



Naming Opportunities and Gift Recognition Policy

February 2006

A. **Purpose**

This Policy is set forth for the purpose of providing guidance to the administration, staff, volunteers and donors of St. Norbert College in arranging for gift naming opportunities and the recognition of major gifts to the College. This Policy is intended as a supplement to the *Gift Acceptance and Disposition Policy*, adopted by the College's Board of Trustees in October 2004.

B. **Policy**

By making a significant gift to St. Norbert College, donors may be offered the opportunity to select the name of a program, facility, professorship, academic unit, scholarship or other purpose. Naming gifts may be offered in honor or memory of the donor or, with the endorsement of St. the College, another individual or entity of the donor's choosing.

1. **Minimum Gifts**

The minimum gift requirement for a naming gift opportunity at St. Norbert College will be \$25,000, except as specified in this Policy at subsections F1-3, G1 and H2. Upon a recommendation from the Vice President for College Advancement, the President of the College may notify the Board of Trustees of an increase in the minimum level for naming gift opportunities at any time after June 1, 2011.

2. **Acceptable Gifts**

Naming gifts may be made using cash, marketable securities, real estate, in-kind property or certain deferred gift arrangements as specified in St. Norbert College's *Gift Acceptance and Disposition Policy*.

3. **Criteria for Acceptance**

The College will judge the acceptability of potential naming gifts based upon one or more of the following criteria: the naming gift's usefulness and inspirational value to the student body; its physical or aesthetic enhancement of the campus; its contributions to the heritage and reputation of St. Norbert College; or to recognize the accomplishments of the College's students, alumni or other friends.

4. **Tax Deductibility**

Gifts that are accorded naming opportunities and that further College's mission are deductible in accordance with the Internal Revenue Code and IRS guidelines.

5. **Costs of Implementation**

Costs associated with creating donor recognition systems or plaques may be paid from either a portion of the naming donor's gift or with internal budgeted resources.

C. **Gift Agreements**

Each capital or endowment gift that occasions a naming opportunity must be accompanied by a written gift agreement that has been approved and signed by the donor or the donor's designated representative. Such agreements must also be signed by the College's chief advancement officer and chief financial officer. Each gift agreement will specify the purpose of the gift and any restrictions as to distributions from the gifted funds. If the naming gift entails a multi-year pledge payment, the schedule for such payments must also be detailed.

Comment [JM1]: This breaks out of the parallel form of other list items.

Comment [JM2]: Consistency of titles with Gift Acceptance policy?

D. Timeframe for Pledged Gifts

Naming gift opportunities at St. Norbert College may be secured by confirmation of a documented, multi-year pledge. Naming of the selected purpose will not be confirmed until the pledge is fulfilled, unless an exception is granted by the President (with advance notice provided to the chief advancement officer and the Board of Trustees). In the event a donor's pledge is not fulfilled, the naming opportunity will be forfeited.

Pledges for named endowment gifts must be completed within five years from the initial pledge date. For endowment pledges that do not reach the minimum funding level within the stated five-year period, the donor or their representative will be consulted to determine the most appropriate course of action, which may include a pledge extension or the transfer of the donated funds to the College's General Endowment Fund.

E. Named Gift Approval Process

1. The St. Norbert College Board of Trustees retains final approval for all naming opportunities at the College. However, to expedite the approval process the Board of Trustees herein authorizes the President and the chief advancement officer to jointly make decisions regarding gift agreements and naming designations for gifts of less than \$1,000,000 and to inform members of the College community affected by such gifts. The President will report such actions to the Board at least once per fiscal year.
2. The President may also delegate the coordination of gift agreements and naming designations for any gifts of less than \$250,000 to the chief advancement officer. All gift agreements involving naming opportunities must be approved and co-signed by the chief financial officer
3. For gifts of \$1,000,000 or more, the President will make recommendations to the Board of Trustees with regard to any offer to name a program, scholarship, physical structure, facility or other purpose at St. Norbert College.

F. Naming of Buildings and Interior Spaces

1. New Construction

Naming rights for new facilities require that at least fifty-one percent (51%) of the facility's total construction costs are committed and secured by the naming donor. The Board of Trustees may make an exception to this minimum if recommended by the President and the chief advancement officer.

