SHEPHERD UNIVERSITY
BOARD OF GOVERNORS
POLICY 3

TITLE : NAMING or RENAMING of ~~BUILDINGS~~FACILITIES or ORGANIZATIONAL UNITS

SECTION 1. GENERAL

1.1 Scope - Policy regarding the naming or renaming of ~~buildings~~ facilities or organizational units at the institution. It is the policy of the University to name certain of its facilities and organizational units in honor of benefactors and of persons who have made substantial contributions to the welfare of the University, of the State of West Virginia, or to education in general.

1.2 Authority - West Virginia Code § 18B-1-6, §18B-2A-4

1.3 Effective Date – ~~March 21, 2006~~, Amending the March 21, 2006 ~~January 10, 2002~~ Version of the Policy.

SECTION 2. ~~POLICY~~DEFINITIONS

2.1 ~~Approval by the Board of Governors is required for the naming or renaming of buildings and organizational units, such as schools and colleges, at the institution.~~Facilities: Buildings, parts of buildings, roads, plazas, and defined components of the grounds of the University.

2.2 ~~The President is responsible for making the recommendations to the Board to name a building or organizational unit for appropriate persons in recognition of providing or securing significant financial resources, as may be defined by criteria established by the President in consultation with the Executive Committee.~~Organizational Units: Campuses, colleges, schools, departments, centers, institutes, or any other organizational structure operated as a component of the University.

2.3 Naming: A) The regulatory framework established in this Policy applies to the incorporation of some or all of the name of any person, association of persons, corporation, foundation or other entity into the name of facilities or organizational units of the University ["Commemorative Names"].

B) The University President, or designee, shall have the continuing authority to establish on a temporary basis, for either a defined period of time or indefinitely, a generic name for a facility or organizational unit other than as to Commemorative Names.

C) When the President or designee establishes a temporary, generic name under 2.3B, the President shall have unrestricted discretion to change such name to an alternative temporary, generic name at any time.

2.4 Re-Naming: The alteration of any Commemorative Name of any facility or organizational unit previously established.

2.5 Sponsorship: A naming in reference to a person, association of persons, corporation, foundation, or other entity not as a commemoration but in consideration of an agreement by such person or entity to one or more scheduled contributions to or for the benefit of the University.

SECTION 3. GUIDELINES

3.1 Presumptively, University facilities and organizational units will not be named for persons who are actively involved in or related to University operations. This includes current employees (faculty and staff), members of the governing board, members of advisory boards, legislators, and local and State governmental officials. University facilities may be named for persons who have retired from active employment with the University after a sufficient time has elapsed from the date of the individual's retirement or other disengagement such active engagement. This date should be determined by the Facilities Naming Committee.

3.2 The appropriateness of a name, in the context of the facilities of a public, state university, must be taken into consideration. The names of facilities and organizational units can enhance or damage the goodwill and reputation of the University, and should avoid the implication of partisan alliances, whether political, social or otherwise. Character and integrity are essential considerations as to any Commemorative Name.

3.3 If the name of an entity changes after a relevant naming under this Policy, the established name of the University facility/ organizational unit remains as originally established unless changed by action pursuant to this Policy.

3.4 The designation of a named facility with signage shall presumptively be implemented with signage or inscriptions of block in a manner consistent with the traditions of the University. Unique, customized signage is generally not acceptable, even if a donor would bear all costs of such unique signage.

3.5 Facilities and organizational units may be named in honor of benefactors and of persons who have made substantial contributions to the welfare of the University, of the State of West Virginia, or to education in general.

3.6 The general policy of the University is that in naming buildings for benefactors, the gifts which are honored in the naming would be a substantial portion of the total cost of new construction or of renovation of the building in question. Likewise, in the commemorative naming of portions of a building, the donative gift would be of an amount substantially equivalent to the proportional allocation of cost of construction to the portions of the building designated for the naming. While the provisions of this Subsection 3.6 are a general guideline, exceptions would be restricted to limited circumstances.

3.7 Generally, a naming of a building or portions thereof in honor of a benefactor shall have a duration of the useful life of the facility, and there will not be an expectation for the name to be transferred to a replacement facility if the original facility is closed or demolished.

3.8 This Policy shall not apply to or restrict the authority of the President or designee to authorize the establishment of a commemorative plaque or sign which acknowledges the contributions of emeritus faculty, emeritus staff, or others, when such commemoration does not impute a commemorative name to a facility or organizational unit.

3.9 Other than when established under a Sponsorship contract, the duration of a naming of any facility or organizational unit is at the discretion of the President and/or the Board.

SECTION 4. GENERALLY APPLICABLE PROCEDURE FOR NAMINGS

4.1 The President shall establish the Facilities Naming Committee ["the Committee"], which shall consist of five persons, serving renewable terms each fiscal year. Membership shall include a senior representative of the Shepherd University Foundation, of Academic Affairs, of Student Affairs and at least one member of the faculty at rank of Professor. The Scope of the Committee's responsibilities will include both facilities and organizational units.

