Policy 5307: Naming University Facilities, Organizations, and Programs

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EXECUTIVE SUMMARY

USU Policy 5307: Naming University Facilities, Organizations, and Programs
Category: Facilities, Operations, IT
Subcategory: General Operations
Covered Individuals: Employees and Donors
Responsible Executive: Vice President for Advancement
Policy Custodian: Office of University Advancement, AVP Stewardship and Donor Engagement

BACKGROUND:

This revision will create one inclusive policy that covers naming processes for all university facilities, organizations, and programs. The prior policy was primarily focused on donor and honorary namings of facilities. This policy also incorporates direction for using university trademarks and broadens the titles of committee members to avoid frequent revision of the policy whenever a title changes. This policy will provide clear explanation in one place for the naming process for the USU community.

KEY PROVISIONS OF THE NEW/REVISED POLICY:

The policy was expanded to include processes for naming academic and non-academic organizations and programs as well as including a process for use of university trademarks in namings. Input was provided by the University Naming Committee (representatives from Advancement, Finance and Administrative Services, Facilities, Provost, Government and External Relations, University Marketing and Communications) as well as the chair of the Educational Policies Committee.

IMPLEMENTATION PLAN:

A process is already in place for requesting namings, and adjustments to this policy will be messaged through the request form. University Naming Committee members also serve on committees and work in areas that manage other elements affected by namings (signage, Facilities, etc.) and they will educate as necessary.

No new resources will be required to implement these changes.

University Policy 5307: Naming University Facilities, Organizations, and Programs

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Responsible Executive: Vice President for Advancement

Policy Custodian: Office of University Advancement, AVP Stewardship and Donor Engagement

Last Revised: 2026/MM/DD

Previous USU Policy Number: 502

5307.1 PURPOSE AND SCOPE

This Policy establishes direction and principles for the naming of Utah State University Facilities, Organizations, and Programs.

5307.2 POLICY

2.1 Philanthropic and Honorific Naming

2.1.1 Considerations

The University will primarily base philanthropic naming decisions for Facilities, Organizations, and Programs on recognition of a substantial gift. The University may grant an honorific name without a gift when an individual has achieved exceptional distinction in academic, administrative, or other service that benefits the University. Under normal circumstances, the University will not name an entity for a University employee during the employee's tenure, within one year after retirement, or within one year after death. Commitments may be made to a proposed honoree only after the process outlined in 5307-PR1: Naming Procedures is completed.

2.1.2 Facilities and Non-Academic Organizations and Programs

All philanthropic or honorific naming proposals for Facilities or non-academic Organizations and Programs route to the University Naming Committee ("UNC"). The UNC will review proposals as needed in accordance with 5307-PR1: Naming Procedures and submit a recommendation to the President.

2.1.3 Academic Organizations and Programs

All philanthropic or honorific naming proposals for academic Organizations or Programs route to the Educational Policies Committee ("EPC"). The EPC will review proposals, develop recommendations, and coordinate with the UNC for additional guidance regarding 5307-PR1: Naming Procedures. The EPC and UNC will submit recommendations to the President.

2.2 Administrative Naming

2.2.1 Scope

All naming of Facilities, Organizations, and Programs that does not involve a philanthropic gift or honorific recognition falls under Administrative Naming.

2.2.2 Facilities and Non-Academic Organizations and Programs

All administrative naming proposals for Facilities and non-academic Organizations and Programs route to the executive-level administrator responsible for the unit (i.e., Dean or Vice President). The executive-level administrator will review and consider such proposals and submit to the UNC for review and recommendation to the President.

2.2.3 Academic Organizations and Programs

All administrative naming proposals for academic Organizations and Programs route through the EPC. The EPC will review proposals as needed and submit a recommendation to the President.

2.3 Centers and Institutes

2.3.1 Name Restrictions

Units may not use the terms “institute” or “center” in the name of any Facility, Organization, or Program without express written authorization from the President.

