

FAYETTEVILLE STATE UNIVERSITY

NAMING UNIVERSITY FACILITIES AND PROGRAMS

Authority:	Issued by the Board of Trustees. Changes or exceptions to administrative policies issued by the Board of Trustees may only be made by the Board of Trustees.
Category:	Institutional Advancement
Applies to:	●Faculty ●Staff ●Students
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Related Policies:	The <i>Code</i> of the University of North Carolina
Contact for Info:	University Legal Counsel (910) 672-1141

I. INTRODUCTION

A decision to name a university facility or any part thereof or a university program is the responsibility of the Fayetteville State University (FSU) Board of Trustees. The FSU Board of Trustees will name facilities based upon the following:

- A. 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 FSU. For individuals who have not had such an association with FSU, selection may be based on the individual's record of scholarship, creativity, leadership, humanitarian service, or public service. Facilities will not be named for members of FSU's faculty, staff, Trustees, members of the Board of Governors, the Governor, or any elected/appointed official or state employee affiliated with the functions or control of the university, so long as the relationship exists.
- B. To recognize an organization with historical and exceptional ties to FSU; an event or date significant in FSU's history; a place with significant meaning for or ties to FSU; or a program, activity, or function pertinent to FSU.
- C. To recognize benefactors who have made substantial financial contributions to FSU. Selection of names of facilities should take into account the FSU's Master Plan. Normally, the name should be that of an individual/organization of distinction in the area(s) 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

II. DEFINITIONS

As used in this policy, terms shall be defined in following manner:

- A. *Facilities* shall mean buildings, rooms, interior spaces, streets, courts, athletic fields, open spaces, and all other areas owned, operated or controlled by FSU.

- B. *Program* shall mean academic or non-academic programs associated with colleges, schools, departments, institutes, centers, and other units within FSU.
- C. *Substantial financial contribution* shall mean a minimum of one half of the total project cost or an amount agreed upon by the Chancellor and the Board of Trustees for new construction or significant renovation of an existing building.

III. GUIDELINES FOR A NAMING INVOLVING A GIFT

- A. In order for a facility or program to be named for a donor, the following must be met:
 - 1. The gift must be in irrevocable form (e.g., trust, contract for will, or payment over a period of no longer than five years based upon a signed commitment and binding on the donor's estate). A deferred gift will not be acceptable for a facility where construction is dependent on the gift.
 - 2. The person for whom the name is assigned has some reasonable association to the university.
 - 3. Unless the gift is required to construct the facility to be named, consideration shall be given to using the gift corpus to establish an unrestricted university endowment that may or may not carry the name of the donor.
 - 4. If a department or program is to be named, a restricted endowment supporting that department or program shall be established.

B. Levels of Contributions

The amounts shown in Attachment A are required to establish a naming opportunity for an FSU facility or program. In general, the Board of Trustees reserves the right to change the amounts below or to use a combination of gifts and service as criteria for naming.

IV. GUIDELINES FOR A NAMING NOT INVOLVING A GIFT

- A. A proposed naming not involving a gift shall be based upon an individual who has achieved distinction in one or more of the following ways:
 - 1. While serving FSU in an academic capacity, the individual earned a national or international reputation through demonstrated high scholarly distinction;
 - 2. While serving FSU in an important administrative capacity, the individual rendered distinguished service, which warrants recognition of the individual's exceptional contributions to the welfare of FSU; or
 - 3. The individual has some reasonable association with the university and has contributed in truly exceptional ways to the welfare of the institution or has served the community, state, or nation in an elected or appointed position with such unique distinction as to warrant recognition.
- B. When an individual has served FSU in an academic or important administrative capacity or has served the community, state, or nation in an elected or appointed position, a proposal may be made for naming in honor of the individual two years after retirement or other separation

from the university or three years after the person's death, if the person had not yet retired or otherwise separated from the university.

V. GUIDELINES FOR RENAMING A FACILITY

- A. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by FSU's Legal Counsel. The review shall include any gift documents pertaining to the original gift and related naming as well as the gift documents pertaining to the subsequent gift and proposed renaming.
- B. When a facility that was named in recognition of a gift or an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another gift.
- C. When an area named in recognition of a gift or in honor of an individual will be developed for another use, the new facility may be named in recognition of a new gift.
- D. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
- E. When a facility or area is proposed for renaming, the university will make all reasonable efforts to inform in advance the original donor or honoree and immediate family members.

