



Connecticut State University System

Developing a State of Minds

BR#01-50



RESOLUTION

concerning

A NAMING POLICY

for the

CONNECTICUT STATE UNIVERSITY SYSTEM

June 8, 2001

WHEREAS, The General Assembly and Governor have established a major program to create incentives for private donors to contribute endowment gifts to universities within the CSU System, and

WHEREAS, In pursuance of that program, the universities have embarked upon a vigorous, challenging development effort as well as the construction of significant new and rehabilitated capital projects, and

WHEREAS, Naming academic programs, facilities and other capital projects provides an outstanding opportunity to honor major monetary contributions to the university, and

WHEREAS, The Board of Trustees has the sole authority to provide for the naming of facilities and programs, therefore be it

RESOLVED, "Naming opportunities" should be utilized to encourage gifts, and be it further

RESOLVED, That the Board of Trustees shall consider the naming of academic programs, facilities or major portions thereof or prime external spaces upon the recommendation of the university president in accordance with the attached policy, and be it further

RESOLVED, That Board Resolutions 68-2 and 68-3 be repealed.

A Certified True Copy:

William J. Cibes, Jr., Chancellor

**CONNECTICUT STATE UNIVERSITY SYSTEM
POLICY ON THE NAMING OF FACILITIES AND PROGRAMS**

1. PURPOSE

The purpose of this policy is to establish policies and procedures of the Board of Trustees regarding the naming of University academic programs, grounds, facilities, and buildings including major portions of buildings. The Board of Trustees has the sole authority to provide for the naming of facilities and programs.

2. SCOPE

This policy applies to the naming of present or future facilities, major areas (such as auditoriums and rooms with major public visibility) within existing or future facilities, existing facilities which have undergone major renovations, or areas on University grounds for which a naming opportunity exists. The Board also reserves the right to approve the naming of academic programs. Academic programs include colleges, schools, departments, centers, and institutes. The naming of scholarships, fellowships and professorships does not require Board approval. The establishment of endowed chairs shall follow the policy established in Board Resolution #99-46 or its successors.

3. OBJECTIVE

The goal of this policy is to enhance the ability of the institutions of the Connecticut State University System to encourage and pursue contributions in support of institutional goals. This policy specifies procedures for the solicitation and acceptance of named gifts as well as other procedures to be followed in naming facilities for individuals, families, or entities.

4. POLICY

- A. A naming opportunity associated with a gift to the CSU System, a constituent institution, or an affiliated foundation, will normally receive favorable consideration only when the present value of the gift is an amount equal to or greater than 10 percent of the cost to construct or substantially renovate the facility proposed for naming.
- B. A naming opportunity for a program associated with a gift to the CSU System, a constituent institution, or an affiliated foundation, will normally receive favorable consideration only when the present value of the gift is an amount equal to or greater than 200 percent of the annual operating budget of the program.
- C. Gifts should comply with the policies established in Board Resolution #2000-15 or its successors. The gift may be in cash or a legally binding pledge and should be paid within five years of the naming of the facility or program. If

the pledge is to be paid over a number of years, the number of years shall be divided into the pledge and the resulting amount will be due each year. A portion of the gift may be in the form of an irrevocable trust or a contractual bequest. The Board of Trustees reserves the right to remove names from facilities and programs when the gift remains unpaid beyond the five-year limit. Should this occur, the Board may name an area of the facility or seek another appropriate naming opportunity that would be proportionate to the value of the gift received. The naming of a facility or program follows the facility or program for its life unless otherwise determined by the Board of Trustees. When a named facility is razed, the Board of Trustees may elect to retire the name or transfer it to another facility or space. When the major function of a building is moved to another facility, the Board of Trustees may elect to transfer the name with the function or retain the name with the original building.

