

NAMING GUIDELINES

Summary/Purpose: Guidelines established by the University of Mississippi Naming Committee ensure that gifts with associated naming rights are managed in a consistent manner. These guidelines are designed to provide donors with equitable, consistent, and appropriate recognition and stewardship for their generous support, leading to lasting relationships with the university. In recognition and appreciation of their generosity, donors who make certain types of charitable contributions to the university are offered the opportunity to select the names of programs, facilities, positions, or entities being funded by their gifts.

Outlined below are the types of gifts that may carry naming rights and information related to the minimum-monetary amount required for specific naming gifts, name approval process and duration, donor recognition, and other terms.

I. APPLICABILITY

This Policy applies to gifts with associated naming opportunities at the University of Mississippi as a form of recognition for the contributions of individuals or organizations to the university.

II. TYPES OF FUNDS WITH POTENTIAL NAMING OPPORTUNITIES

- a. Endowed: Endowed funds are designed to provide perpetual support to a designated area. To establish a named endowed fund, a gift must meet the funding minimum set by the university or University of Mississippi Foundation (UMF). For current university named endowed fund minimums, contact University Development.
- b. Non-endowed: In certain circumstances, current-use commitments can qualify for a naming opportunity. Many gifts to name physical entities are in this category. Generally, non-endowed named academic or staff positions will not be approved.

III. STANDARD DESIGNATIONS FOR NAMING GIFTS

- a. Physical Entity:
 - i. Buildings and other major facilities, discrete components of buildings (wings, lecture halls, auditoriums, foyers, classrooms, laboratories, studios, offices, conference rooms, etc.), athletic facilities, residence halls, and other structures

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- ii. Campus grounds, outdoor renovations, gardens, trees, fountains, benches, walkways, parking facilities, and other real property
- iii. Libraries, or parts of libraries, and other collections of significant size and continuing educational, scientific, historic, artistic, or cultural value
- b. Non-Physical Entity:
 - i. Colleges, schools, departments, institutes, centers, programs, teaching awards, and prizes
 - ii. Academic positions, including but not limited to deanships, professorships, chairs, directorships, and lectureships
 - iii. Administrative positions, including but not limited to vice chancellors, vice presidents, and directors
 - iv. Student support, including but not limited to scholarships, fellowships, and other student awards

IV. GENERAL TERMS

- a. Naming of a university asset or entity must be made in accordance with this Policy and related procedures, and meet all terms of the university and UMF's Gift Acceptance, Counting, and Reporting Policy.
- b. The donor may select the name of the entity being funded, so long as the criteria set forth in this Policy are met, university approval is granted, and in required cases Mississippi Institutions of Higher Learning (IHL) approval is granted. Factors that may be considered by the university in determining the appropriateness of a name include:
 - i. Consistency with the mission, vision, reputation, and values of the university
 - ii. Whether a name may imply the university's endorsement of a political or ideological position or the use of a particular product or service
 - iii. Potential conflict of interest (primarily in cases of corporate or organizational naming gifts)
 - iv. Whether the name reinforces the university's branding standards
 - v. Potential conflict with existing named entities or spaces
- c. Naming gifts do not confer the right to the donor to determine the use of the fund (e.g., the purpose or use of the named space, specific beneficiary of a student or faculty support fund, program curricula, and/or research outcomes).

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- d. A named entity may not be announced by any university unit or donor prior to final approval as required by this Policy.

V. NAMING GIFT VALUES

a. Endowed Funds:

- i. The university and UMF establish the minimum gift amount required to create each type of named endowed fund. Such minimums are important to ensure the endowed fund provides sufficient funds to accomplish the purpose intended by the donor.

Current minimums are listed below:

1. Chair	\$2 million and above
2. Professorship	\$1 million and above
3. Director, Lecturer, or Scholar	\$500,000 and above
4. Lecture Series	\$50,000 and above
5. Excellence in Teaching	\$25,000 and above

- ii. Minimum monetary gift amounts for named endowed funds will be amended by the UM Naming Committee from time to time to correspond with real costs.
- iii. In some cases, the name of an endowed fund may be different from the name used publicly for the entity the fund supports. In such instances, both the name of the fund and the name to be used publicly will be detailed in the associated gift agreement.
- iv. For current university named endowed fund minimums, contact University Development.

b. Current-use Funds:

- i. In general, named current-use funds adhere to the UM Naming Committee guidelines required to create named endowed funds. Exceptions to this standard are rare and are only granted by the UM Naming Committee and Chancellor as needed.
- ii. In some cases, the name of a current-use fund may be different from the name used publicly for the entity the fund supports. In such instances, both the name of the fund and the name to be used publicly will be detailed in the associated gift agreement.

c. Physical Entities:

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- i. Once a new building, expansion, or renovation has been approved by the university, the UM Naming Committee will recommend the value of associated naming gifts to the Chancellor. This applies to spaces both within and outside buildings.
- ii. Similarly, the value of associated naming gifts for existing university spaces will be determined by the UM Naming Committee in consultation with the Chancellor.
- iii. As a general guideline, 25 percent of the cost of a new building is the targeted naming gift. The UM Naming Committee will determine the value of major expansions and renovations of existing buildings and the targeted levels for naming gifts and make a recommendation to the Chancellor. The committee will also consider factors such as the role an individual or organization plays in raising significant funds for the university.

