The University of Wisconsin-Eau Claire must comply with the Regents and University’s policy on naming rights for new or renovated buildings or spaces.

The current protocol in place: The Chancellor recommends a name to the Board of Regents and the Board of Regents makes the final decision.

If the building is named for something other than a person, the name might reflect; a possible function of the building or a positive history/tradition of the university or the region.

If a building is being deconstructed and another put in its place with a similar function, it should not be assumed that the new building will bear the name of the prior building, although the former name could be considered.

The Chancellor will appoint a committee to identify appropriate building names for consideration. The committee will be responsible for soliciting names from a variety of sources, evaluating the names and insuring that the names put forward are fully vetted for possible issues. A minimum of three names will be submitted for the Chancellor’s review.

The naming committee make up will be determined based on the nature of the building. If the building is a PR building and financed predominantly by student fees, more students shall be selected to serve on the committee than faculty. If the building is paid for by GPR funds, more faculty members will be selected to serve than students. If the building is a private/public partnership the Chancellor should work with the CEO of the partner organization to appoint a committee made up of representatives from the university and of the private/public partner.

It is proposed that the committee make up include a representative group of 7-9 members including, but not limited to:

- Alumni
- Administrator(s)
- Student(s)
- Faculty
- Staff
- Chair of the Steering Committee of the building being named

The Chancellor will name the chair that will bring the group together and facilitate discussion.

A quorum of the group needs to be present to vote on decisions.

(See Foundation and Regent’s policy for naming buildings in order to insure compliance)

If a building is not funding by a donor, it should be considered that a donor could come forward in the future and propose that the name should be changed to reflect the donation. Rooms within the building or landscape features outside the building could also be named when appropriate. These names will be forwarded to the Chancellor by the committee chair, or an appropriate individual as deemed by the Chancellor.

- Ad Hoc Task Force for the Development of a Naming Process
  (appointed by the Chancellor)