- D. Any University System institution wishing to name a facility, any campus grounds, major portions of facilities, or academic programs as identified in Section 2 of this policy must submit a request to the Chancellor for analysis and submission to the Board's Development Committee who will thereafter submit its recommendation to the Board of Trustees.
- E. In those instances in which gifts do not reach the threshold specified in sections A and B, a substantive rationale for departing from the policy must be provided to the Board's Development Committee who may recommend a departure from these policies to the Board of Trustees for good cause shown. In these exceptional cases, where facilities and academic programs are named for people, they should be named for scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the CSU System or to any of its constituent institutions.
- F. No facility or academic program identified in Section 2 of this policy will be named for individuals currently employed by the CSU System or the State of Connecticut, or currently holding public office.
- G. When the person to be honored is living and a non-donor, three years must have passed since any formal association with the CSU System or employment with the State. Such affiliation includes time spent as an undergraduate, graduate, or post-graduate student; as a paid member of the faculty or staff, whether full or part time; as a paid State employee; and as a member of the Board of Trustees.
- H. When the person to be honored is deceased, two years must have passed since the date of death before their name can be applied to a CSU System facility or academic program.
- I. In submitting requests for naming of facilities or academic programs to the Chancellor for consideration by the Development Committee of the Board of

Trustees and, if approved, by the Board of Trustees, the following information is to be submitted:

- a) Institution name;
 - b) A detailed request, citing the facility or program in question, the proposed name, and;
 - c) Justification, including such relevant information as the nature and duration of the individual's affiliation with the University System or constituent institution. If the naming is a stipulation of the gift, the request must explain the proposed arrangement. If the gift is for the construction or renovation of a facility, the following information should be included:
 - A timetable for project implementation;
 - If the gift is for a new facility or program, the relationship of the project to the institution's long-range plans;
 - Operating budget implications, and sources of funds; and
 - d) A copy of the gift contract and/or pledge agreement must be filed with the request for approval.
 - e) If there is no gift in connection with a naming opportunity, a written substantive rationale for departing from the policy should be provided.
- J. Each university president shall determine the appropriate level of gift support required to name scholarships, fellowships, and professorships, and any other naming opportunities that do not require Board approval (e.g., rooms, patios). Gifts for these naming opportunities may be in cash and/or a legally binding pledge instrument.
- K. No later than 90 days after the end of each fiscal year, each university president shall provide a report to the Development Committee regarding the naming of all facilities (including rooms and small areas of buildings, and minor portions of campus grounds), programs, scholarships, fellowships, professorships and any other project during the course of the fiscal year that did not require approval of the Board, together with the detail of associated gifts and contributions.
- L. No later than 90 days after the end of each fiscal year, each university president shall provide the Development Committee with a schedule of naming opportunities at his university.

5. **DEFINITIONS**

- A. "Cost to construct or substantially renovate a facility" means the total project cost. If a facility more than three years old is being named, the "cost to construct" the facility means the present value of the total project cost.
- B. "Annual operating budget" means the total personal services cost for faculty and staff, as well as operating expenses.

ITEM

Policy on the Naming of Facilities and Programs

BACKGROUND

The current policy on the naming of facilities was adopted in 1968 and has not been revised since that time. In the past decade, the construction of new facilities at each university has increased dramatically. Additionally, the Board of Trustees has placed a high priority on university development efforts, has created a Development Committee and believes it is now appropriate to provide more substantive guidelines for naming to take advantage of potential opportunities to encourage gifts to the universities. In September 2000, the ad hoc Committee on Naming Opportunities was formed to develop such guidelines.

ANALYSIS

The ad hoc Committee on Naming Opportunities reviewed materials provided by the Presidents and System Office staff illustrating a variety of policies and guidelines employed by peer institutions. The Committee sought to develop a policy that provides consistency throughout the system while recognizing that each university has different goals and expectations. Subsequently an initial draft policy was developed and shared with the Council of Presidents who provided valuable insight into the development process at their universities and the impact of the proposed policy on the manner in which they approach prospective donors. The draft was also provided to members of the Development Committee and the Vice Presidents for Institutional Advancement at each university for their input.

Based on these discussions, the Committee is recommending a policy that speaks to the issues raised, provides appropriate flexibility to the Presidents, and preserves the authority of the Board to name facilities and programs. The policy includes:

- Standards, protocol and criteria for the amount required for naming of academic programs, grounds, facilities, and buildings, including major portions of buildings;
- A provision to address exceptions to the standards;
- Reporting requirements.

CHANCELLOR'S RECOMMENDATION

Approve the policy on the naming of facilities and programs at the institutions of the Connecticut State University System.