2.3.2 Approval

All proposals to establish a new academic center or institute must be approved in accordance with Utah Board of Higher Education Policy R405: *Approval of Academic Centers and Institutes*. Proposals route to the EPC, which will review and coordinate with the President and the Utah Board of Higher Education.

2.3.3 Philanthropic or Honorific Names for Centers and Institutes

If a proposal for a center or institute includes a philanthropic or honorific name, the EPC will coordinate with the UNC to obtain additional recommendations and guidance regarding 5307-PR1: Naming Procedures. The EPC and UNC will submit recommendations to the President.

2.4 Use of University Trademarks

The naming of any Facility, Organization, or Program that incorporates University trademarks must adhere to the University’s established branding standards. Units must coordinate with University Marketing and Communications to ensure the proposed name does not conflict with existing marks or contracted third-party agreements. This coordination supports management of the University’s trademark portfolio in a centralized naming database.

To check name availability or to register a new name in the institutional database, please complete the Naming Procedures and Trademark Request Form.

5307.3 RESPONSIBILITIES

3.1 Vice President for Advancement

The Vice President for Advancement administers all fundraising activities for the University, and develops and maintains the University's naming procedures.

3.2 Office of University Advancement

The Office of University Advancement conducts all fundraising activities and monitors and enforces compliance with this Policy and University naming procedures, subject to necessary approvals.

3.3 Deans and Vice Presidents

The Deans and Vice Presidents lead and develop proposals for administrative naming of Facilities and non-academic Organizations and Programs, as applicable, and coordinate decisions with the President.

3.4 University Naming Committee

The UNC reviews all honorary naming proposals for Facilities, Organizations, and Programs and makes recommendations to the President. The UNC comprises the following members (or their designees):

- Vice President of University Advancement (chair)
- Vice President of Finance and Administrative Services
- Associate Vice President for Facilities
- Provost and Executive Vice President
- Vice President, Government & External Relations
- Vice President, Marketing & Communications
- Faculty Senate President
- Others as needed and approved by the chair or the President

3.5 Educational Policies Committee

The EPC reviews all naming proposals for academic Organizations and Programs and coordinates with the UNC to make recommendations to the President. The EPC also coordinates with the Utah Board of Higher Education and the President for the naming of "centers" and "institutes." The EPC's composition is set forth in USU Policy 4001: The Faculty Senate and its Committees.

3.6 President

The President reviews all naming recommendations received and issues a final decision.

5307.4 REFERENCES

- Utah Board of Higher Education Policy R405: Approval of Academic Centers and Institutes

5307.5 RELATED USU POLICIES

- Policy 4001: The Faculty Senate and its Committees
- Policy 5004: Charitable Gift Acceptance and Crediting
- Policy 5100: Trademark Licensing

5307.6 DEFINITIONS

- **Facilities** include buildings, portions of buildings (such as classrooms, auditoriums, foyers, and libraries), collections of buildings, monuments, fields, open-air courtyards, streets, alleys, and other outdoor areas.

- **Organizations** include a college, school, department, center, or administrative unit.

- **Programs** include all academic and non-academic programs, faculty chairs and professorships, and funds that support faculty research.

Information below is not included as part of the contents of the official policy. It is provided only as a convenience for readers/users and may be changed at any time by persons authorized by the president.

