



**UNIVERSITY POLICY BOT-08.04-02/24**

**TO:** The University of West Florida Community

**FROM:** Dr. Martha D. Saunders, President

**SUBJECT:** Naming Opportunities

**RESPONSIBLE OFFICE:** University Advancement

**I. Purpose:**

It is the intention of the University of West Florida (the “University”) to honor and recognize outstanding support of and service to the University through the naming of Elements that support the institutional mission. Naming recognition may be extended to individuals (living or deceased), corporations, foundations, and others. This policy sets forth guidelines for naming opportunities at the University.

**II. Definitions:**

Element – includes, but is not limited to, University Facilities, educational units, scholarships, and endowments that support the institutional mission of the University.

University Facility – has the same meaning as the definition of the term in Board of Governors (“BOG”) Regulation 9.005, Naming of Buildings and Facilities.

**III. Policy:**

A. General Policies

1. The University may grant permanent or temporary naming recognition in connection with a University Facility, college, school, department, center, institute, program, or other major unit if the minimum requirements are met. The naming of these Elements requires recommendation of the President and the approval of the Board of Trustees (“BOT”). The BOT reserves the right to deny naming rights even if minimum requirements are met.
2. Any name recommended for consideration under these guidelines must be one that would bring distinction and honor to the University and must be consistent with the mission, values, and traditions of the University.

3. The naming of any Element shall be in accordance with the provisions of applicable Florida statutes and BOG regulations. Endowments do not require the approval of the BOT.
4. The naming of any University Facility must be approved by the BOT as a noticed, non-consent agenda item.
5. The Foundation may set minimum gift requirements for naming opportunities. Information pertaining to minimum requirements can be obtained from the Foundation.

B. Naming in Recognition of Outstanding Service (Non-gift related honorary)

1. Non-gift related naming should be reserved for individuals who are of recognized accomplishment and character. University Elements may be named in recognition of outstanding service by someone who has distinguished themselves through significant contributions of the community, profession or the University. Because of the public visibility and significance associated with such prestigious recognition, the University should only recognize those who have attained achievements of distinction and who are held in high esteem for their integrity and ethical standards as determined in the University's sole discretion.
2. An Element may not be named on a non-gift related basis for an active member or employee of the BOG or an active trustee, employee, or student of the University.
3. Prior to recommending a naming based on outstanding service to the University, the President will seek the counsel of the Honorary Awards and Recognition Committee ("HARC").

C. Naming in Recognition of Financial Support (Gift-related honorary)

1. Gift-related naming of a University Facility for an individual, family, corporation, foundation, or organization requires a gift of 25% or more of the total construction cost of the University Facility. In the case of a gift for a University Facility that is to be named with funds required for construction or renovation, naming rights may be requested once a charitable gift of sufficient magnitude has been received to commence the project.
2. A naming in recognition of financial support will be presented to the President by the Vice President for University Advancement upon certification of the University of West Florida Foundation (the "Foundation"). The President will then make a recommendation to the BOT for consideration. Naming proposals will be consistent with University policies and will not only reflect the donor's financial support, but also the donor's commitment to the mission, values, and traditions of the University.
3. The Foundation shall have the latitude to approve a multi-year payment plan for the establishment of an endowment at the major gift level, as determined by the

Foundation. All gift agreements shall contain language specifying that naming recognition is contingent on satisfaction of the donor's payment obligations.

4. A named fund may be established in response to an initial gift toward a good faith pledge.

#### D. Additional Naming Opportunities

1. Additional naming opportunities may be approved at the sole discretion of the President or the President's designee. These opportunities shall include campus spaces such as classrooms, laboratories, seminar rooms, conference rooms, offices, and similar spaces, and other Elements such as scholarships, assistantships, fellowships, lectureships, professorships, and chairs. Prior to approving such an opportunity, the President may, but is not required to, seek the advice of the HARC.
2. Naming of benches, fountains, gardens, walkways, theatre seats, and other such structures and spaces shall be addressed, developed, and implemented on a case-by-case basis by staff with the approval of the President or designee. The appropriate minimum gift level will be calculated based on a variety of factors including, but not limited to, location, structure, scale, and function.

### III. Permanency of Names

Unless a fixed term is provided for the gift agreement, every name assigned to a facility, activity, or program is intended to be enduring. However, it is foreseeable that situations may arise whereby the University determines that the naming period has concluded.

#### A. Removal, Revocation, or Renaming

The duration of a donor's or honoree's name ordinarily continues for as long as the campus Element is in use in the same manner and for the same purpose for which the naming occurred. A recommendation to change or alter in any way the name of a previously named Element must be initiated by the President and approved by the BOT. As naming authority lies with the BOT, so does the authority and responsibility to remove, revoke, or rename. University representatives will make all reasonable efforts to inform the original donor/honoree or their designee(s) in advance of any changes of this nature.

Circumstances that may lead to consideration of a name removal, revocation or renaming may include, but shall not be limited to:

1. A significant renovation or addition to a previously-named space may lead to renaming of the space in recognition of another donor. Appropriate recognition of prior donors and honorees shall be taken into consideration in recognition in nearby, adjacent, or newly redeveloped areas.

2. Any legal impropriety by a donor or honoree may result in naming revocation if disassociation is warranted and in the best interest of the University in the University's sole discretion.
3. A donor's inability to fulfill financial obligations associated with a gift for a named Element will make the naming subject to reconsideration by the Foundation and the University.
4. Actions by a person and/or company that are no longer in alignment with the University's mission and fundamental values or that bring discredit to the University.
5. If the University determines the named Element has exceeded its useful life or the continued use has become impossible or impractical, demolition or the discontinuation of a program or activity may result.
6. An individual or a corporation has a name change or is dissolved.

**B. Term Naming**

1. Term or temporary naming of physical structures or other campus Elements may be considered based on the length of period of naming and an assessment of market value associated with the Element.
2. In appropriate instances, a naming may be granted for a predetermined fixed term, usually 3-10 years. At the end of the term, the naming recognition shall expire but may be renewed with the same or new name. The accompanying gift agreement should clearly specify the period of time for which the Element will be named.

**IV. Other Considerations**

- A. The Division of University Advancement will work with the Foundation to ensure that naming related actions will be copied to University Archives for proper retention and preservation for archival and research purposes.
- B. The Division of University Advancement and the Foundation are responsible for the applicable donor recognition of gifts made to benefit the University.
- C. Each naming opportunity should take into consideration a sufficient budget to allow for fabrication and installation of lettering, signage, map updates and other appropriate designations. New signage, plaques or markers should conform to University guidelines and design standards relating to campus graphics and shall be coordinated through the Office of Institutional Communications.
- D. The Vice President for the Division of University Advancement, in consultation with the President, shall have the discretion to determine whether a deferred gift shall be considered in deciding to name a University Facility or part thereof.

**Approved by the University of West Florida Board of Trustees on February 15, 2024.**

**Approved by:** DocuSigned by:  
*Martha Saunders* **Date:** 02/15/2024  
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Dr. Martha D. Saunders

**Authority:** BOG Reg. 9.005, Naming of Buildings and Facilities  
§267.062, Florida Statutes

**Cross Ref.:** None

**History:** Adopted June 2011; revised May 2014, May 2017, and February 2024.

**Last Review:** February 2024