-wide standards for consistency and appropriateness regarding plaques and signage are met. This review applies whether the project entails a single plaque related to the naming of a room, a donor wall, other permanent displays related to naming, exterior campus signage related to naming, or any other type of permanent public recognition.

4.0 HISTORY

This policy may be revised, edited, changed or removed at any time with or without notice to applicable individuals.

February 2024 – policy placed into new format, minor grammatical corrections.

5.0 RELATED DOCUMENTS

None