RESOURCES

Procedures

- 5307-PR1: Naming Procedures
- Naming Procedures and Trademark Request Form

Contacts

- Matthew White
  Vice President for Advancement

POLICY HISTORY

Original issue date: 1993/06/12

Last review date: 2026/MM/DD

Next scheduled review date: 2030/02/01

Previous revision dates: 1993/06/12, 2013/04/10; 2020/02/26

University Policy 5307: Naming University Facilities, Organizations, and Programs

Category: Facilities, Operations, IT

Subcategory: General Operations

Covered Individuals: Employees and Donors

Responsible Executive: Vice President for Advancement

Policy Custodian: Office of University Advancement, AVP Stewardship and Donor Engagement

Last Revised: ~~2025/11/07~~ 2026/MM/DD

Previous USU Policy Number: 502

5307.1 PURPOSE AND SCOPE

The~~is~~ Ppolicy ~~is~~ establishe~~sd~~ direction and principles for the ~~to provide for an informed practice to name~~naming of Utah State University Ff~~f~~acilities, Oo~~r~~ganizations, and Pp~~r~~ograms. ~~that takes into account the traditions of the university, as well as the opportunity to honor donors and other individuals of extraordinary achievement. Careful consideration must be given to associating any name with the excellence and reputation of Utah State University.~~

~~The naming of curriculum related units, departments, programs and courses are addressed by the Educational Policy Committee unless philanthropic support is involved.~~

5307.2 POLICY

2.1 ~~Naming University Facilities, Organizations, and Programs~~ Philanthropic and Honorific Naming

2.1.1 Considerations

~~Primary consideration for naming facilities, organizations, and programs shall be given in~~ The University will primarily base philanthropic naming decisions for Facilities, Organizations, and Programs on recognition of a substantial gift ~~to the university. Consideration may also be given to naming facilities without a gift to the university if~~ The University may grant an honorific name without a gift when an individual has achieved exceptional distinction in academic, administrative~~, or other exceptional ways which have significantly contributed to the welfare of the university as to warrant recognition~~. service that benefits the University. ~~Naming a project for a university employee shall not normally be made prior to~~ Under normal circumstances, the University will not name an entity for a University employee during the employee's tenure, within ~~while the individual is still employed by the University, nor within one year after the person's death.~~one year after retirement, or within one year after death.

~~All proposals to name a university facility, organization, or honorary naming of a program shall be submitted to the University Naming Committee for consideration. The committee shall meet as needed to consider naming proposals according to the University's Naming Procedures. At the conclusion, the committee will make a recommendation to the President for their decision. The President's decision is final.~~

Commitments may be made to a proposed honoree only after the process outlined in 5307-PR1: Naming Procedures is completed.

2.1.2 Facilities and Non-Academic Organizations and Programs

All philanthropic or honorific naming proposals for Facilities or non-academic Organizations and Programs route to the University Naming Committee ("UNC"). The UNC will review proposals as needed in accordance with 5307-PR1: Naming Procedures and submit a recommendation to the President.

2.1.3 Academic Organizations and Programs

All philanthropic or honorific naming proposals for academic Organizations or Programs route to the Educational Policies Committee ("EPC"). The EPC will review proposals, develop recommendations, and coordinate with the UNC for additional guidance regarding 5307-PR1: Naming Procedures. The EPC and UNC will submit recommendations to the President.

2.2 ~~Compliance with Naming Procedures~~ Administrative Naming

~~A university employee shall not offer, commit or promise an honorary name to facilities, organizations, and programs until the completion of the process outlined in Naming Procedures.~~

2.2.1 Scope

All naming of Facilities, Organizations, and Programs that does not involve a philanthropic gift or honorific recognition falls under Administrative Naming.

2.2.2 Facilities and Non-Academic Organizations and Programs

All administrative naming proposals for Facilities and non-academic Organizations and Programs route to the executive-level administrator responsible for the unit (i.e., Dean or Vice President). The executive-level administrator will review and consider such proposals and submit to the UNC for review and recommendation to the President.

2.2.3 Academic Organizations and Programs

All administrative naming proposals for academic Organizations and Programs route through the EPC. The EPC will review proposals as needed and submit a recommendation to the President.

