

17.0 POLICIES AND PROCEDURES FOR NAMING PHYSICAL FACILITIES AND ACADEMIC PROGRAMS AND FOR PLACING DONOR-RELATED PLAQUES

17.1 Introduction

As the need for private donations to the university continues to increase, there is an opportunity for Cal Poly Pomona to facilitate gifts by naming university structures and programs in honor of significant financial contributors to the university. However there are many criteria and factors, including historical contribution, to consider prior to naming Cal Poly Pomona buildings. The naming of all facilities and academic programs at Cal Poly Pomona must be consistent with the CSU Trustees and Chancellor's Office Policy shown in APPENDIX 17.

17.2 The Facilities Naming Review Process

A. The Facilities Naming Review Committee, chaired by the Vice President, University Advancement and including a representative from the Office of Capital Planning, is responsible for reviewing all names proposed for campus buildings (existing and planned), any portion thereof, outdoor facilities and colleges, schools and programs. Sample naming opportunities are shown in APPENDIX 17.

B. The academic deans and the chair of the Academic Senate should also be consulted regarding naming buildings and academic programs. This consultation should take place as early as possible.

C. The completed review will be forwarded to the president who has been delegated authority for final campus approval by the CSU Board of Trustees.

17.3 Gift Negotiations

A. Naming opportunities most frequently arise in connection with new construction projects or renovations of existing facilities. When buildings or facilities have the potential to attract gifts, the appropriate development officer should consult with the Vice President, University Advancement about possible naming gift levels. A plan for specific naming opportunities and appropriate gift levels will be worked out between the dean/director, the relevant development officer and the Vice President, University Advancement, in consultation with other university administrators prior to the start of any building campaign. (See APPENDIX 17 for considerations in developing gift levels.)

B. In establishing and approving gift ranges, the Vice President, University Advancement and other university administrators will try to maintain consistency in gift levels required for naming while at the same time being aware that different constituencies have different giving capacities and that projects vary in regard to visibility and perceived prestige.

C. The Vice President, University Advancement will call a meeting of the Facilities Naming Review Committee for pre-approval of gift ranges in order to facilitate discussions with prospective donors.

D. In discussing the gift and gift recognition with the donor, the development officer should tell him or her that the next step is the approval of the naming committee and the President.

E. All artist's renderings, construction models or other plans should be identified as conceptual and not a literal depiction of what the facility will ultimately be. In negotiating with donors, deans/directors and development officers should ensure that donors understand that even when a space will be named for them, they do not control the details of construction, furnishing, etc

F. Upon verbal agreement of the gift with the donor, the development officer will submit the name with appropriate justification to the Vice President, University Advancement. He or she will meet with the naming committee and forward their recommendation to the President

G. Upon approval of the name by the President, the donor and relevant administrators must complete a gift contract that has been previously reviewed by legal counsel. (For sample gift contracts, contact the Associate Vice President, University Development) Considerations that should be taken into account in the contract include:

1. The life expectancy of the building, equipment, rooms, etc.,
2. Possible name change of the corporate donor;
3. Possible name change of marital donors in the case of divorce or separation;
4. Termination of named program because it no longer meets the needs of the university.

H. Public recognition of the gift will proceed through established channels.

17.4 Transfer of Names

The function of structures on any university campus is fluid, depending on many factors. If the named structure has reached its life expectancy, as defined in the terms of the gift naming contract, the name will generally not be transferred. At the time of replacement, the original donor will have first right of refusal to provide a new gift to continue the naming opportunity. When the structure has been named for an endowed gift, the preferences of the donor, the donor corporation or its successor or the donor family will be solicited.

17.5 Name Withdrawal

Any legal impropriety on the part of the donor will make the gift and name subject to reconsideration by the university.

17.6 Signage

In approving the plan for naming of a facility, the Facilities Naming Review Committee in conjunction with the department of Capital Planning will also ensure that the campus-wide standards for signage leading to that named facility is met.

17.7 Placement of donor-related plaques

A. The Facilities Naming Review Committee, in conjunction with the department of Capital Planning, is responsible for reviewing and approving all donor-related plaque projects.

B. The purpose of the review is to ensure that certain campus-wide standards for recognition and graphics are met. The review applies whether the project entails a single plaque related to the naming of a room or space, a donor wall or other display permanently listing contributors to a university program or any other type of permanent recognition. The standards will apply to both interior and exterior plaques.

C. The appropriate college/school-based development officer, in cooperation with his/her Dean, should submit a plan for the plaque or plaque system for donor recognition, to the Facilities Naming Review Committee in advance of gift negotiation. This plan should include:

1. Reason for plaque
2. Statement of permanency
3. Number of honorees and giving levels
4. Wording
5. Time line of installation and events honoring donor
6. Site of installation of plaque
7. Funding for installation and maintenance of plaque

C. Once the plan is approved and the gift has been received, the development officer may proceed.