



# Naming Policy

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## NMIMT Faculty, Staff, and Students

New Mexico Tech Office for Advancement and Alumni Relations

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**The purpose of this document is to establish guidelines for the naming of physical and non-physical entities at New Mexico Institute of Mining and Technology.**

This document is continually being updated; we would appreciate any information and/or insight that would help us develop documentation for NMIMT's naming policy.

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**I. Purpose**

This document sets forth New Mexico Tech’s naming policy and applies to gifts with associated naming opportunities as a form of recognition for:

- Individuals who have attained achievements of extraordinary and lasting distinction.
- Organizations, events/dates, places, or programs significant to the life and/or history of the university.
- Benefactors who have made substantial financial contributions to the university. The term “benefactors” includes individuals, corporations, and other organizations.

All gift agreements that include naming rights are subject to this policy and should be drafted in coordination with this policy.

As a supporting organization, the New Mexico Tech Foundation receives, holds, invests, and distributes funds on behalf of New Mexico Tech. Being the primary fundraising arm of the university, this policy also applies to gifts with associated naming opportunities at the New Mexico Tech Foundation.

## **II. Types of Funds**

### **A. Endowed**

Endowed funds provide perpetual support to a designated area. To establish an endowed fund, a gift must meet funding minimums. For current fund minimums, contact the Office of Advancement and Alumni Relations.

### **B. Non-endowed**

In certain circumstances, most commonly when it comes to physical entities, current-use commitments can qualify for naming opportunities.

### **III. Standard Designations for Naming Gifts**

#### **A. Physical Entity**

- Buildings and other major facilities, discrete components of buildings (wings, lecture halls, auditoriums, foyers, classrooms, laboratories, offices, conference rooms, etc.), athletic facilities, and residence halls.
- Campus grounds, outdoor renovations, gardens, trees, fountains, benches, walkways, parking facilities, and other real property.

#### **B. Non-Physical Entity**

- Colleges, departments, centers, programs, awards, and prizes.
- Academic positions, including but not limited to deanships, professorships, and lectureships.
- Student support, including but not limited to scholarships, fellowships, and other student awards.

**IV. Naming Guidelines**

The donor may select the name of the entity being funded, so long as the guidelines set forth in this policy are considered, and university approval is granted. These guidelines should not be interpreted as a comprehensive list. Factors that may be considered by the university in determining the appropriateness of a name include, but are not limited to:

- Consistency with mission, vision, reputation, and values of the university.
- Whether a name may imply the university's endorsement of a political or ideological position or the use of a particular product of service.
- Potential conflict of interest (primarily in cases of corporate or organizational naming gifts).
- Whether the name reinforces the university's branding standards.
- Potential conflict with existing named entities or spaces.

Should the need arise, the above-mentioned naming guidelines may be amended, modified, or rewritten. Any modifications or additions should be submitted in writing and follow the normal policy approval procedures. Any approved modification will be applicable to existing naming agreements.

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 for a student or faculty support fund, program curricula, and/or research outcomes). In consultation and agreement with the university, donors may designate gifts toward specific disciplines and programs within departments, for example the John Doe Endowed Professor in Artificial Intelligence, however specific research topics and use of funds within such a designation is at the discretion of the university.

## **V. Physical Entities**

### **A. Buildings and Outdoor Areas**

Naming opportunities may include:

- new buildings that are to be constructed or acquired
- existing buildings that are undergoing major or minor renovations
- existing buildings that are not undergoing renovations

Unless approved by the President and Board of Regents, buildings should not be named for university faculty or staff, the Governor, elected officials, or state employees concerned with the functions, oversight or control of the university, so long as the individual is living.

Only in exceptional situations will a building or outdoor area or space be named for a corporation or organization. The corporation or organization must have a prominent relationship with the university and/or the region, with a positive image and demonstrated integrity. In cases where the name of the corporation/organization is used, the gift agreement will specify the number of years for which the naming applies.

Selection of facility names should take into account the university's master plan.

Recommendations of the college/school, department or division that occupies the facility being considered for naming will be considered. Normally, the name should be that of an individual who gained distinction in the areas or areas related to usage of the facility. Exceptions may occur in cases of persons of unusual eminence or singular contributions to the university as a whole.

Target gift amounts for naming buildings and outdoor areas will be set by the Office for Advancement with coordination with the President for each project in advance of soliciting donors but in general should equal:

- At least one-half of the total project cost for constructing or acquiring the new facility; or
- At least one-half of the total project cost for renovating an existing facility; or
- At least one-half of the portion of the total project cost that is to be raised from the private sector if state or other funds are funding a portion of the project cost for a new or renovated existing facility; or
- At least one-half of the replacement cost of an existing facility not undergoing renovation. Typically, but not always, three-fourths of a gift to name an existing facility not undergoing renovation will be in the form of endowment, preferably unrestricted, to the university unit.

