

**PROPOSED REVISION TO:** POL 03.00.02 Criteria and Procedures for Naming Facilities, Programs and Funds

**Rationale:** A revision to POL03.00.02- Criteria and Procedures for Naming Facilities, Programs, and Funds is needed to streamline and centralize facility, program, and fund namings to reflect industry best practices and to provide University Advancement more oversight of the naming process. This proposed change ensures that naming is strategic and standardized to strengthen the brand of North Carolina State University. Also, it will enhance fundraising efforts and address gaps previously identified in the naming process. The proposed revisions also improve ethical standards in regards to namings.

**Consultation Process:**

8/7/20 Vice Chancellor for University Advancement authorizes transmittal of PRR for review

8/6/20 Office of General Counsel review [McConkey]

8/11/20 Chancellor’s Cabinet Meeting, or official with delegated authority (review/approval)

10/12/20 University Council (recommendation/notification), if applicable

9/10/20 Board of Trustees (approval/notification), if applicable

PRR #03.00.02

Criteria and Procedures for Naming Facilities, Programs and Funds

Authority: Issued by Board of Trustees. Changes or exceptions to administrative regulations issued by the \_\_\_\_\_ may only be made by the \_\_\_\_\_.

History: First Issued November 18, 1994. Last Revised: April 22, 2011.

Related Policies:

[UNC Code Appendix 1 Section VI \(Property and Buildings\)](#)

[UNC Code Appendix 1 Section XVI \(Auxiliary Enterprises, Utilities and Miscellaneous Facilities\)](#)

[POL 03.00.01 – Coordination of Fundraising Activities and Acceptance of Private Donations \(Gifts\)](#)

Additional References:

Contact Info: Vice Chancellor for University Advancement (919-515-3226)

## **1. PURPOSE**

1.1 This policy sets forth the criteria and procedures for the naming North Carolina State University ~~F~~Facilities ~~and academic~~, ~~P~~Programs, and ~~f~~Funds in recognition of an individual or organization.

## **2. DEFINITIONS**

2.1 The term "~~F~~Facilities" includes buildings, rooms, interior spaces, exterior spaces (gardens, courts, plazas, memorials, roads, markers, ~~etc.~~) streets, athletic fields, open spaces, land, forests, pastures, etc.), and all other tangible and relatively permanent features owned, operated or controlled by North Carolina State University.

2.2 The term "~~P~~Program" includes colleges, departments, institutes, centers, and other units associated with university North Carolina State University's academic functions.

## **3. REVIEW**

2.3 The term "Ffunds" includes endowed and restricted funds established to support students, faculty/staff, pPrograms, and fFacilities associated with North Carolina State University.

## **3. REVIEW**

3.1 ~~The naming~~ This policy shall be reviewed periodically by the Office of University Advancement or designee. ~~All with all~~ recommended changes to this policy require requiring approval by the Chancellor and Board of Trustees.

## **4. RESPONSIBILITIES FOR NAMING FACILITIES AND PROGRAMS**

### 4.1 Board of Trustees

4.1.1 The act of naming ~~a facility or program~~ Facilities and programs Programs shall be that of the Board of Trustees, acting after receiving the recommendation of the Chancellor. ~~Benefactors or Donors~~, honorees, or benefactors should be informed throughout the naming discussions that final naming approval for all University ~~f~~Facilities and ~~p~~Programs rests with the Board of Trustees.

### 4.2 Chancellor

4.2.1 Subject to the responsibilities of the Board of Trustees, the Chancellor, shall have responsibility and authority with respect to, and is an essential participant in,

all ~~f~~Facility and ~~p~~Program naming actions.

4.2.2 No ~~f~~Facility or ~~p~~Program may be named without the early knowledge and prior approval of the Chancellor. The Chancellor shall endeavor to determine that the proposed action is consistent with the interests of the University, to assure that the amount of any ~~contribution~~gift warrants the action proposed, and to maintain equity in the relationship of ~~donations~~gifts for similar naming actions.

