

NAMING POLICY FOR THE FLORIDA STATE UNIVERSITY

As Proposed to the Florida State University Board of Trustees, 9-9-2011

Effective Date: 09/09/2011

The following requirements apply to all Florida State University campuses, all satellite facilities and programs, all direct support organizations and governs the naming of academic units, physical structures, or parts of physical structures, administrative positions, faculty positions, excellence funds, athletic coaching positions, scholarships, fellowships, internships, and lectureships. Academic units include academic programs, centers, institutes, departments, schools and colleges. Physical structures include buildings, building additions, collections of buildings, monuments, fields, open-air courtyards, streets, alleys, and other outdoor areas. Portions of buildings (such as classrooms, auditoriums, foyers, libraries) shall be governed by the Naming Opportunities Guidelines.

Any name recommended for consideration under these guidelines must be one that would bring distinction or honor to the University and must be consistent with the values, mission and traditions of the University.

These rules shall be applicable for all naming opportunities, regardless if the donor is an individual, corporation, or foundation.

Definition of Terms:

Word	Definition
President	President of The Florida State University.
Vice President	Vice President, University Advancement, and President, FSU Foundation.
Unit Head	Dean of an academic unit, dean or head of a satellite campus, president or head of a direct support organization, vice presidents of the University, president of the student body.
Committee	The Committee on Campus Names
Nameable Space	A structure or space that may bear the name of an honoree.
Philanthropic Cost	Total fundraising goal of a project.
Naming Cost	Square footage of the nameable space multiplied by the net square footage cost multiplied by any weighting factors.

1. GENERAL REQUIREMENTS:

- 1.1 When a naming opportunity is presented, strong preference shall be given to persons who have had long, close and valued associations with the University as teachers, administrators, or distinguished and supportive alumni and friends.
- 1.2 Donor recognition does not need to be tied directly to a gift for a specific building or improvement, academic unit **or endowment**. Donors who support **such** projects may make their gifts “unrestricted” to the university or to the unit responsible for the private fund-raising. Significant unrestricted gifts can be recognized through naming opportunities.
- 1.3 **If fundraising exceeds the philanthropic costs, the additional funds may be applied toward programmatic initiatives within the unit.**
- 1.4 Donors should fulfill pledges in seven years or less. Naming will be considered when 50 percent of a pledge is received. A lower percentage or a longer period can be granted in cases where a written gift agreement is binding on the donor’s estate, and based on the previous history of the donor.
- 1.5 Once a building, program, or **endowment** has been named, the name shall not be changed unless there are unusual or compelling reasons for changing the name. The University, through the sole and absolute discretion of its Board of Trustees, may exercise this option if a designated name, in its judgment, should bring discredit upon the University. Failure to complete a pledge shall constitute a reason for changing the name. In the event of such re-naming, the University shall have no financial responsibility, despite anything that may be stated or implied to the contrary.
- 1.6 **At no time should promises or commitments regarding naming be made in advance of final approval by the appropriate University entities.**
- 1.7 Exceptions to this policy may be made only by the President of the Florida State University, with final approval from its Board of Trustees.
- 1.8 The Florida State University policies on naming shall follow all statutory requirements (*current statute: 267.062*).

2. SPECIFIC REQUIREMENTS - NAMING PHYSICAL STRUCTURES:

- 2.1 Where an individual, corporation or foundation contributes essentially 50% or more of the private philanthropy costs (including both governmental and non-governmental matching gifts) associated with a physical structure or essentially more than 50% of the value of an existing facility, or parts thereof, a name suggested by such contributor for that project will be given serious consideration. If for any reason, the matching gift is not received, the donor is responsible for contributing the full 50% of the cost before naming becomes a consideration.
- 2.2 Where a physical structure already exists or when funding has already been secured for a new construction project, market benchmarks or other factors shall be used to determine the required contribution for naming.
- 2.3 Temporary naming of physical structures may be considered based on the length of period of naming and an assessment of market value associated with the structure.

3. SPECIFIC REQUIREMENTS – NAMING ACADEMIC UNITS:

- 3.1 Where an individual, corporation or foundation contributes significantly in defraying the annual operating costs of a program, center, institute, department or college, a name suggested by such contributor for that project will be given serious consideration.
- 3.2 Market benchmarks and other factors shall be used to determine the required contribution for naming.

4. SPECIFIC REQUIREMENTS—NAMING ENDOWMENTS:

- 4.1 The permanent endowment of a position is a significant and important investment in the long-term viability and strength of a unit. Gifts that establish these endowments can support either administrative or faculty positions, scholarships, fellowships, etc. In addition to supporting the teaching, research and service activities of the unit, funding may cover research expenses.
- 4.2 A minimum gift of \$25,000 is required to create an endowed fund at Florida State University.
- 4.3 Minimum endowment amounts do not include matching funds or grants
- 4.4 Endowment Levels: Minimums for endowed facilities and positions are maintained in the Florida State University Naming Opportunity Guidelines.

5. ADMINISTRATION OF THIS POLICY:

The Vice President for University Advancement shall administer this policy and reference it as appropriate in any written agreement or understanding regarding naming. Schools and units proposing naming thresholds and names for consideration under this policy should present a proposal in writing with sufficient background information to the Vice President for University Advancement. A committee, here named The Committee on Campus Names, shall advise the Vice President for University Advancement at the Vice President's discretion. Approval thresholds are listed under the procedure section of the policy. When appropriate the President shall forward all positive recommendations to the Board of Trustees for final approval. Notification of naming opportunities that do not require Board of Trustee approval will be shared, for information purposes, with the Board during its regularly scheduled meetings. Naming of a physical structure or academic unit, or an endowment must appear as a non-consent item on the Board of Trustees' agenda. The naming of a building, road, bridge, park, recreational complex or similar facility for an existing State University System employee must receive the additional approval of the Board of Governors following approval by the Board of Trustees.

