

# Policy and Guidelines Governing the Naming of Administrative Units/Facilities/Interior and Exterior Spaces and Fixtures at Colorado State University

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## Section 1: Overview and History

### I. Purpose

The purpose of these Guidelines is to address the naming of administrative units (colleges, schools, departments, research units, centers, institutes, special units), facilities, as well as interior and exterior spaces and fixtures (such as memorial or commemorative trees, benches or plaques) to recognize a particular individual(s) or organization(s). These Guidelines were developed to create consistency and offer parameters for the naming process.

These Guidelines are not intended to address the naming of facilities for the sole purpose of mapping or locating the facility on campus, which authority rests with Facilities Management Services. To address the naming of academic programs for pedagogical purposes, the process and authority is addressed in the Academic Faculty and Administrative Professional Manual, Section C.2.2

Prior to approval of this policy, there was a policy entitled “Honorary Degree Guidelines and Naming of Facilities Policy and Guidelines” at CSU. The policy and guidelines found herein are intended to replace those guidelines but only to the extent that they address naming of administrative units/facilities/interior and exterior spaces and fixtures. These guidelines are not intended to address the awarding of honorary degrees.

### II. Background

On Aug. 26, 2005, the Colorado State University Board of Governors (BOG) approved a system policy for the approval of named buildings, colleges, departments, facilities, programs, and other major structures. At the conclusion of The Campaign for Colorado State in 2012, a committee of stakeholders was convened, the policy was reviewed and has been amended to address specific issues and enhance the policy. This revised policy document addresses the procedures for Colorado State University staff to follow in recommending a “naming” to the president, chancellor and BOG.

### III. Statement of Policy

All naming proposals are to be submitted to the Vice President for University Advancement (VPUA). The VPUA will forward all honorary and naming gifts valued at \$250,000 and higher to the University Naming Committee (see below). If the president approves the recommendation, the naming proposal will be sent to the BOG for final approval. The VPUA will seek independent approval from the president for naming gifts valued at less than \$250,000. These namings will not need approval of the BOG.

## Section 2: Responsibility

### I. University Naming Committee (UNC):

#### A. Establishment

The University Naming Committee was established in 2013, pursuant with this policy, to serve an advisory role to the president for the naming of administrative units/facilities/interior and exterior spaces and fixtures. The VPUA will direct all honorary naming proposals and those valued at \$250,000 and higher to the UNC.

- B. Role
  1. Review naming proposals for compliance with naming policies, appropriateness, and concurrence with the mission of the institution.
  2. Collaborate with institutional representatives overseeing the facility or program to be named in order to establish support from the primary users and stakeholders.
  3. Recommend formal administrative unit/facility/interior and exterior spaces and fixtures names to the president for his/her review prior to advancing for final approval by the BOG.
- C. Membership
 

The VPUA will serve as chair of the UNC.  
Committee – President’s Chief of Staff, Director of Facilities Management, Vice President of External Relations, Colorado State University Foundation representative, General Counsel Office representative, a Faculty member (selected by the Provost), and Director of Development (selected by the VPUA).
- D. Meetings
 

The chair will call meetings as needed with close attention to the BOG meeting schedule.
- E. Term Guidelines for “Selected” Representatives (Faculty Member and Director of Development)
 

Each “selected” Representative will be appointed for a two-year term, which is renewable one time at the discretion of the VPUA, chair of the UNC.

