



**Minnesota State Colleges and Universities  
Board Policies  
Chapter 3 – Educational Policies**

### **3.23 Naming Colleges and Universities**

**Part 1. Identification with Minnesota State Colleges and Universities System.** All state universities or colleges must clearly and prominently identify the institution as a part of the Minnesota State Colleges and Universities system in campus entrance signage, publications, advertising and marketing materials, Web site, letterhead and other forms of communication intended for external audiences. Such identification shall be in accordance with system procedures.

#### **Part 2. Name Change.**

**Subpart A. Request for name change.** If a state college or university requests a change to its official name, or if a new institution is created through merger or other means, the college or university president shall forward the proposed name to the Chancellor for recommendation to the Board. The Board shall establish a name after receiving a recommendation from the Chancellor.

A state college or university seeking to change its name, or a new institution seeking to create a name, must clearly state the rationale for the name change or new name. The institution must conduct market research and consult with key stakeholders within the campus or campuses and the surrounding communities. The rationale and the results of the market research and consultation must be presented to the chancellor at the time the request is made.

**Subpart B. Name requirements.** The proposed name may reflect the mission of the institution and should enhance the image of the college or university and Minnesota State Colleges and Universities.

The proposed name shall not reflect the name of any individual, corporation or other non governmental entity.

Each accredited institution may have only one name, regardless of the number of individual campuses that make up the institution.

**Subpart C. Name change not required.** This policy does not direct any institution to change its name.

**Subpart D. Policy amendment.** Approval of a name change by the board under this policy shall constitute an amendment of Board policy 1A.11 to reflect the approved name, with no further action of the board required.

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*Date of Implementation:* 10/18/94

*Date of Adoption:* 10/18/94

*Date and Subject of Revision:*

*9/17/08 - adds a new Part 2, Subpart D which makes approval of a college or university name change an amendment to proposed Board policy 1A.11 with no further action of the board required.*

*06/19/02 - deleted all previous language*

*03/21/01 – repealed language in effect prior to April 1999*

*04/21/99 - colleges and universities must use a standard nomenclature if they choose to change their college/university name.*

*12/16/98, relocated 1A.5 (Naming Colleges and Universities) to MnSCU policy 6.3 (Facilities Chapter),*

*09/18/98, Amended policy to include community colleges, technical colleges, and state universities*

*01/18/95, Amended 1A.1*