4.2.3 The Chancellor may recommend exceptions to ~~any of the following naming policies~~this policy, subject to ~~the~~ approval of the Board of Trustees, and after consultation with University leadership when appropriate.

#### 4.3 Special Committee on Donor-Namings-Funded Naming Opportunities

~~4.3.1 The Special Committee on Donor-Funded Naming Opportunities shall be appointed by the Vice Chancellor for University Advancement.~~

~~4.3.2~~ The ~~committee~~-Special Committee on Donor-Funded Naming Opportunities shall review ~~donor-funded naming~~ proposals requesting the naming of ~~f~~Facilities and/or ~~p~~Programs ~~to~~in honor of donors ~~or benefactors~~ who have made substantial contributions to the University in accordance with pre-approved ~~naming and recommended gift~~ minimums and within the guidelines for naming of ~~f~~Facilities and ~~p~~Programs at ~~NC~~North Carolina State ~~University~~ and make recommendations to the Vice Chancellor for University Advancement.

##### ~~4.3.2 Membership~~

~~The chair of the committee shall be appointed by the Vice Chancellor for University Advancement or their designee.~~

~~4.3.2.1 Vice Chancellor for University Advancement~~

~~4.3.2.2 Associate Vice Chancellor for University Development—Chair~~

~~4.3.2.2 Vice Chancellor for University Advancement~~

~~4.3.2.3 Secretary of the University~~

~~4.3.2.4 Associate Vice Chancellor for University Communications~~

~~4.3.2.5 Associate Vice Chancellor for Advancement Services~~

~~4.3.2.6 University Architect~~

4.3.2.7 Director of Donor Relations Services

4.3.2.8 Two Development Officers appointed by the Vice Chancellor for Advancement or designee

4.3.2.9 Chair Term

Ex officio members of the Board committee are permanent members of Trustees Advancement Committee the committee and serve as long as they hold their positions with North Carolina State University. Appointed members serve at the discretion of the appointing officer.

4.3.4 Meetings

4.3.3 4.1 The Special eCommittee on Donor-Funded Naming Opportunities shall meet as required to efficiently perform its duties either in person or remotely. The chair shall call meetings. A simple majority of the membership of the committee shall constitute a quorum. No proxy shall be recognized in any meeting of the committee.

4.4 Special Committee on Honorary Namings

4.4.1 The Special Committee on Honorary Namings shall be appointed by the Vice Chancellor for University Advancement.

4.4.2 In the rare event of an honorary naming of a Facility or Program, the Special eCommittee on Honorary Namings shall review proposals for naming facilities and/or programs in recognition of (a) individuals or organization who have attained achievement of extraordinary and lasting distinction or (b) for organizations, events or dates, places or programs pertinent to the university's activities or history and shall make recommendations to the Vice Chancellor for University Advancement.

4.4.3 The Special Committee on Honorary Namings shall meet as required to efficiently perform its duties either in person or remotely. The chair shall call meetings. A simple majority of the membership of the committee shall constitute a quorum. No proxy shall be recognized in any meeting of the committee.

4.4.2 Membership

The chair of the committee shall be appointed by the Vice Chancellor for University Advancement or their designee.

~~4.4.2.1 Vice Chancellor for University Advancement—Chair~~

~~4.4.2.2 Provost~~

~~4.4.2.2 University Advancement Representative appointed by the Vice  
Chancellor for University Advancement or designee.~~

~~4.4.2.3 Provost~~

~~4.4.2.3 4 Vice Chancellor for Finance and Administration~~

~~4.4.2.4 5 Vice Chancellor and Dean for Academic and Student Affairs  
(DASA)~~

~~4.4.2.5 6 Secretary of the University~~

~~4.4.2.6 7 Chair of the Faculty~~

~~4.4.2.7 8 Chair of the Staff Senate~~

~~4.4.2.7 8 9 One Department Head/Chair appointed by the Chancellor~~

~~4.4.2.8 9 One Dean appointed by the Chancellor~~

~~4.5~~

~~4.4.2.91 University Architect~~

~~4.4.2.10 Chief Diversity Officer~~

#### ~~4.4.3 Terms~~

~~4.54.3.1 Ex-officio members are permanent members of the  
committeescommittee and serve as long as they hold their positions with  
NCNorth Carolina State University. Appointed members' term of service  
ismembers serve at the discretion of the appointing officer.~~