4.2 The Committee shall have the primary responsibility for reviewing naming suggestions received from others, for originating prospective namings where appropriate, and for review of any prospective re-naming. Its role is to provide advice and recommendations for the President. Because the subject matter of its deliberations will routinely involve sensitive discussions as to individuals, its work and its recommendations shall be confidential; other than upon the approval of the President for good cause, a summary of final recommendation as to a naming decision shall be the only information as to its work shared publicly.

4.3 Any person may submit a suggestion to the Committee regarding naming or re-naming. The Committee shall have sole discretion as to the depth and scope of review appropriate as to suggestions received. It is the expectation of the Board that employees and friends of the University shall direct suggestions as to namings directly to the Committee, for review, and not direct such suggestions directly to the President or to Board members, thus enhancing the opportunities for full and appropriate reflection as to such suggestions.

4.4 The committee may adopt, from time to time, such operating procedures as it sees fit to implement effectively the provisions of this Policy.

4.5 The provisions of this Section 4 notwithstanding, the President's authority to bring a naming recommendation to the Board for review, and the authority of the Board to act on a recommendation from the President or *sua sponte*, shall only be restricted in such degree as expressly otherwise described in this Policy.

4.6 With a recognition of the policy and procedure established herein, neither employees, officers nor friends of the University should undertake to begin a *negotiation* of a possible naming of a facility or organizational unit of the University on a unilateral basis. Whenever a potential commemorative naming arises in a conceptual conversation with a prospective benefactor or other person, the employee/ friend of the University should use caution, to avoid

misrepresentation of authority, and initiate consultations with the Committee as quickly as possible. The Committee will coordinate information and planning to ensure compliance with this Policy.

SECTION 5. AUTHORITY IN NAMING OR RE-NAMING FACILITIES AND ORGANIZATIONAL UNITS

5.1 The Board shall have the sole authority to establish Commemorative Names of buildings and structures, of roads, and of grounds or portions of the exterior grounds of the University.

5.2 Subject only to any contravening action by the Board, the President shall have the authority to establish Commemorative Names of interior spaces of buildings and facilities.

5.3 If

a) the President initiates a recommendation for a Commemorative Name to the Board for adoption, or

b) the Board acts sua sponte as to a Commemorative Naming

without prior review and recommendation by the Committee, and if the Board acts to adopt the recommendation, the minutes of the Board's meeting shall include a finding by the Board of the exigent circumstances which required omission of the Committee review.

5.4 If the President establishes a Commemorative Name of an interior space of a building or facility without review and recommendation of the Committee, the President shall report the reasons for the same to all of the members of the Board's Executive Committee, within ten business days of the public establishment of the Commemorative Name.

5.5 The President shall have the authority to establish a Sponsorship Name of any facility or organizational unit not previously designated with a Commemorative Name by the Board, but the President shall consult with members of the Board as to prospective Sponsorship namings to the degree feasible. Sponsorship Names are concurrent to the contractual agreement and expire with the agreement.

SECTION 6. RE-NAMING

6.1 Generally, all of the foregoing provisions of this Policy shall apply to a re-naming.

6.2 Recognizing that the history of the University, the value of contributions made by persons commemorated, and that the experiences of current students and alumni are often closely associated to established Commemorative Names of facilities, it shall be the policy of the Board that re-namings of existing facilities shall be considered with the utmost caution and reflection.

6.3 Cause for re-naming may include, but is not limited to:

a) conviction of, or clear and convincing evidence of culpability as to, a felony or other conduct that shocks the conscience;

b) fraud or material misrepresentation to the University; or

c) any other conduct or circumstances which, in the sole discretion of the deciding authority under this Policy, is significantly detrimental to the reputation or welfare of the University in the context of the name association.

SECTION 7. INCORPORATION OF ESTABLISHED NAMES

7.1 The purpose of this Policy is to establish the policy and procedures which apply to namings of facilities and organizational units. The establishment of new names will occur by the implementation of the proscribed procedures, and not by amendments to this Policy.

7.2 In the interest of clarity, the Board adopts, re-adopts and ratifies the following names of Facilities, effective as of the date of November 8, 2018; provided, that any future modification of these names is subject to Board approval but shall not require a modification of this Policy:

Boteler Hall
Burkhart Hall
Campus Hill Drive
Charles F. Printz Hall
Conrad Schindler House
Dr. David L. Dunlop Hall
Ella May Turner Residence Hall
Erma Ora Byrd Hall
Fairfax Field
Florence Shaw Hall
Gardiner Hall
Guy and Alice Frank Center for the Performing and Creative Arts
Ikenberry Hall
James A. and Evelyn Butcher Center
Kenamond Hall
Kenneth J. Boone Field House
King Street
Knutti Hall
Lurry Hall
Martin Hall
McMurran Hall
Miller Hall
Moler Hall
Potomac Place
Ram Stadium
Reynolds Hall
Robert C. Byrd Center for Congressional History and Education
Robert C. Byrd Science & Technology Center
Ruth A Scarborough Library
Sara Cree Field
Snyder Hall
Stutzman-Slonaker Hall
The Center for Contemporary Arts
The George Tyler Moore Center for the Study of the Civil War
The Little House
University Drive
W. R. Thatcher Hall
Walter Barr Plaza
Wellness Center
West Campus Drive
White Hall
Yost Hall