

EDINBORO UNIVERSITY OF PENNSYLVANIA

Policy: Naming of Facilities and Programs

Policy No. E003

Supersedes Policy E003: Naming of Facilities dated 11/15/97 and 01/05/10

Recommended for Approval by: Marilyn Goellner
Marilyn Goellner, Vice President for University Advancement

Approved by: Dr. Guiyou Huang on Aug. 15, 2019
Dr. Guiyou Huang, President Date

Review Date: As Required

INTENT

In anticipation of new levels of private support, including the potential of major gifts made in response to a naming opportunity, this policy specifies procedures for the solicitation and acceptance of named gifts, as well as other procedures to be followed in naming facilities, spaces, colleges, schools, programs, centers, institutes, and other entities for individuals, corporations, or organizations.

POLICY

The naming of facilities and programs belonging to Edinboro University of Pennsylvania (the "University"), shall be conducted in accordance with the Board of Governors Policy 1997-03 *Naming of State System of Higher Education Facilities*.

Facilities and programs at the University may be named for individuals, corporations, organizations, or other entities, based on two broad sets of criteria: first, to honor those who have made substantial monetary contributions in support of the University, and second, to honor those who are considered to have had a significant positive impact upon the University and its students.

The primary motivating factor for naming a facility or program will be to encourage private philanthropic support, a critical element in the University's ability to achieve its strategic goals.

This document outlines the process and criteria for naming opportunities under the control of the University and reflects the process through which a naming opportunity is recommended to the Council of Trustees (the "Trustees") and/or the President.

Final determination of what facilities or programs will be named rests solely with either the Trustees or the President in consultation with the Naming Advisory Committee, depending on the level of naming considered, as described below.

The Naming Advisory Committee will be comprised of the University's Executive Leadership Team (ELT), one APSCUF representative, the Student Government Association (SGA) President

(or designee), and an Advancement division representative. For purposes of this document, “*Buildings*” shall be defined as the entire University-owned building on the Edinboro campus; “*Facilities and Spaces*” shall be defined to include portions of buildings, physical areas that may be used for a specific purpose, e.g. athletic, rooms in buildings, landscaping, or other portions of the physical plant and grounds. “*Programs*” shall include, but not be limited to colleges, schools, institutes, centers, departments, academic programs, professorships, and non-academic programs.

Within the categories as defined above, the decision to name University-owned buildings, colleges, or schools rests solely with the Trustees, who will make their decision after consulting with the President. No commitment for naming of buildings, colleges, or schools may be made prior to Trustee approval of the proposed name.

By resolution, the Trustees assign approving authority to the President, in consultation with the Naming Advisory Committee, for naming opportunities for other facilities and spaces (i.e. naming of rooms) or other programs. In these instances, no commitment for naming any facilities or programs may be made prior to approval of the proposed name by the President. Any action by the President to approve the naming of facilities and spaces shall be made in writing.

The President, in consultation with the Naming Advisory Committee, shall follow this policy and will ensure that naming opportunities are compatible with the educational purpose of the University. All proposals related to the naming of facilities or programs should be held in confidence during the review and approval process; no public communications will take place until the Trustees or the President has formally approved the proposal.

In situations where the naming of a facility or program is in response to a substantial monetary contribution, the naming will only be considered if an irrevocable gift or combination of a gift and estate intention, for the benefit of the University, is documented and contractually agreed upon by all parties. If the gift commitment is not fully paid within a five-year period, or if sufficient funds are not received from the donor’s estate, the University reserves the right to remove the donor’s name from the facility or program and may name an alternate facility, space, program, or scholarship proportionate to the amount that has been paid within that timeframe with the understanding any gifts received remain with the university.

Naming a facility or program for unparalleled scholarly distinction or other exceptional non-monetary contributions to the University should be considered only if the name being recognized will bring great honor to the University. Additionally, this proposed naming opportunity should have the potential to encourage additional financial gifts.

PROCEDURES

Naming opportunity in newly constructed buildings or buildings that are being renovated

The cost to name a facility that is being newly built or renovated will be based on the projected total philanthropic value to build or renovate, guided by a formulaic approach that takes into account the size of the facility, prevailing costs of construction, the facility’s use, and its marketability. If the naming opportunity is the entire building, the donor must provide, through new gifts, a minimum of

20% of the philanthropic cost to construct or renovate. The naming may not be based on previous gifts.