#### ~~4.6 4.4 Meetings~~

~~4.64.4.1 The Committeecommittee shall meet at such times and places as  
required to efficiently perform its duties. Meetings either in person or  
remotely. The chair shall be called by the Chair. call meetings. A simple  
majority of the membership of the Committeecommittee shall constitute a  
quorum. No proxy shall be recognized in any meeting of the  
Committeecommittee.~~

## **5. NAMING CRITERIA**

#### 4.5 University Advancement

4.5.1 ~~North Carolina State University will name~~ For fFacilities and pPrograms as follows~~;~~, all namings shall be directed and managed through University Advancement.

#### 4.6 Office of the University Architect

4.6.1 Signage approvals are managed through the Office of the University Architect.

### **5. CRITERIA FOR NAMING FACILITIES AND PROGRAMS**

5.1 For all namings, the donor, honoree, or benefactor must exhibit an ~~positive image and demonstrate integrity consistent with the reputation, mission, and business values and~~ mission of the University.

#### 5.1.1 ~~To~~2 Honorary Namings

5.2.1 Honorary namings are to recognize individuals who have attained achievements of extraordinary and lasting distinction. ~~Generally, these will be individuals who have had direct, substantial, and active association with the University. For individuals who have not had such an association with the University, selection may be based on the individual's individual's record of scholarship, creativity, leadership, humanitarian service, or public service.~~

5.1.2 To recognize organizations, events/dates, places, or programs significant to the life and/or history of the University. ~~Examples: To recognize an organization, such as the Watauga Club, with historical and exceptional ties to the University; an event or date significant in the University's history; a place with significant meaning for or ties to the University; or a program, activity, function, or symbol pertinent to the life of the University.~~

5.1.3 To recognize benefactors who have made substantial financial contributions to the University. ~~The term "benefactors" includes individuals, corporations and other organizations.~~

5.2 Efforts to secure private resources arising from a college or departmental unit to honor an individual by recommending the naming an existing facility or definable portion of a existing facility after the individual must be accompanied by a plan for fundraising approved by the Vice Chancellor for University Advancement and the Chancellor, unless an exception is made by the Chancellor. The fundraising goal associated with the facility or portion of the facility should be commensurate with the nature of the space to be named.

5.2.2 The naming of fFacilities and pPrograms are reserved for philanthropic gifts

to the University or connected to a sponsorship. The naming of a fFacility or a pProgram that honors a person in the absence of a gift shall remain an extremely rare method of recognizing individuals.

### 5.2.3 Honorary namings of fFacilities

## **6. NAMING FACILITIES**

~~6.1 Naming opportunities may include (1) new facilities that are to be constructed or acquired, (2) existing facilities that are undergoing major or minor renovations, or (3) existing facilities that are not undergoing renovations.~~

~~6.2 Facilities will not be named for members of the University faculty or staff, members of the Board of Trustees, members of the Board of Governors, the Governor, elected officials, or state employees concerned with the functions, oversight or control of the University, so long as the relationship exists, except in the case of a naming pursuant to section 5.2.~~

~~6.3 Selection of facility names should take into account the University's Master Plan that identifies components — e.g., streets, buildings, and open spaces — and organizes these components into a hierarchy. Each facility should be considered in relation to the component of which it is an element and its place in the overall hierarchy.~~

~~Recommendations of the college/school, department or division that occupies the facility being considered for naming will be considered. Normally, the name should be that of an individual who gained distinction in the areas or areas related to usage of the facility.~~

~~Exceptions may occur in cases of persons of unusual eminence or singular contributions to the University as a whole.~~

