

WEST VIRGINIA STATE UNIVERSITY BOARD OF GOVERNORS
West Virginia State University

BOG Policy #13

WVSU Naming or Renaming of Facilities, Programs and Funds

Section 1. General.

- 1.1. Scope: This policy establishes the criteria and procedures for the naming of West Virginia State University Facilities, Programs and Funds in recognition of an individual or organization.
- 1.2. Authority : W. Va. Code § 18B-1-6.
- 1.3. Application : This policy shall apply to all actions regarding the naming of facilities by the West Virginia State University Board of Governors, its Committees and any other entity to which such authority may be delegated by the Board of Governors.
- 1.4. Effective Date: February 4, 2021.
- 1.5. This policy replaces current BOG Policy No. 13 which was Effective on October 5, 2005.

Section 2. Definitions.

- 2.1. Facilities - Buildings, rooms, interior spaces, exterior spaces (gardens, courts, plazas, memorials, roads, markers, streets, athletic fields, open spaces, land, etc.), and all other tangible and relatively permanent features owned, operated or controlled by West Virginia State University.
- 2.2. Funds - Endowed and restricted funds established to support students, faculty/staff, programs, and facilities associated with West Virginia State University.
- 2.3. Program - Colleges, departments, institutes, centers, and other units associated with West Virginia State University's functions.

Section 3. Review.

- 3.1. This policy shall be reviewed periodically by the Office of University Advancement or designee. All recommended changes to this policy require approval by the President and Board of Governors.

Section 4. Responsibilities for Naming Facilities and Programs.

- 4.1 Board of Governors. – The act of naming Facilities and Programs shall be that of the Board of Governors, acting after receiving the recommendation of the President. Donors,

honorees or benefactors shall be informed at the outset of the naming process and throughout the naming discussions that final naming approval for all University Facilities and Programs rests with the Board of Governors.

4.2. President. – Subject to the responsibilities of the Board of Governors, the President shall have responsibility and authority with respect to, and is an essential participant in, all Facility and Program naming actions.

4.2.a. No Facility or Program may be named without the early knowledge and prior approval of the President. The President shall endeavor to determine that the proposed action is consistent with the interests of the University, to assure that the amount of any gift warrants the action proposed, and to maintain equity in the relationship of gifts for similar naming actions.

4.2.b. The President may recommend exceptions to this policy, subject to the approval of the Board of Governors, and after consultation with University leadership when appropriate.

4.3. Campus Facilities Committee. – The Campus Facilities Committee shall review donor-funded naming proposals requesting the naming of Facilities and/or Programs in honor of donors or benefactors who have made substantial contributions to the University in accordance with pre-approved and recommended gift minimums and within the University's guidelines for naming Facilities and Programs and make recommendations to the President.

4.3.a. In the rare event of an honorary naming of a Facility or Program, the Campus Facilities Committee shall review proposals in recognition of individuals or organizations who have had a lasting impact on West Virginia State University or attained achievement of extraordinary and lasting distinction, and shall make recommendations to the President.

4.3.b. The Campus Facilities Committee shall manage the approval of all signage associated with the naming of Facilities and/or programs.

4.3.c. The Campus Facilities Committee shall meet as required to efficiently perform its duties either in person or remotely. The chair shall call meetings. A simple majority of the membership of the committee shall constitute a quorum. No proxy shall be recognized in any meeting of the committee.

4.4. University Advancement. – The Office of University Advancement shall coordinate all namings of Facilities and Programs.

Section 5. Criteria for Naming Facilities and Programs.

5.1. For all namings, the donor, honoree, or benefactor must exhibit an image and demonstrate integrity consistent with the values and mission of the University. In recommending the conferral of a naming honor on individuals or organizations, the

Campus Facilities Committee shall evaluate the whole legacy of those individuals or organizations. In the case of historical persons or entities, it is constructive to view the proposed naming by contemporary standards to ensure that the naming is appropriate.

5.2. Honorary Namings. – Honorary namings are to recognize individuals who have had a lasting impact on West Virginia State University or attained achievements of extraordinary and lasting distinction.

5.2.a. The namings of Facilities and Programs are normally reserved for philanthropic gifts to the University. The naming of a Facility or a Program that honors a person in the absence of a gift shall remain a rare method of recognizing individuals.

5.2.b. Honorary namings of Facilities will not be bestowed on members of the University faculty or staff, members of the Board of Governors, the Governor, elected officials, or state employees concerned with the functions, oversight or control of the University, so long as the relationship exists.