2.3 ~~University Naming Committee Membership~~Centers and Institutes

~~The committee shall be led by the Vice President of University Advancement and composed of the following members:~~

- ~~Vice President of University Advancement (chair)~~
- ~~Executive Vice President and Provost~~
- ~~Vice President of Finance and Administrative Services~~
- ~~Vice President for Federal and State Relations~~
- ~~Vice President for University Marketing and Communications~~
- ~~Senior Director of Advancement Services~~
- ~~Senior Director of Stewardship and Donor Engagement~~
- ~~USU Foundation Liaison~~
- ~~Assistant Director of Facilities Planning, Design, & Construction~~
- ~~Space Management Committee Chair~~
- ~~Others as needed and recommended by the committee and approved by the President~~

2.3.1 Name Restrictions

Units may not use the terms "institute" or "center" in the name of any Facility, Organization, or Program without express written authorization from the President.

2.3.2 Approval

All proposals to establish a new academic center or institute must be approved in accordance with Utah Board of Higher Education Policy R405: *Approval of Academic Centers and Institutes*. Proposals route to the EPC, which will review and coordinate with the President and the Utah Board of Higher Education.

2.3.3 Philanthropic or Honorific Names for Centers and Institutes

If a proposal for a center or institute includes a philanthropic or honorific name, the EPC will coordinate with the UNC to obtain additional recommendations and guidance regarding 5307-PR1: Naming Procedures. The EPC and UNC will submit recommendations to the President.

2.4 Use of University Trademarks

The naming of any Facility, Organization, or Program that incorporates University trademarks must adhere to the University's established branding standards. Units must coordinate with University Marketing and Communications to ensure the proposed name does not conflict with existing marks or contracted third-party agreements. This coordination supports management of the University's trademark portfolio in a centralized naming database.

To check name availability or to register a new name in the institutional database, please complete the Naming Procedures and Trademark Request Form.

5307.3 RESPONSIBILITIES

3.1 Vice President for Advancement

The Vice President for Advancement ~~is granted the authority and responsibility~~ administers all fundraising activities for the University, and ~~to~~ develops and maintains the University's naming procedures.

3.2 Office of University Advancement

The Office of University Advancement ~~is responsible for~~ conducts all fundraising activities and monitor~~ing~~s ~~and~~ enforc~~ing~~es compliance with this P~~p~~olicy and U~~u~~niversity naming procedures, subject to necessary approvals.

3.3 ~~President,~~ Deans, ~~Development Officers,~~ and ~~University Advancement Staff~~ Vice Presidents

~~The president,~~ Deans, ~~development officers, University Advancement Staff and any other employees, agents, or representatives~~ and Vice Presidents ~~engaged in fundraising for the University are responsible for conducting all fundraising activities in compliance with this policy and with the University Naming Procedures.~~lead and develop proposals for administrative naming of Facilities and non-academic Organizations and Programs, as applicable, and coordinate decisions with the President.

3.4 University Naming Committee

The UNC reviews all honorary naming proposals for Facilities, Organizations, and Programs and makes recommendations to the President. The UNC comprises the following members (or their designees):

- Vice President of University Advancement (chair)
- Vice President of Finance and Administrative Services
- Associate Vice President for Facilities
- Provost and Executive Vice President
- Vice President, Government & External Relations
- Vice President, Marketing & Communications
- Faculty Senate President
- Others as needed and approved by the chair or the President

3.5 Educational Policies Committee

The EPC reviews all naming proposals for academic Organizations and Programs and coordinates with the UNC to make recommendations to the President. The EPC also coordinates with the Utah Board of Higher Education and the President for the naming of "centers" and "institutes." The EPC's composition is set forth in USU Policy 4001: The Faculty Senate and its Committees.

3.6 President

The President reviews all naming recommendations received and issues a final decision.