~~6.4 "Character areas" such as campus neighborhoods and open areas should be designated by names linking persons, events, places, or activities with appropriate references to location and activities to be conducted on the site or land form.~~

~~6.5 Corporate or other organization names may be used to name any University facility. As with individuals honored with facility naming at the University, corporations or organizations proposed for facility naming should have a positive image and demonstrated integrity.~~

~~6.5.1 In the instance of corporate or organizational namings of facilities, additional due diligence should be taken to avoid any appearance of commercial influence or conflict of interest.~~

~~6.5.2 Signage reflecting a corporate or organizational naming of a facility must conform to all University signage guidelines and may not include the organization logo or other components of branding.~~

~~6.6 A gift for naming a facility ordinarily should equal:~~

~~6.6.1 At least one-half of the total project cost for constructing or acquiring the **new facility**; or~~

~~6.6.2 At least one-half of the total project cost for renovating an **existing facility**; or~~

~~6.6.3 At least one-half of the portion of the total project cost that is to be raised from the private sector if State or other funds are funding a portion of the project cost for a **new or renovated existing facility**; or~~

~~6.6.4 At least one-half of the replacement cost of an **existing facility not undergoing renovation**. Typically, but not always, three-fourths of a gift to name an existing facility not undergoing renovation will be in the form of endowment, preferably unrestricted, to the University unit.~~

~~6.7 Financial contributions resulting in the naming of a facility may be made to an affiliated foundation but, if the University is constructing or renovating a facility, then funds will be transferred to the University.~~

## **7. NAMING PROGRAMS**

~~7.1 Corporate or other organization names will generally not be used to~~

### 5.3 Donor-Funded Naming Opportunities

5.3.1 Donor-funded naming opportunities are to recognize donors who have made substantial financial contributions to the University. The term "donors" includes individuals, corporations, and other organizations.

5.3.2 For donor-funded naming opportunities, the recommended gift minimum shall be determined by University Advancement. The recommendation is valid for up to five years. The Vice Chancellor for University Advancement may grant exceptions on occasion upon their discretion.

### 5.4 Corporate or Organization Naming

5.4.1 Corporations or other organizations shall not name a University pProgram-

~~7.2 A gift for naming a program ordinarily should: unit, department, or college unless approved as an exception by the~~

~~7.2.1 Be in the form of endowment, of which at least three-fourths is unrestricted for the benefit of that program, and~~

~~7.2.2 Be determined by the size, operating budget, national ranking, and visibility of the program, as well as naming amounts of peer programs in the discipline or~~



~~on the University campus when available, and~~

~~7.2.3 Be substantial and significant, even transformative in nature, enabling the program to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit.~~

~~7.3 Financial contributions resulting in the naming of a program may be made to an affiliated foundation.~~

## **8. PROCEDURES**

~~8.1 Proposals for naming facilities and programs shall be forwarded to the Vice Chancellor for University Advancement who shall review the proposals and forward them to the appropriate naming committee for committee review and recommendation or designee.~~

~~8~~

~~5.4.2 Proposals for Only in rare, exceptional situations should an entire fFacility namings be named for a corporation or organization. Such gifts shall be accompanied represent a "transformative contribution," and an exception shall be made by sufficient documentation of the gift, along with a completed facility naming agreement.~~

~~8.3 The Vice Chancellor for University Advancement or designee.~~

~~5.4.3 Corporate or organization naming of a fFacility shall receive and review all recommendations prior to forwarding naming proposals to be term-limited up to twenty years unless approved as an exception by the Chancellor or designee.~~

~~5.4.4 In the instance of corporate or organizational namings of fFacilities, due diligence shall be taken to avoid any appearance of undue influence or conflict of interest.~~

## **6. AGREEMENT FOR NAMING FACILITIES AND PROGRAMS**

~~6.1 The Chancellor, as he or she deems appropriate, may make recommendations to the Advancement Committee of A fFacility or pProgram naming agreement is required for all donor-funded naming opportunities. The agreement shall be approved by the Board of Trustees and contain the terms and conditions agreed to by the University and the donor. Electronic signatures are acceptable.~~

## **7. NAMING FACILITIES**

7.1 Naming opportunities may include (1) new fFacilities that are to be constructed or acquired, (2) existing fFacilities that are undergoing major or minor renovations, or (3) existing fFacilities that are not undergoing renovations.