2. Renovations

Naming rights for a building requiring major renovations shall be subject to the same policy of fifty-one percent (51%) that applies to new construction. Existing buildings named to recognize an earlier donor; named for religious, cultural, or historical purposes; or to recognize the special contributions of a person important to the history and development of St. Norbert College or the Norbertine Order will not be subject to renaming or name hyphenation.

Comment [JM3]: How would this apply to, for example, a renovation and **re-purposing** of Todd Wehr? The donor may have supported the original purposed but not the newly re-purposed facility.

3. **Renaming Existing Buildings**

Existing buildings that are currently named but do not recognize a particular benefactor and are not subject to earlier restrictions may be subject to renaming by action of the Board of Trustees. Buildings in this category shall be subject to the same fifty-one percent (51%) policy that applies to new construction. The Board of Trustees may make exceptions to this policy upon a recommendation of the President and the chief advancement officer.

4. **Interior Spaces**

Unnamed internal spaces within existing buildings that are named to recognize a donor; for religious, cultural, or historical purposes; or to recognize the special contributions of a particular person important in the history and development of St. Norbert College or the Norbertine Order are eligible as naming opportunities occasioned by a significant gift to the College.

G. **Naming Rights for Endowment Projects**

Donors of significant gifts may be offered the opportunity to provide a name for a variety of endowed funds at the College, including:

1. **Endowed Faculty Positions**

An endowed faculty position may be established with the completion of an endowment agreement endorsed by the donor(s) and the President and the chief academic, financial and advancement officers of the College. The agreement should include the purpose of the proposed faculty position, a general description of the faculty member's activities, the administration of the endowment, and expectations for stewardship and accountability. In the event the donor is endowing a new academic program, an approval process led by the chief academic officer must occur prior to final acceptance of the gift.

Earnings from endowed faculty positions may fully or partially fund the occupant's salary and may also be used to provide related program funding, professional development, continuing education, release time for research and writing, and other needs. The required corpus for an endowed faculty position will be discussed with the donor at the onset of gift negotiations and may be adjusted based upon the objectives of the College and the donor. The minimum commitment for a named faculty chair is \$2,000,000, unless an exception is made by the Board of Trustees.

2. **Norbertine Mission and Heritage Endowment**

The Mission and Heritage Endowment exists to sustain and strengthen the College's Norbertine mission and heritage and to emphasize the Catholic identity and Norbertine character of the College through several initiatives. These include endowing a position that will coordinate all Norbertine Legacy activities, as well as strengthening library holdings to include Catholic Studies, Norbertine historical documents, and publications from other Norbertine Abbeys.

St. Norbert College's Vice President for Mission and Heritage, in consultation with other appropriate officials, will conduct the process for spending allocation.

3. **Endowed Student Scholarships**

Scholarships may be awarded based on academic merit, diversity and/or financial need. While specific criteria for eligibility for scholarships may be established, flexibility contained in the gift agreement will allow the College to be most successful in recruiting

students with the greatest potential. Donors are encouraged to place scholarship gifts in one of several existing endowed scholarship programs or to create new permanent scholarships according to the minimum gift requirements outlined above.

St. Norbert College's chief financial aid officer, in consultation with other appropriate officials, will conduct the process for selecting scholarship recipients. Donors may request that a particular College member be involved in the selection process; however, in no cases may the donor participate in that process.

4. **Endowed Program Funds**

Endowed program funds will be referred to by the name established by the donor, in support of academic programs, co-curricular or extra-curricular programs, classroom or technology enhancements, research, faculty development, or faculty and staff awards. The amount required to name a specific endowed program will be determined by the divisional vice president, in consultation with the President and chief financial officer, and the amount will be based upon the scope and actual cost of the program in question. The resulting endowment agreement will be signed by the appropriate divisional vice president, as well as the chief financial officer and chief advancement officer.

H. **Tributes and Memorials**

Alumni, students, employees or other friends—including those who have died—may be honored at St. Norbert College in a variety of ways. While the College's preference is that campus tributes (including memorials) be added to one of its existing endowment funds or placed in a short-term spendable fund, the College also welcomes new tributes that conform to the requirements of this Policy.

