


Approved

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MATTERS FOR ACTION:

Naming Policy

RECOMMENDED ACTION:

MOVED, that the Board of Governors approve the "CSU-Pueblo Policy on

Naming University Properties, and Facilities."

EXPLANATION:

Presented by Ronald L. Applbaum, President of Colorado State University - Pueblo.

At the August 26, 2005 meeting of the Board of Governors (BOG), a CSU System policy was approved on the naming of university properties, academic and non-academic programs and facilities. The new policy document describes the process by which naming within the University System would be reviewed and approved by institutional presidents, the Chancellor and the Board of Governors. However, the new policy document does not specify the process or set of procedures to be used on the universities' campuses.

The attached policy document describes the process and procedures to be used by Colorado State University - Pueblo prior to the President requesting a review by the Chancellor and a recommendation to the Board of Governors for approval of the naming of any property, facility, or structure.

The Naming Policy document will be distributed to all academic and non-academic units. Copies also will be provided to all faculty, academic and senior administrators, department chairs, program or unit directors and the CSU-Pueblo Foundation director and board members.

Consent _____

Action X

Report _____

A. Individuals or organizations that have provided or have caused to be provided a significant contribution toward a facility project— new construction or major facility renovation.

3. Facilities may be named for:

2. Normally, Colorado State University – Pueblo shall name no more than one facility for the same individual or organization. However, more than one facility may be named for a donor who has or will provide substantial financial support to the University.

1. Under appropriate circumstances, a property, facility or structure may be named for an individual or an organization.

Application of Naming

The word "facilities" applies to buildings, rooms, streets, courts, athletic fields, and other major structures of the University. A "donor" may be either an individual, group of individuals (e.g., family), or organization. The word "organization" applies to corporations, foundations, or associations.

Definition of Terms

The approval of "naming" is vested with the Board of Governors and policy administration is delegated the Chancellor of the Colorado State University System. The President of Colorado State University – Pueblo may request Board approval for the naming of institutional properties, facilities, and major structures.

Statement of Policy

On August 26, 2005, the Colorado State University System approved a system policy for the approval of named buildings, colleges, departments, facilities, programs, and other major structures. The CSU System policy document does not address the procedures and/or process for a specific institution to follow in recommending a "naming" to the Chancellor and approval by the Board of Governors.

Background

Policy on Naming Colorado State University – Pueblo Properties, Structures and Facilities.

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1. A naming request shall be made to the Committee on Facility Naming in care of the Vice President of Finance and Administration, Colorado State University – Pueblo, 2200 Bonforte Blvd., Pueblo, CO 81001.
2. Each naming request shall be made in the form of a written proposal. The proposal must list the reason for the request, justification of the naming in accordance with the guidelines, and the amount of any donation which would accompany approval of the naming proposal.
3. The recommendation of the Committee for approval or disapproval of the request shall be forwarded in writing to the Vice President through the Vice President for Finance and Administration. The Vice President for Finance and Administration and Executive Director of the CSU-Pueblo Foundation shall also forward their recommendations regarding the naming proposal to the President. In naming a facility, the recommendation of the college, school, department or division that is expected to occupy the facility shall receive consideration.

Procedures

4. It is assumed that the naming of a facility will be retained for the useful life of the facility, unless: (a) a change is necessary to continue the appropriate recognition; (b) a major renovation/addition is funded with significant support from another donor and it is appropriate to alter the name; or (c) the Board of Governors takes action to change the name in order to meet the best interests of Colorado State University – Pueblo.
- B. Retired or deceased faculty or staff members who have provided distinctive service to the University.
 - C. Graduates, former students, or individuals who have provided distinctive service to the University.
 - D. 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.

1. The name of the facility may be that of an individual or organization earning outstanding distinction in the area or areas related to the usage of the facility at Colorado State University - Pueblo.
2. University facilities may be named for individuals or organizations which reflect contributions consistent with the nature and mission of the Colorado State University - Pueblo.
3. Naming opportunities may be based on exceptional and distinctive contributions or service to the Colorado State University - Pueblo.
4. Naming may be used to recognize philanthropic interests deemed to be appropriate and desirable as a tribute to an individual(s) or organization making acquisition of the facility possible.
5. Naming may be made to reflect the individual(s) or organization's role in furthering the development of the Colorado State University - Pueblo.
6. Attention shall be given to both the long-term and short-term appropriateness of the naming at Colorado State University - Pueblo.