7.2—The Selection of fFacility names should take into account the University's Physical Master Plan and all new major capital projects that are dependent upon private funding.

7.3 Colleges or departments pursuing donor-funded naming opportunities for capital projects with required fundraising goals must submit fundraising plans to the Office of University Advancement or designee for approval by the Vice Chancellor for University Advancement and Vice Chancellor for Finance and Administration, as per POL 03.00.01 – Coordination of Fundraising Activities and Acceptance of Private Donations (Gifts).

7.4 University Advancement and the Facilities Division reserve the right to determine if a fFacility should or should not be named.

7.5 Items such as furniture, trees, shrubs, plants, benches, bricks, bike racks, and any item of personal property that is moveable and not permanent shall not be named. The Vice Chancellor for University Advancement may grant exceptions to this on occasion upon their discretion.

7.6 Facilities that are being leased to North Carolina State University or by North Carolina State University shall not be named.

7.7 For donor-funded named rooms and spaces, the recommended to the gift minimum is determined by the project cost or replacement cost, current marketable value, location, and prospect pool. The recommendation is valid for up to five years. The Vice Chancellor for University Advancement may grant exceptions to this on occasion upon their discretion.

7.8 For a donor or benefactor to name a building, the recommended gift minimum shall be a substantial and significant amount that will enhance the University's mission.

7.9 All recommended gift minimums shall be predetermined by University Advancement prior to the donor's commitment to name the fFacility.

7.10 The minimum gift amount for a Facility to be named is \$25,000. The Vice Chancellor for University Advancement may grant exceptions on occasion upon their discretion.

7.10 In no event shall a facility be named for a gift of less than \$25,000. The Vice Chancellor for University Advancement may grant exceptions on occasion upon their

discretion.

7.11 The allocation of funds for donor-funded fFacility naming opportunities shall be predetermined before the donor makes a commitment and shall be pre-approved by University Advancement. The funds shall be established in a pooled endowed or restricted fund unless the donor's contribution meets both the endowment minimum and the recommended gift minimum to name the fFacility. In addition, the donor's intent must align with the pre-approved allocation of funds purpose. The donor cannot have a named fund if the fund purpose is directed to a capital project.

7.12 Facilities shall not be named through a grant, sponsored research, or sponsorship without prior approval from University Advancement and is subject to approval by the Chancellor and Board of Trustees for final approval.

## **8. NAMING PROGRAMS**

8.1 For pPrograms, the recommended gift minimum shall be a substantial and significant amount that will enhance the University's mission.

8.2 For a gift to name a pProgram, the funds shall be allocated to either a named or unnamed unrestricted endowment designated by the Dean or the head of the unit. The Vice Chancellor for University Advancement may grant exceptions to this on occasion upon their discretion.

8.3 The allocation of funds for donor-funded pProgram naming opportunities shall be predetermined by the Dean or Unit Leadership before the donor makes a commitment and shall be pre-approved by the Board of Trustees.

8.4 The recommended gift minimum shall be predetermined by University Advancement prior to the donor's commitment to name the pProgram. The recommendation is valid for up to five years.

8.5 Programs shall not be named through a grant, sponsored research, or sponsorship without prior approval from University Advancement and is subject to approval by the Chancellor and Board of Trustees.

## **9. STATUS OF CONTRIBUTION AT THE TIME OF NAMING FACILITIES AND PROGRAMS**

9.1 When a ~~f~~Facility or ~~p~~Program is to be named in consideration of a financial contribution, the gift shall have been received by the University or affiliated foundation, or its future receipt shall be assured through the appropriate signed ~~gift~~ agreement, before a naming action shall be taken, as follows:

9.1.1 Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of ~~f~~Facilities and ~~p~~Programs when a signed pledge payment agreement for the total is in hand. Pledges for beyond five years must be approved by the Vice Chancellor for University Advancement or designee.