1. **Endowment Tributes**

Examples of existing endowment opportunities to memorialize a relative or friend include:

- The College's General Endowment Fund
- The Norbertine Mission and Heritage Endowment
- An existing named scholarship fund
- An existing named programmatic endowment
- An existing named endowed faculty position

There is no minimum contribution required for tributes or memorial gifts designated for an existing endowment at the College. Donors should consult with a member of the College Advancement staff when considering gifts to existing endowments so that the focus of the donor's contribution is consistent with the objective of the intended tribute.

2. **Physical Tributes**

On occasion, the College will agree to a permanent physical tribute or memorial, such as a bench, garden, or tree. A minimum gift is required whenever the donor seeks a permanent physical tribute, and that gift must underwrite the cost of the tribute plus its ongoing maintenance. Examples of permanent physical tributes and memorials:

- A park bench \$ 5,000
- A flower garden \$ 10,000

- A tree \$ 1,500
- A capital improvement Price based upon square-foot cost

The cost of recognition plaques that accompany permanent physical tributes will be included in the minimum costs for the campus tributes. (Note: The College prefers not to place plaques on or near trees due to challenges with maintenance and vandalism.) The chief advancement officer, in consultation with the chief financial officer, may increase the minimum costs of campus tributes at any time according to the demands of rising costs.

Once a campus tribute is established, the College will remain committed to normal maintenance of the tribute, but it will not replace the tribute if it is lost through natural aging and deterioration unless the donors have created an endowed fund for the tribute.

3. ***One-Time Scholarship in Memory of a Deceased Student***

Upon the death of a currently enrolled St. Norbert College student, the College will honor the memory of the deceased student by awarding a one-time, \$1,000 scholarship using College funds. The scholarship will be awarded to an undergraduate student with a demonstrated financial need who is majoring in the same subject as the deceased student. Any memorial gifts received on behalf of the deceased student will be applied toward the College's general scholarship fund to offset the \$1,000 award. If gifts are received in excess of \$1,000, the College may award additional need-based scholarship aid in the name of the deceased student. The College will provide the family of the deceased student with an accounting of any memorial funds received, as well as the identity of the student who received the memorial scholarship award. The College may increase the amount of the memorial scholarship from time to time as it sees fit.

I. ***Recognition***

All tributes and memorial gifts will be listed in the College's annual donor honor roll for the year(s) in which the gifts are given. A listing and a map of all physical tributes on the campus will be made available to the public in the President's and College Advancement offices.

J. ***Naming Rights for Graduating Class Gifts***

Graduating classes of St. Norbert College are welcome to make a collective gift to the College to commemorate the completion of their student years. The creation of new endowment funds and permanent physical tributes will be subject to the standards and minimums contained in this Policy. Class recognition will be negotiated at the time of each class's contribution.

K. ***Special Naming and Memorial Opportunities***

From time to time, it may be appropriate to create a naming opportunity at St. Norbert College for an individual or organization that has not reached the minimum gift requirements outlined in this policy. In such instances, the chief advancement officer or other member of the College community may make a recommendation to the President to name a facility, structure, award or areas in honor or memory of individuals who have distinguished themselves through service to the College. The President may make the final decision on all such recommendations, unless the purpose to be named would have otherwise required a monetary contribution of \$1,000,000 or more.

L. **Naming Opportunities for In-Kind Gifts**

The chief advancement officer will administer the acceptance of any non-cash gifts to the College, such as real property and gifts of tangible personal property, including but not limited to works of art, manuscripts, literary works, boats, motor vehicles and computer hardware. In keeping with the College's Gift Acceptance and Disposition Policy, the chief advancement officer must determine if such gifts have a related interest to the academic mission of the College prior to the transfer of ownership. In cases where the gift is designated for a specific department, the chief advancement officer will coordinate the gift acceptance process with the appropriate divisional vice president.

In keeping with the minimum gift requirements established in this Policy, the chief advancement officer may recommend a naming opportunity be established for the donor. Naming opportunities and recognition for the acceptance of gifts of art or artifacts will be made available based upon the appraised value of the in-kind gift and consistent with the minimum amounts established in elsewhere in this Policy.

For gifts of art and artifacts, the College will not guarantee that such items will displayed publicly, either permanently or for shorter periods of time.

M. **Effective Date**

This Policy will become effective upon its adoption by the St. Norbert College Board of Trustees.