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Policies

California State University Policy And Procedure On Naming California State University Facilities And Properties

Policy

The Board of Trustees of The California State University retains authority for naming all CSU facilities and properties, i.e., all buildings; major portions of buildings; university or college streets or roads; stadium and baseball fields and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties. The Board delegates to the Chancellor the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The Chancellor is also delegated authority to approve temporary namings for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. The Chancellor may sub-delegate this authority, as he or she deems appropriate.

This policy is intended to encourage private support through opportunities to name campus facilities and proper- ties and only under extraordinary circumstances should facilities and properties be named without a gift.

Each proposal for naming a CSU facility or property 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 facility or property presented for Trustee approval must honor an individual or an organization and must meet the following criteria:

1. When a donor gift is involved:
 - A. It is desirable for the CSU to name facilities and properties in honor of significant contributors of funds to the university.
 - B. The Board will take into consideration the significance and amount of the proposed gift as either or both relate to the realization or completion of a facility or property or the enhancement of a facility or property's usefulness to the university.
 - C. Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting the California State University. The term "substantial gift" in this context

is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility.

- D. A donor gift can provide the funding for that portion of the total cost which would not have been available from any other source (such as federal or state loans or appropriations, student fees, bond issues, etc.).
2. In a rare instance, when no donor gift is involved:
- A. It should honor a person who has achieved unique distinction in higher education and other significant areas of public service, or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to a CSU campus or the system which warrant special recognition, or who has served the CSU in an administrative capacity and who, during administrative service, made extraordinary contributions to a CSU campus or the system which warrant special recognition.
 - B. When a proposal for naming in honor of an individual involves service to the university in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
 - C. No facility or property will be named after seated, elected or appointed officials.
 - D. No more than one facility or property in the system shall be named after anyone individual.
3. 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 facility or property:

1. The request to name a specific facility or property 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:

- A. Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
- B. Demonstrate compliance with Board of Trustees' policy.
- C. Succinctly state reasons for the proposed name.

- D. 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.
 - E. Include complete biographical data about the individual or organization.
 - F. Ensure that all participants involved in this process remember that strict confidentiality is required.
 - G. 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:
 - A. Vice Chancellor for University Advancement
Vice Chancellor for Business Affairs
President of a campus (appointed by the Chancellor)
President submitting request or his/her designee
Chair of the Statewide Academic Senate
 - B. 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:
 - The brief will be prepared for inclusion in the agenda for the Committee on Institutional Advancement.
 - 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 facilities and properties should be submitted to:

University Advancement
The California State University
401 Golden Shore, Suite 625
Long Beach, California 90802
(562) 951-4810

Policy & Procedure Adopted July 8, 1999 by CSU Trustees

**California State University
Policy on Naming California State University Facilities and Properties
Addendum**

Guidelines

As outlined in the policy, "facilities and properties may be named for individuals or for organizations responsible for a 'substantial gift' benefiting the California State University. The term 'substantial gift' in this context is deliberately not

defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility."

The following guidelines are provided to assist campuses with valuing a naming opportunity:

- While each gift may be judged on its own merits, the expectation is that the gift amount will equal a minimum of 10 percent of new capital improvement costs or the appraised value of existing property. Research by the Council for Advancement and Support of Education indicates an industry best practice of 50 percent of the construction costs of new facilities and 30 percent of the replacement cost of an existing facility.
- For new construction projects to receive priority consideration from Capital Planning, Design and Construction, the gift should be designated for capital expenditures relate to the acquisition, design, construction and/or equipment of the project.
- Payment of the gift should be realized in full within five years of the commitment.

Content Contact:
University Advancement
(562) 951-4810
universityadvancement@calstate.edu

Technical Contact:
webmaster@calstate.edu

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