9.1.1.1-2 If the pledged ~~donation~~gift is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.

9.1.2 Irrevocable planned gifts may generate current naming of ~~f~~Facilities and ~~p~~Programs if current cash flow considerations are not an issue for the requesting ~~f~~Facility or ~~p~~Program. Irrevocable planned gifts will be credited at their face value, with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.

9.1.3 Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under ~~the right~~certain circumstances— and must be approved by the Vice Chancellor for University Advancement or designee. Each combination request must be explained fully to the ~~Committee~~respective committee and a case made for the appropriateness of the naming given the specifics of a particular gift. Particular emphasis will be given to the cash flow requirements of the requesting ~~f~~Facility or ~~p~~Program, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.

## **10. DURATION AND MODIFICATION OF NAMINGS FOR FACILITIES AND PROGRAMS**

10.1 The duration of a ~~benefactor's~~donor's, honoree's, or ~~honoree's~~benefactor's name on any ~~f~~Facility or ~~p~~Program ordinarily continues for as long as the ~~f~~Facility or ~~p~~Program is used in the same manner ~~or for the same~~ purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named ~~f~~Facility or ~~p~~Program, the University may deem that the naming period has concluded.

10.1.1 ~~The~~ At the discretion of University Advancement, the appropriate University representative ~~will~~may be directed to make all reasonable efforts to inform in advance the original ~~benefactors or~~donors, honorees, benefactor s, or

their surviving family members when the naming period is deemed to have concluded.

~~10.1.2 The University may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities recognizing the past gift.~~

~~10.1.23 The duration of a donor wall is contingent upon the life cycle of the Facility or Program, and once the life cycle has ended, the donor wall can be removed with approval from University Advancement.~~

## 10.2 Renaming

10.2.1 When the ~~benefactor's or honoree's~~ donor's, honoree's, or benefactor's naming period has concluded, the Facility or Program may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

## ~~10.3 Joint or Hyphenated Naming~~

~~10.3.1 In exceptional circumstances, additional names may be added to a facility or program in recognition of an additional gift even if the prior benefactor's donor's or honoree's honoree's naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or program.~~

## 10.34 Term Naming

10.34.1 In appropriate instances, most often involving a corporate ~~benefactor, adonor,~~ naming may be granted for a ~~pre-determined~~ predetermined fixed term. At the end of the term, the name of the Facility or Program shall expire but may be renewed with the same or a new name. The Facility naming agreement should clearly specify the period of time for which the Facility or Program will be named.

## 10.45 Donor, Honoree, or Benefactor or Honoree Name Changes

10.45.1 If a ~~donor, honoree, or~~ benefactor or honoree requests a change to the name of a Facility or Program (e.g., due to divorce or corporate merger), the University will consider the request. ~~If approved, all replacement signage and~~

~~other related costs shall be at the donor's or honoree's expense. For donor-funded namings, an amendment to the facility agreement should occur to reflect the new name.~~

## 10.56 Revocation/Removal of Naming Approval or Conferral

~~10.56.1~~ ~~In certain circumstances, the~~ The University reserves the right, on reasonable grounds, to ~~remove~~ revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the ~~benefactor, donor or benefactor.~~ These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming. ~~If the University seeks to revoke the naming based on these grounds,~~ † The Board of Trustees must approve all removals prior to removal. Reasonable grounds to remove and terminate a naming include, but are not limited to the following:

~~10.56.1-2.1~~ If the benefactor's/donor's, honoree's, or honoree's benefactor's reputation, actions, or behavior do not align with the university mission and values, Removal of the naming shall only occur after review in accordance with regulations promulgated by the Chancellor. ~~changes substantially so that the continued use of that name in a manner, which may compromise the public trust, dishonor the University's standards, disparage, impair, or adversely impact the reputation, image, integrity, or otherwise be contrary to the best interests of the University, the removal of the naming may be revoked. However, caution must be taken when, occur with the passage~~ Board of time, the standards and achievements deemed Trustees' approval. Historical namings should be carefully reviewed to justify a take into account the original basis of the naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Namings should not be altered simply because later observers would have made different judgments.