**B. Interior Areas, Features, Objects or Spaces**

Target gift amounts for naming interior areas, features, objects, or spaces will be set by Office for Advancement with coordination with the President for each project in advance of soliciting donors.

Approved names for interior areas, features, objects or spaces will generally not be exhibited on external building walls; the names will be located as close as possible to (and otherwise affiliated with) the funded interior areas, features, objects or spaces.

In cases where the name of the corporation/organization is used, the gift agreement will specify the number of years for which the naming applies. In cases where the name of an individual or family is used, the name will remain for the life of the area, feature, object or space with appropriate recognition as determined by the President if it is replaced.



**VI. Non-physical entities****A. Colleges, Departments, Centers, and Programs**

- A gift for naming a college, department, center, or program ordinarily should be:
  - In the form of endowment, of which at least three-fourths is unrestricted for the benefit of that college, department, center, or program, and
  - The minimum be determined by the size, operating budget, national ranking, and visibility of the college, department, center, or program, as well as naming amounts of peer programs in the discipline.
- Corporate or other organization names will generally not be used to name a university college, department, center, or program unless prior approval from the President.

**B. Academic Positions & Student Support**

- A gift for naming an endowed fund for an academic position should meet funding minimums and in general, cover the majority of the cost for that position. Academic Affairs should be consulted during draft and review of funding minimums and naming proposals concerning endowed professorship positions.
- A gift for naming a student support fund must meet current funding minimums. For current fund minimums contact the Office of Advancement and Alumni Relations.

**VII. Approval Procedures**

All naming proposals shall be reviewed by the Director for Advancement, in coordination with Academic Affairs when necessary (endowed professorships) who shall forward them to the President for review and recommendation. The President will seek advice and comment from key administrators and the faculty senate chair as necessary regarding those naming proposals that are related to the administrators' area of oversight.

Upon recommendation of the President, the Board of Regents has final approval for all naming proposals of \$100,000 and above.

Upon recommendation of the Director of Advancement, the President has final approval for all naming proposals of less than \$100,000 except for student support endowments, which the Director of Advancement has final approval.

**VIII. Status of Contribution at the Time of Naming**

When naming in consideration of a financial contribution, the gift shall have been received by the university or affiliated foundation, or its future receipt shall be assured through the appropriate signed gift agreement, before a naming action shall be taken, as follows:

- Unless otherwise agreed upon, at least 50% of total pledge commitment must be received by university before announcing naming recognition and procuring naming signage.
- Pledges to be fulfilled within five years are acceptable for a current naming opportunity when a signed pledge payment agreement for the total is in hand.
- If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.
- Irrevocable planned gifts may generate a naming opportunity if current cash flow considerations are not an issue for the requesting facility or program. Irrevocable planned gifts will be credited at their face value with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.
- Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under the right circumstances.

**IX. Duration and Modification of Naming**

The duration of a benefactor's or honoree's naming opportunity ordinarily continues for as long as the physical or non-physical entity is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, re-designation of purpose, or similar modification of a named physical or non-physical entity, the university may deem that the naming period has concluded. Should a named building be replaced, it is not guaranteed that the name will continue on the new building. The use of the existing name or a new name for the replacement entity will be subject to the approval of the Board of Regents.

In appropriate instances, most often involving a corporate benefactor, a naming may be granted for a predetermined fixed term. At the end of the term, the name of the physical or non-physical entity shall expire but may be renewed with the same or a new name. The naming agreement should clearly specify the period of time for which the physical or non-physical entity will be named.

The Director for Advancement will make all reasonable efforts to inform in advance the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.

The university may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent manner is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.

**X. Renaming and Name Changes**

When the benefactor's or honoree's naming period has concluded, the physical or non-physical entity may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

If a benefactor or honoree requests a change to the name of a physical or non-physical entity (e.g., due to divorce or corporate merger), the university will consider the request. If approved, all replacement signage and other related costs shall be at the donor's or honoree's expense.

**XI. Revocation of Naming Approval or Conferral**

In certain circumstances, the university reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming. Naming may be revoked because of, but not limited to, the following instances:

- The benefactor or naming no longer complies with the listed naming criteria in section IV of this document.
- The benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the university's standards, or otherwise be contrary to the best interests of the university.
- The benefactor fails to maintain payments on a pledge upon which the naming was bestowed. In this instance, the naming may be revoked after a proportional period of time that reflects the number of pledge payments made, given the estimated useful life of the building or the term of years covered by the facility naming agreement.
- The planned gift upon which the naming was bestowed does not result in the value agreed upon.

Proposals for name changes, revocation of a name, or the addition of a second name in recognition of a gift should be submitted to the Director of Advancement for review by the President, Board of Regents, and/or General Counsel of the university. Final approval on name changes, revocation of a name, or addition of a second name lies with the Board of Regents.