Naming opportunity in a facility that is not being altered, or that is being funded entirely through other sources, or to name a portion of the campus grounds

In the case of a naming opportunity in an existing facility that is not being renovated, or which is being built or renovated through other funding sources, or to name a portion of the campus itself (such as an athletic field or a garden), the cost will be based on the philanthropic value to build or renovate, guided by a formulaic approach that takes into account the size of the facility, prevailing costs of construction, the facility's use, and its marketability for whatever it is the donor wishes to name.

Unanticipated Opportunities

New programs or construction of unplanned or unscheduled facilities which a donor wishes to have built requires 100% of project cost. All projects must support the University's educational purpose. If a donor is interested in a new program or in building a facility that is not already in the University's Master Plan, it must be submitted through appropriate University planning channels for review and acceptance. The donor should submit a written proposal to the University Advancement Office, which will ensure that due diligence is undertaken, and that the proper procedures are followed for review. The University Advancement Office will forward the request to the appropriate planning groups which will then proceed with their review of the potential project. After review by the various planning bodies, the recommendation for approval or denial of the unanticipated opportunity will be forwarded to the President, and the COT, if required.

Process for Changing or Eliminating Named Facilities or Programs

If a facility or program is eliminated, the President reserves the right to pursue alternate methods of recognizing the donor whose name was on the facility or program. Naming of a facility or program does not entitle the donor's name to be associated with the facility (ies) or program(s) after a facility has been demolished, or after a program has ceased to exist in its previous form. In all instances, decisions to change a named facility or program rests with the President or Trustees, depending on the level of naming involved.

De-naming

The President, in consultation with the Naming Advisory Committee, reserves the right to make the final determination of whether a facility or program may be de-named. If the name of a building, college or school is involved, the President will recommend a course of action to the Trustees, who will make the final determination. The University may name an alternate facility, program, or scholarship proportionate to any gift amount that has been paid, with the understanding any gifts remain with the university unless otherwise provided for in a gift agreement.

The Council of Trustees shall have the authority to revoke the name of a University building, facility, space or program in the event that the benefactor or any officer or director of a benefactor corporation for whom the building, facility, space or program was named:

1. is later convicted of a felony; or
2. engages in conduct which, in the sole discretion of the Council of Trustees, is significantly detrimental to the reputation of the benefactor, such that continued name association between such individual and a University building, facility, space or program would be contrary to the best interests of the University.

Prior to the approval of a name revocation by the Council of Trustees as provided in this paragraph, the University shall provide the benefactor, or a representative of the benefactor, the opportunity to voluntarily relinquish the name from the University facility or academic unit, as the case may be. If a facility or academic unit has been named pursuant to a gift agreement, the facility will be de-named only as allowed and provided for in the gift agreement. If the gift agreement was silent on de-naming, the facility or academic unit shall only be de-named as provided for by the University policy that was in place at the time the gift agreement was executed.

Time-Limited Sponsorship Opportunities

Corporate Partner Naming Opportunities: Naming opportunities offered to a donor for a specified time period (as opposed to a permanent naming opportunity) are generally associated with corporate sponsorships, and may be available at the discretion of the President, based on recommendations from the University Advancement Office. They will be negotiated on a case-by-case basis, using prevailing sponsorship guidelines. All signage will be created and erected by the University at the corporate partner's expense and must adhere to current University signage standards, and must be approved in advance by the Marketing & Communications Office.

Naming of Benches, Trees, Flag Poles, and Similar Items

Donors who wish to provide funding to name items such as benches, trees, flag poles, or other similar items may choose from a list of opportunities (existing items or those planned for as part of the campus Master Plan) maintained by the Facilities department. In all cases, the University will determine which items will be offered for potential funding and naming, will determine where the items will be located and the materials to be used, and will designate vendor sourcing for the items.

APPROVAL PROCESS

All recognition and naming requests should be directed to the Vice President for Advancement. The Vice President will submit the recommendation to the Naming Advisory Committee for review and recommendation to the President and/or the Trustees for approval depending on the type of naming opportunity.

The Vice President for University Advancement will ensure that appropriate recognition occurs for the naming of all facilities and programs.

The University Advancement Office will be responsible for maintaining a record of named facilities, programs, rooms, grounds and other spaces.

RESCISSION

This policy supersedes all other naming policies and shall not be rescinded or modified except by the action of the President.

The President will inform the Chancellor of any decision by the Trustees to name a facility.

The President will submit a copy of this policy and any subsequent amendments to the Office of the Chancellor.

RELATED POLICIES

Board of Governors Policy 1997-03 *Naming of State System of Higher Education Facilities.*

CONTACT INFORMATION

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