

Campus Administrative Policy

Policy Title: “Named” Spaces Transition Guideline

Policy Number: 3030 **Functional Area:** General Administration

Effective: July 15, 2004

Date Last Amended/Reviewed: July 15, 2004

Date Scheduled for Review: July 1, 2011

Supersedes: N/A

Approved by: N/A

Prepared by: N/A

Reviewing Office: N/A

Responsible Officer: N/A

Applies to: CU Anschutz

A. INTRODUCTION

The move of the University of Colorado Anschutz Medical Campus from 9th Avenue & Colorado Blvd to the Fitzsimons campus necessitates a review of and plan for the named spaces and other objects or places of honor and recognition. To facilitate this process an ad-hoc committee has researched policies of other institutions, cataloged named spaces in a database, researched obligations and gift agreements associated with gifts, and developed guidelines for transition. These guidelines will apply to all named spaces, places, plaques, and objects of CU Anschutz at 9th Avenue and Colorado Boulevard. In addition, this process is being coordinated with the University of Colorado Hospital and if a named space has ties to CU Anschutz, the plan for that space will be a joint decision. Lastly, this process resulted in recommendations for policy development.

B. POLICY STATEMENT

1. The Board of Regents established policies and set building naming levels and parameters (see <http://www.cu.edu/regents/Policies/Policy14J.htm>). All recommendations for CU Anschutz naming come to the chancellor for approval and subsequent forwarding to president or Regents for final approval.
2. All named spaces at CU Anschutz that are associated with a gift agreement that

obligates the institution to continue the agreement at the new campus will be honored. The type of naming will be consistent with the gift agreement. The University of Colorado Foundation (Foundation) will work with the party responsible for such space to coordinate communication with the individual/family/organization.

3. Other spaces named in honor of an individual(s) that do not have a specific obligation in a gift agreement may be transferred to the new campuses if:
 - a. The request/recommendation includes the justification (donor designation of university as a beneficiary in will or insurance policy, future gift potential, sentimental value to unit etc.) and the specific recommendation for the honoring at new campus;
 - b. It is reviewed with appropriate Foundation staff;
 - c. It is formally recommended by the appropriate dean or vice chancellor and approved by the chancellor.

As in all named spaces, the request/recommendation is forwarded to the chancellor and communication with the individual/family or organization is coordinated by the Foundation.

4. Plaques in buildings at 9th Avenue and Colorado Boulevard will not be automatically transferred to new buildings. However, recognition may be acknowledged in a new building. If a plaque is to be transferred, the transfer recommendation must be reviewed and approved by the Planning Office. The Planning Office will work with the occupants to assure a plaque placement that complements the building's use and users.
5. Portraits, artwork, statutory and the like may be transferred to new buildings and displayed in approved areas. Any request to transfer such works must be reviewed by the Planning Office, and approved and recommended by the responsible party, and approved by the chancellor.
6. If a named space is not transferred to the new campus, the party responsible for the space will confer with the Foundation and recommend if the individual, family, or institution should be notified. The chancellor will approve the notification strategy.
7. The ad-hoc committee recommends that the University adopt the following policies to address future circumstances in developing new buildings or if buildings are torn down or programs move.
 - a. Namings and recognitions that are currently in place for existing buildings and spaces will last as long as the facility exists and are not transferable to another building.

- b. Donor walls or plaques of gifts to programs and endowments rather than to physical space may be placed in suitable locations following review and approval of the Planning Office and the party responsible for the space and final approval by the chancellor.
- c. Endowment recognition lasts in perpetuity. Campus approved centers and institutes, endowed professorships or programs may have signage in public areas with the recommendation of the Planning Office and chancellor's approval. This does not constitute building recognition and building recognition may also be provided for the same area. Endowments or program support acknowledgement may be placed inside a laboratory or office.

Notes

- 1. Dates of official enactment and amendments:
July 15, 2004: Adopted
May 20, 2019: Modified
- 2. History:
May 20, 2019: Modified to reflect a Campus-wide effort to recast and revitalize Campus policy sites into a standardized and more coherent set of chaptered policy statements organized around the several operational divisions of the university. Article links, University branding, and formatting updated by the Provost's office.
- 3. Initial Policy Effective Date: July 15, 2004
- 4. Cross References/Appendix: N/A