### **Section 3: Naming Guidelines**

#### **I. General Guidelines**

- A. Administrative units/facilities/interior or exterior spaces and fixtures may be named for:
  1. Individuals or organizations that have provided or have caused to be provided a significant contribution toward a project – new construction, major renovation, existing facility, academic and/or nonacademic program.
  2. Retired or deceased faculty or staff members who have provided distinctive service to the University and a) have been deceased for one year or longer; b) have been retired, resigned, or otherwise separated from service of to the University for not less than one year; c) had a long and illustrious career and exemplified values for which Colorado State University stands; and d) brought great credit to the University through major scholarly, professional, or public service. If, however, a proposed naming is in response to a financial contribution, the requirement of a delay shall not apply.
  3. Graduates, former students, or individuals who have provided distinctive service to the University and a) had a long and illustrious career and exemplified values for which Colorado State University stands; and b) brought great credit to the University through major scholarly, professional, or public service.
  4. Living or deceased persons dedicated to the purpose, nature, and mission of the University who have achieved outstanding distinction through civic, intellectual, or artistic contributions to the development of the city, county, region, state, nation, and/or world.
- B. In gift-generated naming, pledges paid over a period of time, typically no more than five years, are acceptable for current naming of administrative units/facility/interior and exterior spaces and fixtures.

- C. Irrevocable planned gifts may generate current naming if current cash flow considerations are not an issue for the requesting administrative unit/facility/interior and exterior space. These 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. The donor may ask that the administrative unit/facility/interior and exterior bear his or her name or the names of family members or others the donor may wish to honor, subject to the approval by the UNC the president and the BOG. The VPUA will discuss with the president the donor's intent before any commitments are made.
- E. In the event that the facility or administrative unit to be named involves multiple colleges, divisions, or departments, the heads of all associated organizational units must be in agreement on naming opportunities and levels prior to submission to the VPUA and the UNC.
- F. In the instance of a corporate or organizational naming, additional due diligence should be taken to avoid any appearance of commercial influence or conflict of interest. Corporate logos as part of naming opportunities are generally prohibited.
- G. If a benefactor or honoree requests a change to the name of an administrative unit/facility/interior or exterior space or fixture (e.g., due to divorce or corporate merger), the UNC will consider the request and make a recommendation to the president, who will forward it to the BOG approval. If approved, all replacement signage and other related costs shall be at the donor's or honoree's expense.
- H. The benefactor will not be given authority to control curricular or administrative matters related to the naming or University property usage.

## II. Specific Guidelines

### A. Naming Administrative Units:

- 1. Administrative units naming opportunities may include:
  - a. Academic units – colleges, schools, and departments
  - b. Centers
  - c. Institutes
  - d. Special units
- 2. Suggested gift amounts for administrative units
  - a. Determined by the unit's annual total operating budget which is defined by the Office of Budgets - <http://www.budgets.colostate.edu/cdobs.aspx>. As a guideline, the naming gift should be a minimum of three times the annual total operating budget. National ranking and visibility of the unit, as well as naming gifts of peer units in the discipline or on the University campus should be considered in determining appropriate gift amount; and,
  - b. At least three-quarters of the determined value should be placed in an endowment for the benefit of that unit, preferably with a portion of that amount in the form of unrestricted endowment. This is a general guideline and can be adjusted based on Dean, director, and/or donor needs and approved by UNC.
  - c. Be substantial and significant, even transformational in nature, enabling the unit to improve its competitiveness or distinction.

### B. Naming Facilities:

- 1. Facilities naming opportunities may include:
  - a. New facilities that are to be constructed or acquired
  - b. Existing facilities that are undergoing major or minor renovation

- c. Existing facilities that are not undergoing renovations
- 2. Suggested gift amounts for facility namings:
  - a. At least half of total project cost for constructing or acquiring new facility
  - b. At least half of total project cost for renovating an existing facility
  - c. At least half of the replacement cost of an existing facility not undergoing renovation as determined by Facilities Services. The guideline is that a portion of these funds would be placed in an unrestricted endowment to benefit the college/unit.
  - d. If the project cost will be greater than \$5 million, the suggested gift amount of half the total project cost is a guideline, but may be adjusted depending upon each individual situation.
- 3. Project cost is determined by square footage of facility to be named multiplied by the cost per square foot.

