



Eastern Kentucky University

Policy and Regulation Library

University Policy: 3.1.2

Responsible Office(s): Development & Alumni
Engagement

Effective: February 19, 2025

Next Review Date: Spring 2030

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Naming Policy

Statement

The Board of Regents of Eastern Kentucky University has fiduciary responsibility over the real property owned by the Commonwealth of Kentucky and held for the use and benefit of ECU. This Policy establishes that all proposals for naming University property, as further defined below, shall be approved by the Board of Regents.

Entities Affected

- Board of Regents
- President

Procedures

I. NAMING APPROVALS

All proposals for naming University buildings, facilities, real property, structures, or fields ("Property") shall be reviewed and approved by the Board of Regents to ensure that any naming decision is compatible with the vision, mission, and values of ECU. Additionally, approval of the Board of Regents is required for the naming of other prominent spaces or programs. No commitment regarding naming Property or for prominent spaces or programs for gifts shall be made prior to such approval.

II. HONORIFIC NAMING - NO GIFT

Property, facilities, and spaces on campus are reserved for philanthropic naming gifts to the University. Naming a university Property, facility, or space on campus in the absence of a gift to support that honor shall remain an extremely rare method of

recognizing individuals and is considered an exception to this Policy. Other prestigious university honors should be considered before an honorific, memorial naming is proposed. Any honorific naming must be approved by the Board of Regents.

III. REGULATIONS AND GUIDELINES

The President of the University is authorized to establish and administer additional regulations and guidelines to implement this Policy, including criteria, guidelines, and protocols for philanthropic naming, and to ensure that any naming decision is compatible with the vision, mission, and values of ECU.

IV. IMPLEMENTATION

This Policy shall be implemented in accordance with all applicable laws, regulations, and University policies.

Responsibilities

- Office of Development & Alumni Engagement
 - Oversight and administration of the policy.

Violations of the Policy

Failure to comply with this Policy may be in violation of Laws, Regulations, and Policies and will be handled through the normal University processes.

Policy Adoption Review and Approval

Policy Issued

<u>Date</u>	<u>Entity</u>	<u>Action</u>
February 19, 2025	Board of Regents	Adopted