

## **POLICY AND PROCEDURE ON NAMING CALIFORNIA STATE UNIVERSITY COLLEGES, SCHOOLS, AND OTHER ACADEMIC ENTITIES**

### **Policy**

This policy is intended to encourage private support through opportunities to name colleges, schools, programs, centers, and institutes. The Board of Trustees of the California State University retains authority for naming all CSU colleges, schools, programs, centers, and institutes. There are a finite number of these naming opportunities on the campuses. Opportunities to name these programs are for fund-raising purposes only.

Each proposal for naming a CSU college, school, program, center, or institute shall be considered on its own merits. No commitment for naming shall be made prior to Trustee approval of the proposed name.

A name of a CSU college, school, program, center, or institute presented for Trustee approval must meet the following criteria:

1. It shall honor an individual or an organization.
  - 1.1 It is desirable for the CSU to name colleges, schools, programs, centers, and institutes in honor of significant contributors of funds to the university.
  - 1.2 The Board will take into consideration the significance and amount of the proposed current gift and future potential giving with regard to the academic prestige and recognition of the proposed college, school, program, center, or institute.
2. In special circumstances, the Board of Trustees may waive any or all of the above criteria.

### **Procedure**

The following procedure will be observed when submitting a proposal for naming a CSU college, school, program, center, or institute:

1. The request to name a specific college, school, program, center, or institute shall have the approval of the President of the campus. The President shall forward the request to the Vice Chancellor for University Advancement.

Each naming request must:

- 1.1 Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
- 1.2 Demonstrate compliance with Board of Trustees' policy.

- 1.3 Succinctly state reasons for the proposed name.
  - 1.4 Name the constituent group(s) or individual(s) proposing the request. Name constituent group(s) or individual(s) recommending that the campus President approve the request. Confirm that the President has consulted, in a timely manner, with the executive committee of the campus Academic Senate.
  - 1.5 Include complete biographical data about the individual or organization.
  - 1.6 Ensure that all participants involved in this process remember that strict confidentiality is required.
  - 1.7 Identify the “special circumstance” when requesting a waiver of policy, if any.
2. Upon receipt of the naming request, the Vice Chancellor for University Advancement will convene a review panel. The panel shall consist of:
    - 2.1 Executive Vice Chancellor and Chief Academic Officer  
Vice Chancellor for University Advancement  
President of a campus (appointed by the Chancellor)  
President submitting request or his/her designee  
Chair of the Statewide Academic Senate
    - 2.2 After the panel’s review, the Vice Chancellor for University Advancement presents the request to the Chancellor. If the Chancellor approves the request, the University Advancement staff will prepare an agenda item for presentation at the next Board of Trustees’ meeting as follows:
      - 2.2.1 The brief will be prepared for inclusion in the agenda for the Committee on Institutional Advancement.
      - 2.2.2 An agenda item will be prepared for presentation at a meeting of the Committee on Institutional Advancement of the Board of Trustees.
  3. Confidentiality is to be maintained on all requests submitted.

Requests for naming of colleges, schools, and other academic entities should be submitted to:

Richard P. West, Executive Vice Chancellor  
Division of Business and Finance  
The California State University  
401 Golden Shore, Fifth Floor  
Long Beach, California 90802