

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 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

This policy sets forth the procedures and criteria to be used in naming Fayetteville State University's (University) facilities and academic programs.

II. SCOPE

- A. Facilities 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. Programs broadly refers to academic colleges, schools, departments, libraries, centers, institutes and other units associated with University operations.

III. REVIEW

The naming 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.

D. Chancellor's Advisory Committee on Naming Facilities and Academic Programs

After discussions with the Vice Chancellor regarding a potential naming, the Chancellor, may choose to convene the Chancellor's Advisory Committee on Naming Facilities and Academic Programs (Committee) whose duties and membership shall be as follows:

1. Duties

The Committee shall be a permanent committee established to guide the development of recommendations to the Chancellor and Board of Trustees regarding the naming of university facilities and programs.

2. Membership

- a. The Committee shall consist of no less than six or more than twelve current or former members of the University's faculty, staff and administration. Such members must possess a thorough knowledge of the University's past, present and plans for the future.
- b. Except for members deemed ex-officio, the Chancellor shall appoint Committee members to a 2 year term that may be renewed once, according to the fiscal year calendar. A member appointed to fill a vacancy shall serve for the remainder of that term and may be eligible for appointment to one 2-year term. The Chancellor may remove any member at the Chancellor's discretion.

- c. Except as specifically noted in this Policy, members shall be appointed as voting members.
- d. Ex-Officio Members
 - i. Ex-officio members shall be permanent members of the Committee and serve as member as long as they hold their positions at the University.
 - ii. The Vice Chancellor shall serve as an ex-official voting member of the Committee. A representative from the Office of Facilities Management and a representative from the Division of University Advancement shall serve as ex-officio non-voting members of the Committee.
 - iii. The Secretary of the Committee shall be a representative of the Division of University Advancement and be a non-voting member. The Secretary shall provide support for the Committee's activities.

3. Meetings

The Committee chair shall schedule meetings as required to efficiently perform the duties of the Committee. A simple majority of the membership of the Committee shall constitute a quorum.

V. NAMING of FACILITIES or 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 Facilities

A facility may be named under the following conditions:

1. Facilities may be named, for individuals, corporations and organizations. Due diligence, however, must be taken to avoid any real or apparent conflict of interest or administrative/academic influence.
2. A gift for naming a facility should equal at least one-third of the total project cost or the portion of the total project cost that must be raised from the private sector.

Donors also may provide at least one-third of the total replacement cost of an existing facility not scheduled for renovation. In these cases, an endowment for the facility will be established with at least 75 percent of the value of the gift. Such an endowment would be managed by the Fayetteville State University Foundation, Inc. At such time as the University moves forward with the construction or renovation of the facility, the funds will be transferred to the University.

3. When a facility to be named is closely related to a school, college or department, representative members of its faculty, staff and students shall be consulted prior to the Committee's submittal of a naming recommendation to the Chancellor.
4. All signage pertaining to the naming shall conform to University guidelines and may not include an organization's logo or other branding components.

B. Naming Programs

Programs, as used in this Policy, broadly refers to academic colleges, schools, departments, libraries, centers, institutes and other units associated with University. Corporations or organizations are not eligible to name a University program.

A gift for naming a program should meet the following conditions:

- be equal to at least 75 percent of the existing endowment or operating budget for the program, whichever is greater;
- reflect the size, national ranking or visibility of the program, as well as the gift values accepted for naming comparable programs in the discipline or other programs at the University; and
- be substantial and significant, even transformative in nature, enabling the unit to improve its competitiveness or distinction, or perhaps establish a new program within its existing framework.

The program's faculty, staff and students will be consulted prior to the Committee's submittal of a naming recommendation to the Chancellor and Board of Trustees. The Fayetteville State University Foundation will manage these funds.

VI. GIFTS

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

- A. The University or affiliated foundation 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, typically 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 faculty, 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.

- C. Irrevocable planned gifts may be used for the naming of facilities and programs if current cash flow considerations are not an issue. Irrevocable planned gifts will be credited at their present value and particular emphasis will be given to the predictability of the long-term value of the irrevocable deferred gift.
- D. Combinations of revocable planned gifts and cash may occasionally qualify for current naming opportunities under the right circumstances. The combination must be explained fully to the Committee and a case made for the appropriateness of the naming given the specifics of a particular gift. Particular emphasis will be given to any cash flow requirements, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.

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.