5307.4 REFERENCES

- Utah Board of Higher Education Policy R405: Approval of Academic Centers and Institutes

5307.5 RELATED USU POLICIES

- Policy 4001: The Faculty Senate and its Committees
- Policy 5004: Charitable Gift Acceptance and Crediting
- Policy 5100: Trademark Licensing

5307.6 DEFINITIONS

- **Facilities** include buildings, portions of buildings (such as classrooms, auditoriums, foyers, and libraries), collections of buildings, monuments, fields, open-air courtyards, streets, alleys, and other outdoor areas.
- **Organizations** include a college, school, department, center, or administrative unit.
- **Programs** include all academic and non-academic programs, faculty chairs and professorships, and funds that support faculty research.

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RESOURCES

Procedures

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- Naming Procedures and Trademark Request Form

Contacts

- Matthew White
  Vice President for Advancement

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5307.1 PURPOSE AND SCOPE

The policy is established to provide for an informed practice to name Utah State University facilities, organizations, and programs that takes into account the traditions of the university, as well as the opportunity to honor donors and other individuals of extraordinary achievement. Careful consideration must be given to associating any name with the excellence and reputation of Utah State University.

The naming of curriculum related units, departments, programs and courses are addressed by the Educational Policy Committee unless philanthropic support is involved.

5307.2 POLICY

2.1 Naming University Facilities, Organizations, and Programs

Primary consideration for naming facilities, organizations, and programs shall be given in recognition of a substantial gift to the university. Consideration may also be given to naming facilities without a gift to the university if an individual has achieved distinction in an academic, administrative, or other exceptional ways which have significantly contributed to the welfare of the university as to warrant recognition. Naming a project for a university employee shall not normally be made prior to one year after retirement, while the individual is still employed by the University, nor within one year after the person's death.

All proposals to name a university facility, organization, or honorary naming of a program shall be submitted to the University Naming Committee for consideration. The committee shall meet as needed to consider naming proposals according to the University's Naming Procedures. At the conclusion, the committee will make a recommendation to the President for their decision. The President's decision is final.

2.2 Compliance with Naming Procedures

A university employee shall not offer, commit or promise an honorary name to facilities, organizations, and programs until the completion of the process outlined in Naming Procedures.

2.3 University Naming Committee Membership

The committee shall be led by the Vice President of University Advancement and composed of the following members:

- Vice President of University Advancement (chair)
- Executive Vice President and Provost
- Vice President of Finance and Administrative Services
- Vice President for Federal and State Relations
- Vice President for University Marketing and Communications
- Senior Director of Advancement Services
- Senior Director of Stewardship and Donor Engagement
- USU Foundation Liaison
- Assistant Director of Facilities Planning, Design, & Construction
- Space Management Committee Chair
- Others as needed and recommended by the committee and approved by the President

5307.3 RESPONSIBILITIES

3.1 Vice President for Advancement

The Vice President for Advancement is granted the authority and responsibility to develop and maintain university Naming Procedures.

3.2 Office of University Advancement

The Office of University Advancement is responsible for monitoring and enforcing compliance with this policy and university Naming Procedures, subject to necessary approvals.

3.3 President, Deans, Development Officers, and University Advancement Staff

The president, deans, development officers, University Advancement staff, and any other employees, agents, or representatives engaged in fundraising for the University are responsible for conducting all fundraising activities in compliance with this policy and with the University Naming Procedures.

5307.4 RELATED USU POLICIES

- Policy 1104: Charitable Gift Acceptance and Crediting

5307.5 DEFINITIONS

5.1 Facility

Facilities includes buildings, portions of buildings (such as classrooms, auditorium, foyer, and library), collections of buildings, monuments, fields, open air courtyards, streets, alleys, and other outdoor areas.

5.2 Organization

Organizations include a college, school, department, center or administrative unit.

5.3 Program

Programs include all academic programs, faculty chairs and professorships, and scholarships and fellowships.

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RESOURCES

Procedures

- Naming Procedures

Contacts

- Vice President for Advancement

POLICY HISTORY

Original issue date: 1993/06/12

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Next scheduled review date: 2025/12/01

Previous revision dates: 1993/06/12, 2013/04/10, 2020/02/26