5.3 Donor-Funded Naming Opportunities. – Donor-funded naming opportunities are to recognize donors who have made substantial financial contributions to the University. The term “donors” includes individuals, corporations, and other organizations.

5.4. Corporate or Organization Naming. – A University Program shall not be named after a corporation or other organization unless approved as an exception by the President or the President’s designee.

5.4.a. Only in rare, exceptional situations should an entire Facility be named for a corporation or organization. Such gifts shall represent a “transformative contribution,” and an exception shall be made by the President or designee.

5.4.b. Naming a Facility after a corporation or other organization shall be term-limited up to twenty years unless approved as an exception by the President or designee.

5.4.c. In the instance where a Facility, is named after a corporation or other organization, the University shall exercise due diligence to avoid any appearance of undue influence or conflict of interest.

Section 6. Agreement for Naming Facilities and Programs.

6.1. A Facility or Program naming agreement is required for all donor-funded naming opportunities. The agreement shall be approved by the Board of Governors and contain the terms and conditions agreed to by the University and the donor. Electronic signatures are acceptable.

Section 7. Naming Facilities.

- 7.1. Naming opportunities may include (1) new Facilities that are to be constructed or acquired, (2) existing Facilities that are undergoing major or minor renovations, or (3) existing Facilities that are not undergoing renovations.
- 7.2. Selection of Facility names should take into account the University's Physical Master Plan and all new major capital projects that are dependent upon private funding.
- 7.3. Colleges or departments pursuing donor-funded naming opportunities for capital projects with required fundraising goals must submit fundraising plans to the Office of University Advancement or designee for approval by the Vice President for University Advancement and Vice President for Finance and Administration.
- 7.4. For a donor or benefactor to name a building, the recommended gift minimum shall be a substantial and significant amount that will enhance the University's mission and shall be determined accordance with the naming rights assessment assigned to the building by the Campus Facilities Committee.
- 7.5. All recommended gift minimums shall be predetermined by the University prior to the donor's commitment to name the Facility.
- 7.6. The allocation of funds for donor-funded Facility naming opportunities shall be predetermined before the donor makes a commitment and shall be pre-approved by the University. The funds shall be established in a pooled, endowed or restricted fund unless the donor's contribution meets both the endowment minimum and the recommended gift minimum to name the Facility. In addition, the donor's intent must align with the pre-approved allocation of funds purpose. The donor cannot have a named fund if the fund purpose is directed to a capital project.
- 7.7. Facilities shall not be named through a grant, sponsored research, or sponsorship without prior approval from University Advancement and is subject to approval by the President and Board of Governors.

Section 8. Naming Programs.

- 8.1. For Programs, the recommended gift minimum shall be a substantial and significant amount that will enhance the University's mission.
- 8.2. A gift for naming a Program ordinarily should be determined by the size, operating budget, national ranking, and visibility of the Program, as well as naming amounts of peer programs in the discipline or on the University campus when available.
- 8.3. Programs shall not be named through a grant, sponsored research, or sponsorship without prior approval from University Advancement and are subject to approval by the President and Board of Governors.

Section 9. Status of Contribution at the Time of Naming Facilities and Programs.

- 9.1. When a Facility or Program is to be named in consideration of a financial contribution, the gift shall have been received by the University or affiliated foundation, or its future receipt shall be assured through the appropriate signed agreement before a naming action shall be taken, as follows:
 - 9.1.a. Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of Facilities and Programs when a signed pledge payment agreement for the total is in hand. Pledges for beyond five years must be approved by the Vice President for University Advancement or designee.
 - 9.1.b. If the pledged gift is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.
- 9.2. Irrevocable planned gifts may generate current naming of Facilities and Programs if current cash flow considerations are not an issue for the requesting Facility or Program. Irrevocable planned gifts will be credited at their face value, with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.
- 9.3. Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under certain circumstances and must be approved by the Vice President for University Advancement or designee. Each combination request must be explained fully to the Campus Facilities Committee and a case made for the appropriateness of the naming given the specifics of a particular gift. Particular emphasis will be given to the cash flow requirements of the requesting Facility or Program, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.

Section 10. Duration and Modification of Namings for Facilities and Programs.

- 10.1. The duration of a donor's, honoree's, or benefactor's name on any Facility or Program ordinarily continues for as long as the Facility or Program is used for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named Facility or Program, the University may deem that the naming period has concluded.
 - 10.1.a. At the discretion of University Advancement, the appropriate University representative may be directed to make all reasonable efforts to inform in advance the original donors, honorees, benefactors, or their surviving family members when the naming period is deemed to have concluded.