C. Naming Interior and Exterior Spaces and Fixtures:

- 1. Interior and Exterior naming opportunities may include:
  - a. Interior spaces and fixtures – rooms, laboratories, centers, or areas within new, existing or renovated facilities.
  - b. Exterior spaces and fixtures – quadrangles, gardens, recreation fields, water features, walking/biking paths, benches, trees, etc.
- 2. Donors must provide at least half of project cost determined by the square footage of the area to be named multiplied by the cost per square foot, or if appropriate under the circumstances, by a similar method of project cost estimation.
- 3. Trees, Benches, Commemorative Bricks or other tangible Outdoor Objects. Naming opportunities for a tree or bench (which includes a plaque), brick or any other tangible outdoor object on campus, including the placement of any such items on campus, will be managed by Donor Relations, in coordination with Facilities Management, in accordance with these guidelines, and are subject to review and approval by the VPUA and the UNC.
  - a. All persons requesting to have memorial or commemorative trees, benches, bricks or other outdoor objects on campus must be approved by the University, and the University reserves the right to decline any such requests for any reason deemed appropriate by the University.
  - b. All requests to have a memorial or commemorative tree, bench or plaque on campus – whether the item is presently on campus or would be added – must be submitted to Donor Relations using the appropriate CSU Memorial Tree or Bench Form. Upon receipt of any such request, Donor Relations will consult with Facilities Management.
  - c. Donor Relations, in consultation with Facilities Management, will establish minimum gift levels for trees, benches, plaques or other outdoor objects, and those gift levels may be adjusted from time-to-time, as appropriate. The minimum gift levels should cover any purchase, installation, maintenance and replacement costs of the item. Upon agreement by VPUA and Facilities Management, donor funds in excess of the minimum gift levels may be placed in a Facilities Management account designated for the maintenance of memorial or

- commemorative trees, benches, plaques or other outdoor objects. Trees, benches or plaques will not be ordered or installed until all appropriate funds are received.
- d. Before implementation, the plan for any commemorative brick campaign or commemorative brick placement opportunities must be presented in advance to Donor Relations and the VPUA for approval. Donor Relations may develop guidelines for commemorative brick campaigns or placement opportunities on campus.
  - e. Donor Relations, in consultation with Facilities Management, will work with the requestor or donor to select an appropriate tree, bench or plaque from a university-approved list of items. Donor Relations, working in consultation with Facilities Management and the requestor or donor, will determine the appropriate location for any tree or bench, as well as the appropriate location, size and wording for any plaque. Although the University reserves the right to make any final decision, whenever possible, the University will try to take into consideration the donor's wishes with respect to the location or type of planting, bench or other installation.
  - f. Donor Relations will obtain the necessary background information regarding the individual or organization that is making the request and the individual or organization that is to be honored (if different). Any individuals or organizations to be honored are subject to the same standards and requirements as any other naming. Upon a favorable recommendation from Donor Relations, the request form and the supporting documentation will be provided to the VPUA and the President for final approval.
  - g. Memorial or commemorative trees, benches, plaques, bricks or other outdoor objects are received as gifts to the University, and once received become the property of the University.
  - h. The duration of any memorial or commemorative tree, bench, plaque, brick or other outdoor object is subject to the same limitations as any other naming, including those limitations set forth in Section 4 herein. Also, the University will strive to retain or replace a memorial or commemorative tree or bench during its useful life or for a period of not less than fifteen (15) years, whichever is shorter, and during that time, if a tree is lost due to disease or other natural causes or a bench is damaged, the University will take reasonable efforts to replace the tree or bench. University will provide the same level of maintenance and care for memorial or commemorative trees, benches, plaques or other outdoor objects as other comparable University assets and may be relocated at a future date due to changing University needs.

### **III. Public Recognition Guidelines for Internal Entities**

- A. CSU Centers, Units, Institutes, etc. that make an internal transfer of funds – outside their own facilities – can receive public recognition for their contributions, just like donors who contribute private dollars, if they meet all of the criteria:

1. The Center/Unit/Institute would have to have 50% or greater of its budget be independently created.
2. The internal transfer of funds in question would have to be 20% or greater of the overall cost of the project.
3. The public recognition cannot take away – or replace – a naming opportunity from a private donation from an independent entity.
4. In-kind contributions do not qualify for public recognition.

