

Naming of Facilities and Organizational Units

POLICY CONTENTS

Scope
Policy Statement
Reason for Policy
Procedures
Definitions
Related Information
History

Scope

This policy applies to the Facilities and Organizational Units of the University of Nebraska at Omaha (UNO).

Policy Statement

The Chancellor and University of Nebraska (NU) President shall approve and report to the NU Board of Regents:

- a. The assignment of a Generic Name to a UNO Organizational Unit.
- b. The assignment of a Generic Name to a UNO Facility.
- c. The naming of a UNO room or small cluster of rooms or a small campus feature such as a garden, footbridge, or landscaped area in honor of an individual, family, or organization.

The NU Board of Regents shall approve, upon the recommendation of the Chancellor and NU President:

- a. The naming of an Organizational Unit in honor of an individual, family, or an organization.
- b. The naming of a building or wing of a building, a fountain, a monument, or large campus area such as a plaza or street in honor of an individual, a family, or an organization.

Reason for Policy

In accordance with NU Board of Regents Policies [6.2.7](#) and [2.6.1](#), this policy establishes the authority and regulations for naming and renaming Organizational Units and Facilities at UNO.

Procedures

1. APPROVAL:

Any proposal to name an Organizational Unit or Facility shall include a convincing justification and be formalized in writing and delivered to the Chancellor electronically or in hard copy. Proposals may be submitted by or on behalf of an individual(s), donor(s), department, unit, entity, etc.

The Chancellor will coordinate the review, approval, and reporting requirements, in accordance with applicable Board of Regents Policy. No commitment for naming shall be made prior to approval of the proposed name in accordance with this policy.

2. CRITERIA:

- a. Organizational Units and Facilities may be named for an individual(s), family, or entity meeting one or more of the following criteria:
- 1) Extraordinary service to UNO as a faculty member, staff member, or officer;
 - 2) Alumni who have provided extraordinary service to UNO;
 - 3) Distinguished persons who have provided extraordinary service to UNO or who otherwise merit special recognition;
 - 4) Donors who have made a significant financial contribution to the UNO campus or a UNO college, unit, or related program; and/or
 - 5) Donors who have made a significant financial contribution to UNO toward the construction of a new Facility, major renovation of an existing Facility, or an endowment for maintenance and operating costs of a Facility, program, or activity.
- b. Except for naming in honor of an individual(s) designated by donors [criteria a(4) and/or (5) above] or unless expressly waived by the Board of Regents:
- 1) Organizational Units and Facilities shall not be named for individuals currently employed by UNO, NU, the State of Nebraska or elected officials.
 - 2) Organizational Units and Facilities shall not be named for individuals earlier than five years following the departure, death, or retirement of the individual from UNO, NU, the State of Nebraska or the end of an elected official's service in office.
- c. Except when assigning a Generic Name, there shall be a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to UNO, whether the name is and will continue to be a positive reflection on UNO and will not detract from UNO's reputation as a public institution of higher education, and whether the name comports with the purpose and mission of UNO. A due diligence review shall include:
- 1) Review of any potential conflict of interest issues affecting UNO;
 - 2) Review of potential impact upon the academic or research autonomy of UNO;
 - 3) Evaluation of the impact on future giving by the donor or others;
 - 4) Consultation with General Counsel to ensure compliance with applicable policies/laws/regulations;
 - 5) Consultation, as necessary, with NU's bond counsel to determine if a proposed naming would adversely affect existing or future tax-exempt bonds.
- d. Additional due diligence shall be undertaken before recommending the naming of any Organizational Unit or Facility to include the name of a commercial enterprise—in order to avoid any appearance of commercial influence or conflict of interest—and only if the proposed name:
- 1) is appropriate in the educational and public setting of UNO;
 - 2) will not detract from UNO's use of the Facility or UNO's reputation as a public institution of higher education; and
 - 3) will not result in impermissible commercial endorsement or advertising benefitting the commercial enterprise.

3. DURATION OF NAMES AND NAME CHANGES:

Duration of names and name changes shall be consistent with NU Board of Regents Policies [2.6.1\(6\)\(a-e\)](#) and RP [6.2.7\(6\)\(a-f\)](#).

4. PRIOR PROCEDURES AND NAMES:

Names in existence at the time of the adoption of this policy shall remain in effect, subject to future renaming consistent with this policy and subject to restrictions in any gift agreements related to the prior naming action.

Definitions

“Organizational Unit” means any unit of organization at UNO including but not limited to a College, Program, Department, Center, Institute or School.

“Facility” means any physical structure or space required by an institution for the performance of its programs and related activities, including any new, existing, or leased building, a wing of a building, a room or cluster of rooms, or other significant features such as a fountain, monument, plaza, garden, landscaped area, or street. This policy shall not apply to interior spaces of a Facility which describe their functional purpose, i.e. maintenance room, closet or restroom.

“Generic Name” means the name that may be given to a Facility or an Organizational Unit which is based solely upon the use or location of the Facility, an institutional mascot name, symbol or other identifier pertinent to the institution without a modifier designating a particular person, family or organization. Examples of Generic Names for Facilities are: “College of Public Affairs & Community Service” and “Maverick Village”. Examples of Generic Names for Organizational Units are: “College of Arts and Sciences” and “School of Public Administration”.

Related Information

[University of Nebraska Board of Regents Policy 6.2.7 Naming of Facilities](#)

[University of Nebraska Board of Regents Policy 2.6.1 Policy on Naming Academic Organizational Units](#)

History

New draft policy.