

SUBJECT: Physical Plant

PROCEDURE: 604.1.1 Naming of Campus Spaces

RELATED POLICY: 604.1 Naming of Campus Spaces

Effective: November 2008 Revised: November 2021

Reviewed:

Introduction & Purpose

Great Falls College MSU has established policies regarding the naming of campus spaces. The naming of campus spaces is, and should always remain, a very special honor that must be offered only with the highest level of scrutiny to ensure the College does not dilute or lessen the level of recognition a naming tribute can bestow.

Procedures

- I. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the related proposal for naming. Each proposal shall be made in writing in accordance with these guidelines.
- II. Each proposal for naming shall be considered on its merits and not because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.
- III. A proposal for naming shall include documentation of the following:
 - A. A thorough analysis of the proposal in relation to naming policy and guidelines, as well as a financial review.
 - B. A consultation process to provide the benefit of the collective institutional memory and a broad campus perspective with regard to naming activities.
 - C. Review by the Great Falls College MSU's Executive Team.
- IV. When a space is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.
- V. In any proposal for naming a space in recognition of a donor or a non-donor honoree, consideration should be given to ensure that any associated endowment will be sufficient to sustain the program, since the naming shall be in effect for the life of the program.
- VI. Naming in honor of an individual with no gift involved
 - A. No commitment for naming shall be made prior to approval of the proposed name.
 - B. A proposed honoree shall have achieved distinction in one or more of the following ways:

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1. While serving Great Falls College MSU in an academic capacity, the individual has upheld and promoted the mission of the College through outstanding devotion to teaching, learning, and/or service to students and community.
2. While serving Great Falls College MSU in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of Great Falls College MSU.
3. The individual has contributed in truly exceptional ways to the welfare of Great Falls College MSU or achieved such unique distinction as to warrant recognition.

- C. When an individual has served the Great Falls College MSU in an academic or important administrative capacity, or has served the community or state in an elected appointed position, a proposal may be made for naming in honor of the individual on the earlier of the following:
1. Two years after retirement or other separation from Great Falls College MSU or from elected or appointed office; or
 2. Two years after the person's death, if the person had not yet retired or otherwise separated from Great Falls College MSU.

VII. Naming involving a gift

- A. The Great Falls College MSU's Executive Team shall review draft language for a gift agreement that includes the proposed naming of campus space.
1. No commitment for naming shall be made prior to approval of the proposed name.
 2. In reviewing a request for approval of naming, consideration shall be given to:
 - a. The significance of the proposed gift as it relates to the realization and/or success of a program or project at Great Falls College MSU.
 - b. The urgency of need for the project or for support funds for the project.
 - c. The eminence, reputation and integrity of the individual or entity whose name is proposed.
 - d. The relationship of the individual or entity to Great Falls College MSU.
 3. The gift shall constitute a significant portion of the total cost of the project to be named. The gift shall either:
 - a. Fund the total cost of the project to be named; or
 - b. Provide substantial funding for that portion of the total cost which would not have been available from another source (such as federal or state appropriations, or student fees).
 4. To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a prominent space that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.

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5. Individual and corporate names may be used to designate campus space as well as endowed faculty positions. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge generosity and express Great Falls College MSU's appreciation should be modest in size and exclude logos to avoid the appearance of advertising.
 6. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.
- VIII. Renaming - 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:
- A. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the Great Falls College MSU's Executive Team. 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.
 - B. When a space that has been named in recognition of an individual or a gift has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of another gift.
 - C. When a space named in recognition of a gift or in honor of an individual will be developed for another use, the new space may be named in recognition of new gifts.
 - D. When a space is proposed for renaming, Great Falls College MSU's representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.
- IX. CEO/Dean's Office Responsibility - The CEO/Dean's Office will coordinate all proposals for naming, maintain records on gift documentation and the related consultation process, and assure consistency in donor and public communications related to each gift and its restricted use.
- X. Changed Circumstances
- A. If Great Falls College MSU proposes to change the function of a named space, the CEO/Dean's Office must review the related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, the Great Falls College MSU's Executive Team will be consulted.
 - B. If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, or bring undue scrutiny upon the College, that name may be discontinued upon action of the Great Falls College MSU's Executive Team.