

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:	University Advancement			
Applies to:	•Administrators	•Faculty	•Staff	•Students
History:	Revised – September 28, 2023 Revised – June 10, 2021 Revised – September 24, 2020 Approved - June 9, 2005			
Related Policies/ Regulations/Statutes:	Delegations of Duty and Authority to Boards of Trustees [UNC Policy #100.1, Appendix 1, Section VI]			
Contact for Info:	Vice Chancellor for University Advancement (910) 672-1339			

I. PURPOSE

Naming opportunities provide a chance to recognize key individuals who or entities that have made significant contributions in various forms to Fayetteville State University (University). Naming opportunities also provide a chance to honor donors who support the University’s mission, as well as those who wish to leave a legacy to the University.

This policy (Policy) establishes criteria for naming permanent physical facilities, outdoor and interior areas and spaces, as well as administrative and academic units, endowments, and programs in recognition of donors who have made significant gifts supporting the mission of University.

II. DEFINITIONS

- A.** **Facility** refers to permanent features of the campus that are owned, operated and controlled by the University. These include new or existing buildings and their interior spaces such as wings, halls, laboratories, auditoria, classrooms and gymnasias, exterior spaces such as tennis courts, stadia, streets, tracks, fields and other landscape features and amenities.
- B.** **Program** broadly refers to academic colleges, schools, departments, centers, institutes and other administrative/academic units associated with University operations.

III. REVIEW

This Policy shall be reviewed periodically by the Division of University Advancement with all recommended changes requiring approval by the Chancellor and the University’s Board of Trustees.

IV. ROLES AND RESPONSIBILITIES

A. Board of Trustees

The act of naming a facility or program shall be the responsibility of the Board of Trustees, acting after they receive a recommendation from the Chancellor. Honorees should be informed throughout the naming discussions that final naming for all facilities and programs requires the approval of the University's Board of Trustees.

B. Chancellor

The Chancellor shall approve any naming prior to submittal to the Board of Trustees. In evaluating whether a naming should be submitted to the Board of Trustees, the Chancellor will consider the following:

- whether the naming is consistent with the interests of the University;
- whether the honor is warranted by the contribution; and
- whether there is equity among the naming opportunities established for similar contributions.

C. Vice Chancellor for University Advancement

The Vice Chancellor for University Advancement (Vice Chancellor) should be immediately notified when it appears that a contribution to the University or to the FSU Foundation will result in a request to name a facility or academic program for a donor or individuals. The Vice Chancellor must be provided with a profile of the donor and honoree, if the donor and honoree are not the same. The profile must also include the area of interest, any proposed stipulations, and information on how the gift will be paid. The Vice Chancellor shall discuss the potential naming with the Chancellor.

V. NAMING FACILITIES/PROGRAMS

Facilities or programs shall be named primarily on the basis of financial contributions. In such cases, there is no requirement that the honoree be deceased or separated from the University or public service.

A facility or program may also be named for services rendered to the University, state or nation by a University graduate, former public servant, former employee or member of the University's Board of Trustees. Great care must be exercised in bestowing the honor for service as the University forfeits the potential for considerable financial support with these nominations. Consideration for naming based on service shall not be undertaken by the Committee until the following has occurred:

- the prospective honoree has been deceased for not less than one year, or
- the prospective honoree retired, resigned or otherwise left the University or public service not less than one year prior to consideration.

A. Naming Based upon Contributions

1. Naming based upon a contribution shall be as follows:

- a. The gift must be in irrevocable form to be paid within a five-year maximum time period and accompanied by a signed agreement or pledge commitment.
 - b. Gifts to construct facilities must include a portion in endowment to maintain the associated facility or academic programs.
 - c. Deferred gifts such as life insurance and bequests are not to be used for current naming opportunities. Naming opportunities become available once the gift is actually received. No naming commitment shall be based on a deferred gift.
 - d. No naming request should be honored until at least half of the total gift has been received by the University.
2. The naming of a facility shall be in accordance with Attachment A and may require a gift of at least one-third of the cost of the facility.
 3. The naming of an existing academic/non-academic program shall be in accordance with Attachment A. In all cases, the gift must exceed the cost of the naming by $\frac{3}{4}$ to provide for long-term maintenance of the project or program.