~~10.56.2-31.2~~ If the benefactor/donor or benefactor fails to maintain payments on a pledge upon which the naming was bestowed. In such an instance, the naming may be removed/revoked after a pro rata period of time that reflects the number of pledge payments made, given the estimated useful life of the building or the term of years covered by the fFacility nNaming aAgreement, as applicable. ~~If the University seeks to revoke the naming based on these grounds, the Board of Trustees must approve prior to removal.~~

~~10.56.3-41.3~~ If a planned gift upon which the naming was bestowed does

~~not result in the value agreed upon, the naming may be revoked. If the University seeks to revoke the naming based on these grounds, the Board of Trustees must approve prior to removal.~~

~~10.56.51.4 If a fFacility has been named without proper approval, after due diligence has occurred to ensure the naming was not properly approved, the University has the right to revoke the naming with prior approval from University Advancement.~~

~~10.7 Any proposal to rename a facility or to add a second name in recognition of a gift shall be reviewed by the Vice Chancellor for University Advancement and General Counsel of the University.~~

~~10.8 Any facility or program naming in which the name is being removed due to the end of the life cycle of the facility or program shall be approved by University Advancement.~~

## **11. NAMED FUNDS**

~~11.1 Endowments and named fFunds shall be established by University Advancement and do not require review or approval by the Board of Trustees.~~

~~11.2 The minimum gift amount to establish a named endowed fFund is \$50,000. The Vice Chancellor for University Advancement may grant exceptions to this minimum gift amount on occasion upon their discretion.~~

~~11.3 The minimum gift amount to establish a named current-use fFund is \$10,000. The Vice Chancellor for University Advancement may grant exceptions to this minimum gift amount on occasion upon their discretion.~~

~~11.4 Endowment levels above the minimum for named endowed fFunds shall be established by the Vice Chancellor for University Advancement.~~

## **12. FINANCIAL CONTRIBUTIONS**

~~12.1 Financial contributions resulting in the naming of a fFacility, pProgram, or fFund may be made to an affiliated foundation but, if the University is constructing or renovating a fFacility, then funds will be transferred to the University.~~

## **13. RESPONSIBILITIES FOR COSTS**

~~13.1 In the event that outside legal counsel is necessary, all legal costs related to donor-~~

funded naming opportunities and endowed funds are the responsibility of the college/unit supported by the gift.

13.2 All costs of donor, honoree, or benefactor signage or recognition are the responsibility of the college/unit supported by the gift.

13.3 If the donor, honoree, or benefactor requests a sign or recognition to be changed, and the request is approved, all replacement signage and other related costs shall be at the donor's expense.

## **14 NAMING RECOGNITION**

14.1 Naming signage shall not be approved until approved by the Board of Trustees.

14.1.1 Naming signage shall conform to all University signature guidelines and shall not be installed until approved by the Office of the University Architect and University Advancement.

14.1.2 Naming signage standards shall conform to all University branding standards. Signage reflecting a corporate or organizational naming of a facility may not include the donor's logo or other components of branding. This policy applies only to donor-funded namings and does not apply to leased spaces, or other contractual business relationships.

14.2 No statues or significant works of art recognizing a donor's gift or to honor a person shall be commissioned or installed without following the Guidelines for Public Art Acquisition and by receiving approval of the Office of the University Architect and University Advancement.

14.3 No publicity of the naming shall be released to the public until it has been approved by the Board of Trustees.

14.4 All gift minimums for donor recognition, which includes public displays, signs, donor walls and mounted object that recognizes a donor, shall be predetermined by University Advancement. and subject to approval by Office of the University Architect and University Advancement prior to installation.

14.5 All mounted naming signage that has not been properly approved is subject to removal.