

University of Louisiana System

**Title: NAME CHANGE POLICIES
AND GUIDELINES**

Effective Date: October, 2021

Cancellation: September, 1998

Chapter: Miscellaneous

Policy and Procedures Memorandum

Preface

Act 45 (Appendix A) of the 1995 Regular Session of the Louisiana Legislature (Senate Bill 843 by Picard and Brinkhaus, and Representatives McDonald, McFerren, Montgomery and Thompson) officially named the system of institutions under the supervision and management of the Board of Trustees for State Colleges and Universities the “University of Louisiana System.” The Act also authorized the Board of Trustees and Board of Regents to approve the change of name of any university within the System to the “University of Louisiana at (its geographic location)” provided no less than two institutions make a request for and are approved to change the institutional names.

In order to facilitate the provisions of Act 45, institutions should adhere to the following guidelines:

I. Institution Name Change Procedure

Any university within the University of Louisiana System wishing to change its name shall utilize the following procedure:

- A. The university president shall appoint a study committee composed of representatives from the student body, staff, faculty, alumni and community (non-alumni) to assess the favorability of the name change for the institution. For Grambling State University, a procedure is prescribed in Louisiana Act 45 of 1995, Section 1.(e).

- B. Following a favorable recommendation by the study committee, the president of the university must submit a formal letter of application to the System office for Board of Supervisors approval.
- C. Following approval by the Board of Supervisors, the request shall be submitted to the Board of Regents.

II. University and System Name Guidelines

All institutions within the University of Louisiana System are to comply with the following precepts and guidelines set forth to govern and coordinate the use of the University of Louisiana name and logo:

- A. There is no main campus for the University of Louisiana System. Any designation of or reference to a member institution as “flagship,” “lead,” “main,” or other similar descriptor is prohibited.
- B. The use of the University of Louisiana System logo and/or the phrase “University of Louisiana System” by an institution for commercial purposes or general use must have prior approval by the Board of Supervisors for the University of Louisiana System.
- C. All formal uses of the name “University of Louisiana” or “UL” must be followed by the institution’s geographic location. This requirement is applicable to the university and any of its affiliated organizations (alumni associations, development foundations, bookstores, etc.)
- D. All institutions, whether or not their names are changed to the University of Louisiana designation, must use the wording “A Member of the University of Louisiana System” prominently on all stationery as well as on title pages of university/college catalogs, magazines, newspapers, and journals.
- E. Any adaptation of the University of Louisiana System logo and seal to university use must be reviewed and approved prior to their use by the System office and the Board.

Policy References:

Louisiana Revised Statutes

Review Process:

Board of Supervisors
University Presidents
Legal Counsel

Distribution:
University Presidents

