

**BLUEFIELD STATE UNIVERSITY
BOARD OF GOVERNORS
POLICY NO. CM-302**

TITLE: NAMING OR RENAMING OF BUILDINGS OR ORGANIZATIONAL UNITS

SECTION 1. GENERAL

- 1.1 Scope: This Policy governs the naming or renaming of buildings or organizational units at Bluefield State University.
- 1.2 Effective Date: March 21, 2002; June 15, 2017; November 6, 2025.
- 1.3 Filing Date: July 5, 2017; November 6, 2025.
- 1.4 Authority: WV Code 18B-1-6.
- 1.5 Purpose: Bluefield State University recognizes the significant impact that certain individuals and philanthropic benefactors have on advancing its educational and community mission. This Policy establishes the minimum requirements necessary to name or rename university buildings, colleges, schools, organizational units and facilities.

SECTION 2. POLICY

- 2.1 Approval by the Bluefield State University Board of Governors is required for the naming or renaming of buildings, colleges, schools, academic units, facilities, interior spaces, and other organizational units.
- 2.2 The president of the institution is responsible for making the recommendation for naming or renaming to the Board of Governors.
 - 2.2.1 In making such a recommendation related to a philanthropic gift, the following shall be considered:
 - 2.2.1.1 With respect to a new or an existing building or physical facility construction or renovation, the total amount of the gift, the percentage of such gift to the total project cost and the appraised value of the building or facility.
 - 2.2.1.2 With respect to existing colleges, schools, academic units, interior spaces, and organizational units, the type and size of the unit, the

history and heritage of the unit, the visibility of the unit, and the utility of the unit to the institution.

2.2.1.3 The gift's structure and payment terms.

2.2.2 For all recommendations for naming or renaming to the Board of Governors, the president shall consider the following:

2.2.2.1 Alignment of the recommendation with the institution's Mission.

2.2.2.2 The character and reputation of the donor and the character, reputation and appropriateness of the proposed named individual, entity or other title which is proposed.

2.2.2.3 The historic significance of the proposed name.

2.2.2.4 The appropriate alignment of the proposed name with the institution's educational mission, purpose and standing.

2.2.2.5 Term or time limitations for the use of a name.

2.2.2.6 Removal and/or revision provisions for a name, including, but not limited to:

2.2.2.6.1 The donor fails to fulfill the financial commitment.

2.2.2.6.2 Information comes to light that would damage the institution's reputation by association.

2.2.2.6.3 The donor engages in conduct inconsistent with the institution's Mission, values, standing or purpose.

2.2.2.6.4 The unit or space undergoes substantial reconstruction or repurposing.

2.2.2.7 Appropriate recognition, signage and stewardship.

2.2.2.8 Anonymity options.

2.2.2.9 Other special considerations, including memorial namings, legacy namings, and matching gift opportunities.

2.3 A building or organizational unit may be named for an individual if that individual has rendered distinguished service to the institution or made a significant contribution.