VI. DEDICATION CEREMONY AND PLAQUE

Upon approval of the naming by the FSU Board of Trustees, an appropriate dedication ceremony may be planned and conducted. A dedication plaque or comparable marking may be erected at the ceremony. In addition to the honoree(s) for whom the facility or program is named, the plaque should bear the names of those persons serving as Chancellor and Chairman of the Board at the time the naming was approved.

VII. PROCEDURES

The procedures involved in the naming of facilities or programs are included as Attachment B. The procedures are not a part of this policy and are attached for information only. Revisions to the procedures will require only the approval of the Chancellor.

ATTACHMENT A

LEVELS OF CONTRIBUTIONS

ACADEMIC UNITS	
Major University Program	\$500,000
Department	\$250,000-\$500,000
Center or Institute	\$250,000-\$500,000
Program Center (e.g., computing, career placement, or advancement)	\$100,000-\$500,000
FACILITIES	
<i>New Construction:</i> A minimum of one-half of the total project cost to construct a new building or an addition to an existing facility, or an amount approved by the Chancellor and the FSU Board of Trustees.	Variable
<i>Renovation:</i> A minimum of one-half of the total project cost for a significant renovation of an existing facility, or an amount approved by the FSU Board of Trustees.	Variable
<i>Existing Facility:</i> In consideration of significant gifts, the naming of an existing facility maybe approved by the FSU Board of Trustees.	Variable
MAJOR COMPONENTS OF FACILITIES (Amounts may vary according to scale.)	
Lecture Halls/Auditoria	
New	\$150,000-\$1,000,000
Existing	\$100,000-\$750,000
Teaching & Research Laboratories	\$25,000-\$250,000
Conference/Seminar Rooms	\$25,000-\$100,000
Athletic Fields, Pool, Tennis and Racquetball Courts	\$25,000 minimum

ATTACHMENT B

PROCEDURES FOR NAMING UNIVERSITY FACILITIES AND PROGRAMS

A. PROCEDURES FOR A NAMING INVOLVING A GIFT

1. The Vice Chancellor for Institutional Advancement (“Vice Chancellor”) shall be notified of a contribution to FSU that may result in a request to name a building or a university program for a donor or other individual. A profile of the donor and/or honoree, the area of interest with any proposed stipulations, and information about how the gift will be paid shall be developed by the Vice Chancellor.
2. If it is determined that there is an expectation that a naming will transpire as a result of the contribution, the Vice Chancellor shall forward the request to the Chancellor who shall consult with his or her Executive Staff. Should a potential naming directly involve an academic department or program, the Chancellor shall discuss it with the administrative officials and faculty involved.
3. Upon consultation with the Executive Staff, the Chancellor shall submit a recommendation to the Board of Trustees, with appropriate documentation that has been reviewed by FSU’s Legal Counsel. Such documentation must include a written statement of intent from the donor.
4. The Board of Trustees shall review the Chancellor’s recommendation and make a final determination.

B. PROCEDURES FOR A NAMING NOT INVOLVING A GIFT

1. A request to name a facility or program for an individual who has attained achievements of extraordinary and lasting distinction shall be made in writing to the Chancellor. The request must include a concise justification statement, which gives the rationale for the proposed naming. Biographical data must also be included.
2. The Chancellor, with the assistance of the Vice Chancellor, shall create a profile of the individual/organization. The profile shall list any association(s) with FSU and/or include any record of scholarship, creativity, leadership, humanitarian service, or public service.
3. After the profile is created, the Chancellor shall consult with her or his executive staff. Should a potential naming directly involve an academic department or program, the Chancellor shall discuss it with the administrative officials and faculty involved.
4. Upon consultation with the executive staff, the Chancellor shall submit a recommendation (whether to name or not) to the Board of Trustees. Included with the recommendation shall be the profile developed by the Vice Chancellor.
5. The Board of Trustees shall review the Chancellor’s recommendation and make a final determination.