B. Compliance with University Branding and Masterplan

The naming of a facility/program must comply with University branding guidelines and the University's master plan. No signage shall be approved, and /or erected without proper approval of marketing communications and facilities.

VI. GIFTS

A facility or program to be named in consideration of a financial contribution is subject to the following conditions and those outlined in Attachment A:

- A. The University or affiliated entity shall have received the gift, or its future receipt shall be assured through the appropriate signed gift agreement, before a naming action shall be taken.
- B. Pledges to be paid over a period of time, up to 5 years, are acceptable for current naming of facilities and programs when at least 50 percent of the pledged amount has been received and a signed pledge payment agreement for the remainder has been executed by all parties. If the pledged donation is for the naming of a new facility, a renovation of an existing facility, or other projects with cash-flow considerations, the timing of the pledge payments must be such that sufficient current dollars are available to cover project costs.

VII. DURATION AND MODIFICATION OF NAMINGS

A. Duration of Namings

The honoree's name shall remain as long as the facility is in use or the program remains active for the same purpose, subject to the conditions outlined in this section.

1. Upon demolition, replacement, substantial renovation, or change of the purpose of a named facility or the ending of a program, the University may deem that the naming period has concluded. The appropriate University representative will

make all reasonable efforts to inform, in advance, the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.

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 a previous name may include, for instance, a plaque in or adjacent to a new and renovated facility.
3. In appropriate instances, most often involving a corporate benefactor, a naming may be granted for a pre-determined fixed term, usually 3 to 5 years. At the end of the term, the name of the facility or unit shall expire but may be renewed with the same or a new name. The gift agreement must clearly specify the period of time for which the facility or program will be named.
4. If a facility is named for a corporation or organization and the corporation or organization changes its name, the University may deem that the naming period has concluded.

B. Modification or Renaming

1. When the benefactor's or honoree's naming period has concluded, the facility or program may be renamed in recognition of a new gift, subject to this Policy and to any specific terms and conditions set forth in the original naming agreement.
2. 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 or honoree's naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation of the names may be one method used for jointly naming a facility or program.
3. If a benefactor or honoree requests a change to the name of a facility or unit (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.

C. Revocation of Naming Approval or Conferral

In certain circumstances, the University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions may apply to an approved naming that has not yet been acted upon or to a conferred naming. Circumstances that may give rise to such an action include, but may not be limited to, the following:

1. If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise public trust, dishonor the University's standards, or otherwise be contrary to the best interests of the University, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a 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.

2. If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked.
3. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

ATTACHMENT A

LEVELS OF CONTRIBUTIONS

ACADEMIC/NON-ACADEMIC PROGRAMS*	
Colleges, schools, departments, centers, institutes, and other administrative/academic units associated with University operations.	\$2,000,000
FACILITIES	
<u>New Construction</u> - A minimum of one-third 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
<u>Renovation</u> - A minimum of one-third of the total project cost for a significant renovation of an existing facility, or an amount approved by the Chancellor and the FSU Board of Trustees.	Variable
<u>Existing Facility</u> – An existing facility may be considered for a naming based upon approval by the Chancellor and FSU Board of Trustees.	Variable
MAJOR COMPONENTS OF FACILITIES*	
University Streets	100,000 Minimum
Lecture Halls/Auditoria	
New	\$150,000-\$1,000,000
Existing	\$100,000-\$750,000
Teaching & Research Laboratories	\$25,000-\$250,000
Classrooms and Conference/Seminar/ Rooms	\$25,000-\$100,000
Athletic Fields, Pool, Tennis and Basketball Courts	\$50,000 minimum

*Amounts may vary according to scale.