

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA **FACILITIES AND PROGRAMS NAMING POLICY**

Amended at Trustee meeting on March 4, 2015

INTRODUCTION

Facilities and programs at Commonwealth University (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 Commonwealth University, and reflects the process through which a naming opportunity is recommended to the Council of Trustees (the “Trustees”) and/or the University President.

Final determination of what facilities or programs will be named rests solely with either the Trustees, or the University President in consultation with the Naming Advisory Committee, depending on the level of naming considered. The Naming Advisory Committee will be comprised of the vice presidents, two Trustees, one APSCUF representative, the CGA President, and the Director of Development. For purposes of this document “*Facilities*” shall be defined to include buildings, 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 University President. No commitment for naming of buildings, colleges or schools may be made prior to Trustee approval of the proposed name. Naming opportunities for other facilities (i.e. naming of rooms) or other programs do not require Trustee approval. In these instances, no commitment for naming any facilities or programs may be made prior to approval of the proposed name by the University President.

The University President, in consultation with the Naming Advisory Committee, shall follow this policy and will ensure that naming opportunities are compatible with the mission and values as stated in the University Strategic Plan. 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 University President has formally approved the proposal.

Naming of a facility or program will only be considered if a 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 or program proportionate to the amount that has been paid within that timeframe.

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.

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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:

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 Strategic Plan. 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 Division, which will ensure that due diligence is undertaken, and that the proper procedures are followed for review. The University Advancement Division 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 will be forwarded to the University President.

Process for Changing or Eliminating Named Facilities or Programs

If a facility or program is eliminated, the University 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 University President or Trustees, depending on the level of naming involved.

De-naming

The University 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.

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 University President, based on recommendations from the University Advancement Division and in consultation with the Naming Advisory Committee. 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 University President.

Naming of Benches, Fountains, Flag Poles and Similar Items

Donors who wish to provide funding to name items such as benches, fountains, 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 Physical Plant 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 who will inform the University President of a potential naming opportunity. The Vice President for University Advancement will submit the recommendation to the University President who will consult with the Naming Advisory Committee, or the Trustees Naming Committee for review 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 Division will be responsible for maintaining a record of named facilities, programs, rooms, grounds and other spaces.

REVISION

This policy precedes all other naming policies and shall not be rescinded or modified except by the action of the Commonwealth University Council of Trustees.