VI. NAMING APPROVAL AND TIMING OF NAMING ACTIVATION

- a. The Vice Chancellor for Development manages the naming approval process for gift-related namings in consultation with the UM Naming Committee. The additional members of the UM Naming Committee are the Provost or designee, Vice Chancellor for Administration and Finance or designee, Vice Chancellor for Intercollegiate Athletics or designee, Chief Marketing and Communications Officer or designee, and President of UM Foundation or designee. Other members may be added as circumstances dictate.
- b. Name approval may not be granted until the proposed name is known. If the donor does not wish to select the name to be applied when the gift is made, the university may accept the gift, with the name determined later, subject to the terms of approval outlined in this Policy.
- c. The UM Naming Committee will make recommendations to the Chancellor for his or her approval.
- d. Any naming of an organization requires IHL approval and will be requested by the Chancellor.
- e. For binding, irrevocable gifts, a name may go into effect before the gift is paid in full at the discretion of the UM Naming Committee in consultation with necessary university parties.
- f. For non-binding, revocable gifts, a name will not be activated until the gift is received.

VII. DONOR RECONGITION

- a. The university places great value on recognizing and showing appreciation to donors for their generosity. Therefore, in addition to providing naming rights for eligible gifts, other methods of recognition may be applied, such as those outlined below. It is highly important that recognition be equitable and consistent based on gift type, amount, and designation, and that it adhere to established university standards.
- b. Physical Recognition:
 - i. Gifts to name a physical entity or college, school, department, center, or institute will typically be recognized via signage, plaques, displays, or other physical installations.
 - ii. The nature and attributes of the physical recognition will be: commensurate to the level and type of gift, designed in accordance with university standards, and aligned with the features of the intended placement location.
 - iii. Corporate or organization logos may not be incorporated into recognition signage without approval of the UM Naming Committee and the Chancellor.
 - iv. Physical donor recognition items must be approved by the donor and appropriate university representatives prior to production and installation, and may not be installed until the terms outlined in this Policy have been met.
- c. Other Recognition:

Naming gift donors may also be recognized via other means (e.g., events and media announcements), corresponding with the type, amount, and purpose of the gift.

VIII. DURATION OF NAMING

- a. Naming is generally granted for the useful life of the entity unless otherwise specified in the gift agreement (and subject to the terms of revocation as set forth in this Policy).
- b. For current-use gifts, naming terms, including duration, shall be set forth in writing by the university and donor.
- c. If circumstances change so that the purpose for which the named entity was established is or needs to be significantly altered, is no longer needed/ceases to exist, or if a physical entity is replaced, significantly renovated, or no longer habitable, the university will consult with the donor if possible, or the donor's estate, if practicable, to determine an appropriate way to recognize the original naming gift.

IX. RENAMING OR REMOVAL OF A NAME

- a. The University reserves the right to remove any naming of a building, property, or major academic unit should the UM Naming Committee determine that any of the following conditions occurs:
 - i. The continued use of a name compromises the public's trust or image of the university or is inconsistent with the mission and values of the university.
 - ii. The donor does not perform obligations specified in the gift agreement. If partial funding was received that is sufficient for an alternative naming opportunity, the terms of this Policy shall govern any renegotiation for a suitable naming.
- b. A proposal to rename a facility or area, or to add a second name, shall adhere to the criteria outlined above. In addition, these principles shall be followed:
 - i. Any proposal to rename a facility or an area or to add a second name to recognize a gift will be taken under consideration by the UM Naming Committee. Any proposal shall be reviewed by the General Counsel of the university. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.
 - ii. When a facility that has been named to recognize a gift or an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another gift.
 - iii. When an area named to recognize a gift or in honor of an individual will be developed for another use, the new facilities may be named in recognition of new gifts.
 - iv. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
 - v. When a facility or area is proposed for renaming, campus or university representatives shall make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

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- c. All requests for removing a name must follow the university processes and go through the Undergraduate Council and the Council of Academic Administrators before coming to the UM Naming Committee.
- d. Revocation decisions shall be made by the Chancellor based on the recommendation of the UM Naming Committee. Any change of an organizational unit requires IHL approval. The Chancellor will request IHL approval.

X. SPECIAL CIRCUMSTANCES AND EXCEPTION

Any special circumstances or requests for exceptions must be referred to the Vice Chancellor for Development, who will consult with the UM Naming Committee and make a recommendation to the Chancellor.

XI. CURRENT NAMING OPPORTUNITIES

Contact University Development at (662) 915-1586 or visit give.olemiss.edu.