Naming Guidelines

- A. analysis of the proposal in relation to the naming policy and guidelines;
- B. financial review of the gift;
- C. securitization of the gift or pledge, and
- D. review by the Office of General Counsel.

4. The President will either approve or deny the recommendation. If the President approves, he/she shall submit the formal naming proposal for review by the Chancellor, who shall review and make a recommendation to the Board for its consideration. Such recommendation shall include the following documentation:

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Naming Exceptions

1. Athletic sponsorships such as billboards or advertising signage at a particular athletic event or facility do not fall under the naming policy. The approval of naming for minor properties at a facility, e.g., the placing a name plate on a seat at the basketball arena, as recognition of a donation to the athletic program chair program, shall be delegated to the University President.

2. A donor will not be given authority to control curricular or administrative matters related to the naming or use of university properties.

Naming Recognition

A plaque citing the distinctive service and/or exemplary financial support of the individual or organization shall be affixed on or near the facility.

Approval Date: March 3, 2006

Approved



MATTERS FOR ACTION:

Policy on Naming University Properties, Academic and Non-Academic Programs,
and Facilities

RECOMMENDATION:

MOVED, that the Board of Governors approve the "Policy on Naming University Properties, Academic and Non-Academic Programs, and Facilities in substantially the form attached hereto.

EXPLANATION:

Presented by Larry E. Penley, Chancellor of the Colorado State University System

It is imperative that the policies set forth by the institutions clearly depict the intentions of the CSU System and govern the actions that are taken by all faculty and staff. The Colorado State University System and the Board of Governors do not have guidelines in place governing the naming of university facilities or programs. The policy attached below describes the process in which naming opportunities within the University System should be reviewed and approved by institutional presidents, the Chancellor and the Board of Governors.

Consent Item _____

Action Item X

Report Item _____

Policy on Naming University Properties, Academic and Non-Academic Programs, and Facilities

Background

The Colorado State University System does not have a formal naming policy for the approval of named buildings, colleges, departments, facilities and other major structures. With an increase in fundraising activities, and the opportunities it affords, it is imperative that a formal policy be adopted by the Board of Governors, the Chancellor, and Presidents of Colorado State University.

Below please find the recommended policy which will govern any naming decision.

Statement of Policy

Approval of the naming of University properties, academic and non-academic programs, and facilities for the Colorado State University System is vested with the Board of Governors. The administration of this policy is delegated to the Chancellor of the Colorado State University System.

Policy on Naming

The President of Colorado State University or Colorado State University - Pueblo may request Board approval for a naming of institutional properties, academic and non-academic programs, facilities and structures in honor of persons or entities that have made important contributions to enable the teaching, research and public service mission of the University. All naming in recognition of an honoree must be consistent with the University's policies governing such recognition and consistent with the University's role as a public trust. Accordingly, all such proposals shall be submitted to and reviewed by the Chancellor of Colorado State University System, who will make a recommendation to the Board of Governors for its consideration.

Exclusions

Any exception to this policy will require the consideration and approval of the Chancellor and the Board of Governors.

Procedures

Each proposal shall be made in writing, pursuant to University policy, and in accordance with these guidelines:

I. Commitments regarding naming shall be made to a donor or a non-donor honoree with the explicit understanding that the related proposal for naming is subject to the recommendation of the Chancellor and the approval of the CSU System Board of Governors.

II. Each proposal for naming shall be considered on its merits and not because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.

III. A proposal for naming shall include documentation of the following:

a. A thorough analysis of the proposal in relation to naming policy and guidelines;
b. A financial review of the gift;

c. Review by General Counsel of the University

IV. When a facility or area is named in recognition of a donor or a non-donor honoree, that name will be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming.

V. In any proposal for naming an academic or non-academic program in recognition of a donor or non-donor honoree, consideration should be given to ensure that the gift merits the naming, as it will be in effect for the life of the program.