**IV. Recognition for the University Facility Fee Advisory Board (UFFAB)**

- A. The University Facility Fee Advisory Board (UFFAB) will receive recognition for their contribution towards a project; if the project receiving funding meets all of the following criteria:
  1. The project is either a new building or addition; it cannot be a remodel.
  2. The total UFFAB contribution to the funding of the building was over \$1 million.
  3. A significant percentage of the project’s budget was funded by the University Facility Fee.

**V. Estate Gift Namings**

- A. Namings that come about from an estate gift will receive recognition if naming request meets the following criteria:
  1. Proper documentation in Estate of donor intent for said naming;
  2. If proper documentation was not secured prior to donor’s passing; the Director of Development (DoD) must securing Executor agreement on the naming through written documentation – letter or email will be accepted.
  3. Once proper documentation is secured – either in Estate documentation or via Executor agreement; only internal signatures from Vice President for University Advancement (VPUA) and University President are required. The donor’s family, next of kin or Executor do not need to sign the naming MOU.

**VI. Honorary Namings (Without an Associated Gift or Contribution)**

An honorary naming that does not include a contribution or gift component associated with the naming of any facility or exterior or interior space or fixture must follow the same process for a naming with a gift or contribution, specifically the steps set forth in Section 5 of this policy and guidelines. In addition, any individual or unit that may be considering an honorary naming should first consult with the VPUA to discuss the potential honorary naming, as well as any possible fundraising opportunities, including the possibility of third-party donors who might support such an honorary naming. Also, honorary namings are subject to the requirements stated in Section 3 of this policy, including the following limitations: honorary namings are limited to retired or deceased faculty or staff members who have provided distinctive service to the University and a) have either been deceased for one year or longer and have been retired, resigned or otherwise separated from service to the University for not less than one year; b) had a long and illustrious career and exemplified values for which Colorado State University stands; and c) brought great credit to the University through major scholarly, professional, or public service.

**Section 4: Duration of Namings**

There are two different options for the duration of administrative unit/facility/interior and exterior space and fixture namings – perpetuity and term.

## **I. Perpetuity**

- A. Perpetuity is defined by the useful life determination provided by Facilities Services.
- B. The naming of an administrative unit/facility/interior and exterior space or fixture will be retained in perpetuity, unless:
  - 1. a change is necessary to continue the appropriate recognition;
  - 2. a major renovation/addition is funded with significant support from another donor and it is appropriate to alter the name; in which case the original donor will be notified in advance;
  - 3. demolition, replacement, redesignation of purpose, or similar modification to a named facility/administrative unit/interior and exterior space or fixture;
  - 4. the individual for whom the administrative unit, facility, or interior or exterior space or fixture is named falls into disrepute.; or
  - 5. for any other grounds to terminate the naming, as set forth in the agreement with the donor.

## **II. Term**

- A. In appropriate instances, most often involving a corporate benefactor, an administrative unit/facility/interior and exterior space or fixture naming may be granted for a predetermined fixed term.
  - 1. The gift agreement should clearly specify the period of time for which the facility or unit will be named.
  - 2. Term namings are limited to terms of 10, 15, or 25 years. A 5 year option is permissible for naming administrative units.
  - 3. Term namings are based on useful life of the named facility, typically, 50 years. Facilities Services will determine the useful life of the facility.
  - 4. The term naming gift is factored over the specified term to generate at least the 50 percent or greater guideline over the useful life of the facility.
  - 5. The subsequent term values will be determined once the initial term naming is established. The initial term value is determined by dividing the useful life of the facility by the term. The perpetual naming value is then divided by that number.
  - 6. Subsequent term values are determined by the Future Value of Money formula – interest rate multiplied by years since initial naming established multiplied by initial naming cost, plus initial naming cost.
  - 7. These guidelines can be adjusted by the UNC to determine appropriate naming terms.
- B. The naming of an administrative unit/facility/interior and exterior space or fixture will be retained for its predetermined term, unless:
  - 1. a change is necessary to continue the appropriate recognition;
  - 2. a major renovation/addition is funded with significant support from another donor and it is appropriate to alter the name; in which the donor will be notified in advance;
  - 3. demolition, replacement, redesignation of purpose or similar modification to a named facility/administrative unit/interior and exterior space or fixture;
  - 4. the individual for whom the administrative unit, facility or interior and exterior space or fixture is named falls into disrepute.; or
  - 5. for any other grounds to terminate the naming, as set forth in the agreement with the donor.

