

# OAKLAND UNIVERSITY

## ADMINISTRATIVE POLICIES AND PROCEDURES

### 490 UNIVERSITY DESIGNATED NAMING POLICY

<b>SUBJECT:</b>	University Designated Naming Policy
<b>NUMBER:</b>	490
<b>AUTHORIZING BODY:</b>	PRESIDENT'S CABINET
<b>RESPONSIBLE OFFICE:</b>	SENIOR VICE PRESIDENT FINANCE AND ADMINISTRATION
<b>DATE ISSUED:</b>	JUNE 2025
<b>LAST UPDATE:</b>	JUNE 2025

#### **RATIONALE:**

The Oakland University (“University”) Board of Trustees has adopted a Gift Policy dated April 9, 2018 (“Board’s Gift Policy”)[1] that includes the conditions, practices and procedures for naming components of the University including, without limitation, the University’s colleges, schools, buildings, portions of buildings, departments, institutes, centers, outdoor spaces, programs, faculty positions, scholarships and fellowships (“University Asset[s]”), to recognize the generosity of donors who have made charitable contributions to the University (“Naming Gift[s]”).

The purpose of this policy is to establish the conditions, practices and procedures by which the University may, in its discretion, name University Assets in situations that do not involve Naming Gifts (“University Designated Name[s]”).

[1] The University has also adopted Administrative Policies and Procedures No. 500 entitled “Gifts, Pledges and Grants,” effective April 2018, which is identical to the Board’s Gift Policy.

#### **DEFINITIONS:**

- **University Asset(s):** Components of the University including, without limitation, the University’s colleges, schools, buildings, portions of buildings, departments, institutes, centers, outdoor spaces, programs, faculty positions, scholarships and fellowships.

**POLICY:**

The University may, upon written approval of the University's President, establish a University Designated Name for any University Asset that has not previously been named in connection with a Naming Gift. University Designated Names will not apply to Institutes and Centers.

**SCOPE AND APPLICABILITY:**

This Policy applies to all University Designated Names and all University Assets that have not previously been named in connection with a Naming Gift. University Designated Names will not apply to Institutes and Centers.

**PROCEDURES:**

All proposals for University Designated Names must be submitted in writing to the University's Senior Vice President for Finance and Administration ("Vice President") or the Vice President's designee.

The Vice President, Provost, Vice President for University Advancement, and Chief of Staff, along with representatives from Communications & Marketing and Facilities Management, will review the proposal and make a recommendation to the President. Others may be added to the review committee as deemed appropriate.

The review will consider, among other things: the appropriateness of the University Designated Name; the nature of the University Asset being named; the feasibility of appropriate signage or other recognition; the potential impact upon University operations; the potential impact upon current, pending or future Naming Gifts; and the costs associated with maintaining the University Designated Name, the University Asset and any related signage or other recognition.

The President may, in his or her sole and exclusive discretion, accept, reject or modify the proposal regardless of any recommendation with respect to the proposal. The President also may, in his or her sole and exclusive discretion, remove any previously approved University Designated Name from any University Asset at any time and for any reason or no reason at all. All of the President's decisions regarding the proposal, any University Designated Name and/or any University Assets, will be final.