10.1.b. The duration of a donor wall is contingent upon the life cycle of the Facility or Program, and once the life cycle has ended, the donor wall can be removed with approval from University Advancement.

10.2. Renaming. – When the donor's, honoree's or benefactor's naming period has concluded, the Facility or Program may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the naming agreement.

10.3. Term Naming. – In appropriate instances, most often involving a corporate donor, naming may be granted for a predetermined, fixed term. At the end of the term, the name of the Facility or Program shall expire, but may be renewed with the same or a new name. The Facility naming agreement shall specify the period of time for which the Facility or Program will be named.

10.4. Donor, Honoree, or Benefactor Name Changes. – If a donor, honoree or benefactor requests a change to the name of a Facility or Program (e.g., due to divorce or corporate merger), the University will consider the request.

10.5. Removal of Naming Approval or Conferral. – The University reserves the right, on reasonable grounds, to remove and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the donor or benefactor. The Board of Governors must approve all removals prior to their occurrence. Reasonable grounds to remove and terminate a naming include, but are not limited to, the following:

(a) If the donor's, honoree's, or benefactor's reputation, actions, or behavior do not align with the University mission and values. Removal of the naming shall only occur after review in accordance with regulations promulgated by the President.

(b) If the donor or benefactor fails to maintain payments on a pledge upon which the naming was bestowed. In such an instance, the naming may be removed after a pro rata period of time that reflects the number of pledge payments made, given the estimated useful life of the building or the term of years covered by the Facility Naming Agreement, as applicable.

(c) If a planned gift upon which the naming was bestowed does not result in the value agreed upon.

(d) If a Facility has been named without proper approval, after due diligence has occurred to ensure the naming was not properly approved.

(e) This policy supersedes any previous gift agreement in the event that the donor's financial obligation has not been fulfilled or the naming was not properly approved.

(f) A name may be removed from a facility or unit if the commitment is unfulfilled by the donor at the completion of the agreed payment period. The removal of a name requires the approval of the WVSU BOG. This provision must be included in all naming agreements. The donor or his/her designee shall be informed of the change in writing, notice of which shall be mailed by certified mail to the person or designee identified in the naming agreement 60 days prior to the removal of the name from the facility or unit.

Section 11. Named Funds.

- 11.1. Endowments and named Funds shall be established by University Advancement and do not require review or approval by the Board of Governors.
- 11.2. The minimum gift amount to establish a named endowed Fund is \$25,000. The Vice President for University Advancement may grant exceptions to this minimum gift amount on occasion upon their discretion.
- 11.3. The minimum gift amount to establish a named current-use Fund is \$10,000. The Vice President for University Advancement may grant exceptions to this minimum gift amount on occasion upon their discretion.
- 11.4. Endowment levels above the minimum for named endowed Funds shall be established by the Vice President for University Advancement in consultation with the President and the leader of the Program that would benefit from the endowment. Levels should align with the costs associated with supporting that Program.
- 11.5. A fund naming agreement is required for all named Funds. The agreement shall contain the terms and conditions agreed to by the University and the donor. Electronic signatures are acceptable.

Section 12. Financial Contributions.

- 12.1. Financial contributions resulting in the naming of a Facility, Program, or Fund may be made to an affiliated foundation but, if the University is constructing or renovating a Facility, then funds will be transferred to the University.

Section 13. Responsibilities for Costs.

- 13.1. In the event that outside legal counsel is necessary, all legal costs related to donor-funded naming opportunities and endowed Funds are the responsibility of the college/program supported by the gift.
- 13.2. All costs of donor, honoree, or benefactor signage or recognition are the responsibility of the college/program supported by the gift.

13.3. If the donor, honoree, or benefactor requests a sign or recognition to be changed, all replacement signage and other related costs shall be at the donor's expense.

Section 14. Naming Recognition.

14.1. Naming signage shall not be purchased or placed until approved by the Board of Governors.

14.1.a. Naming signage shall conform to all University signage guidelines and shall not be installed until approved by the Campus Facilities Committee and University Advancement.

14.1.b. Naming signage standards shall conform to all University branding standards. Signage reflecting a corporate or organizational naming of a Facility may not include the donor's logo or other components of branding. This policy applies only to donor-funded namings and does not apply to leased spaces, or other contractual business relationships.

14.2. No publicity of the naming shall be released to the public until it has been approved by the Board of Governors.

14.3. All gift minimums for donor recognition, which includes public displays, signs, donor walls and mounted objects that recognize a donor, shall be predetermined by University Advancement.

14.4. All mounted naming signage that has not been properly approved is subject to removal.

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