*Example:*

*Facility with: 50-year useful life  
\$10 million naming value  
10-year terms  
Established 2013*

*Initial 10-year term naming would be \$2 million – 50-year useful life divided by 10-year term = 5 divided into \$10 million = \$2 million.*

*In 2023, a 10-year term naming would be \$2.6 million determined by Future Value of Money formula – Interest rate (3%) x years (10) x Present value (\$2 million) + Present value \$2 million = \$2.6 million.*

*In 2033, a 10-year term would be \$3.2 million (3% x 20 x \$2 million + \$2 million = \$3.2 million)*

*In 2043, a 10-year term would be \$3.8 million*

*In 2053, a 10-year term would be \$4.4 million*

*Total value of term naming would be \$16 million.*

## **Section 5: Naming Process:**

### **Step 1:**

College/unit generates a list of naming opportunities based on criteria set forth in this policy and submits to VPUA. VPUA will keep a master list of all campus naming opportunities – both available and already named.

If the naming gift meets the guidelines/criteria, gift negotiations are allowed to be conducted with individual or organization in parallel with this process. However, to ensure clear communication, the proposing college/unit must inform VPUA of ongoing conversation around naming gift. Likewise, any honorary naming that may not include an associated gift or contribution component must be submitted to the VPUA before any negotiations with the individual.

If the potential naming gift does NOT meet the guidelines/criteria set forth in this document, the naming proposal must be submitted PRIOR to gift negotiations with the individual or organization.

### **Step 2:**

Naming request shall be made in the form of a written proposal. The proposing unit develops the proposal for submittal. The proposal must list the reason for the request, justification of the naming in accordance with the policy and guidelines/criteria, and the amount of any donation or description of service or contribution that would accompany approval of the naming proposal. A submitted proposal triggers a background check to be completed by the DAIS research team. If the naming is an honorary naming or one valued at \$250,000 or higher, the proposal must be presented to the VPUA for review by UNC.

If the naming is less than \$250,000, the proposal is submitted directly to VPUA who will review, recommend, and seek presidential approval directly.

The UNC will also review all individual honorary naming requests that have been approved and submitted by the Physical Development Committee (PDC) for physical spaces or ways and means on campus. These honorary requests for individuals only will then follow the same approval steps as other honorary namings, including a background check and formal proposal presented to the VPUA for review by UNC.

**Step 3:**

In reviewing the naming opportunity, the UNC will assess: (a) the relationship of the individual or organization to the institution; (b) the amount of the donation or value of the contribution; (c) an assessment of the donor's financial situation and the likelihood of fulfilling the pledge, if a donation is given partly as a pledge; (d) character of the donor; (e) potential for additional gifts or contributions from the donor; and (f) possible academic enhancement to the institution as a result of the donation.

**Step 4**

The UNC will make a recommendation for approval to the president. A denial by the president is final. VPUA will notify the appropriate college/unit of the president's recommendation. If the president approves the request, the UNC will submit the formal naming proposal for review by the chancellor, pursuant to CSU System and University policy, and forward to the BOG for consideration.

**Step 5:**

At the next scheduled BOG meeting, the naming proposal will be presented and the BOG will make a decision. If proposal is approved, president and VPUA will sign the Naming Policy Agreement along with other needed documentation (MOU, gift/fund agreement). The VPUA's office will send executed documents to the proposing college/unit.

**Step 6:**

The college/unit will finalize documentation with all parties and work with campus entities to develop appropriate recognition and announcement.

*Revised: November 8, 2016*