6. PROCEDURES—NAMEABLE SPACE

- 6.1 Nameable space with a philanthropic cost of \$1 million or greater shall require approval of the naming committee, the president, and the Board of Trustees.
- 6.2 Namable space with a philanthropic cost of \$100,000 to \$999,999 shall require approval of the naming committee and the president with the exception of prominent public spaces which will require Board of Trustee approval. Prominent public spaces are defined as those with high visibility, heavy usage, or those linked to significant University traditions.
- 6.3 Namable space with a philanthropic cost less than \$100,000 shall require approval of the unit head.

6.4 Unit heads will maintain a list of naming opportunities—both available and successfully designated—that are a part of their unit. The Vice President will maintain a master list of all naming opportunities with proposed gift amounts and identification of the appropriate approval entity.

7. THE COMMITTEE ON CAMPUS NAMES:

When requested by the Vice President for University Advancement, naming proposals may be referred to The Committee on Campus Names. This committee shall be composed of the Dean of the Faculties (Chair), the Senior Vice President for Finance & Administration, the Provost & Executive Vice President for Academic Affairs, the Vice President for University Relations, the Associate Vice President for Facilities, an appointee of the Faculty Senate, the President of the Student Body, and an external member appointed by the President. When so requested, the Committee determines the appropriateness of proposals and prepares recommendations to be considered by the Vice President for University Advancement. Recommendations shall be provided within 30 days of the request for submission to the President.

Acknowledged: _____

Date: _____

NAMING OF ACADEMIC UNITS, PHYSICAL STRUCTURES OR PARTS OF PHYSICAL STRUCTURES

As Adopted by the Florida State University Board of Trustees, 9-24-2010

Effective Date: 9-24-2010

The following requirements govern the naming (for individuals, corporations, foundations or other entities) of academic units, physical structures, or parts of physical structures at the Florida State University and Florida State University Direct Support Organizations. Academic units include academic programs, centers, institutes, departments, and colleges. Physical structures include buildings, portions of buildings (such as classrooms, auditoriums, foyers, libraries), collections of buildings, monuments, fields, open-air courtyards, streets, alleys, and other outdoor areas.

Any name recommended for consideration under these guidelines must be one that would bring distinction or honor to the University and must be consistent with the values, mission and traditions of the University.

These rules shall be applicable for all naming opportunities, regardless if the donor is an individual, corporation, or foundation.

1. GENERAL REQUIREMENTS:

- 1.1 When a naming opportunity is presented, strong preference shall be given to persons who have had long, close and valued associations with the University as teachers, administrators, or distinguished and supportive alumni and friends.
- 1.2 Donor recognition does not need to be tied directly to a gift for a specific building or improvement or academic unit. Donors who support facilities projects may make their gifts “unrestricted” to the university or to the unit responsible for the private fund-raising. Significant unrestricted gifts can be recognized through naming opportunities.
- 1.3 Donors should fulfill pledges in seven years or less. Naming will be considered when 50% of a pledge is received. A lower percentage or a longer period can be granted in cases where a written gift agreement is binding on the donor’s estate, and based on the previous history of the donor.
- 1.4 Once a building or a program has been named, the name shall not be changed unless there are unusual or compelling reasons for changing the name. The University, through the sole and absolute discretion of its Board of Trustees, may exercise this option if a designated name, in its judgment, should bring discredit upon the University. Failure to complete a pledge shall constitute a reason for changing the name. In the event of such re-naming, the University shall have no financial responsibility, despite anything that may be stated or implied to the contrary.
- 1.5 Exceptions to this policy may be made only by the President of the Florida State University, with final approval from its Board of Trustees.
- 1.6 The Florida State University policies on naming shall follow all statutory requirements (*current statute: 267.062*).

2. SPECIFIC REQUIREMENTS - NAMING PHYSICAL STRUCTURES:

- 2.1 Where an individual, corporation or foundation contributes essentially 50% or more of the private philanthropy costs (including both governmental and non-governmental matching gifts) associated with a physical structure or essentially more than 50% of the

value of an existing facility, or parts thereof, a name suggested by such contributor for that project will be given serious consideration. If for any reason, the matching gift is not received, the donor is responsible for contributing the full 50% of the cost before naming becomes a consideration.

- 2.2 Where a physical structure already exists or when funding has already been secured for a new construction project, market benchmarks or other factors shall be used to determine the required contribution for naming.
- 2.3 Temporary naming of physical structures may be considered based on the length of period of naming and an assessment of market value associated with the structure.

3. SPECIFIC REQUIREMENTS – NAMING ACADEMIC UNITS:

- 3.1 Where an individual, corporation or foundation contributes significantly in defraying the annual operating costs of a program, center, institute, department or college, a name suggested by such contributor for that project will be given serious consideration.
- 3.2 Market benchmarks and other factors shall be used to determine the required contribution for naming.

4. ADMINISTRATION OF THIS POLICY:

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Acknowledged: _____

Date: _____

MEMO

To: The Florida State University Board of Trustees
From: Tom Jennings, Vice President for University Advancement
Date: August 24, 2011
RE: Request Approval of Revised Naming Policy

The Board adopted its current policy on naming physical structures on September 24, 2010. In November, 2010, I convened four working groups, comprised of staff from the University and the DSOs, to work toward consistent policies and practices among the DSOs. One of these working groups focused on naming practices. Using the existing policy as a starting point, the group made several recommendations to improve our practices.

Attached are three documents for your review. The first item, "Naming of Academic Units, Physical Structures or Parts of Physical Structures (September 24, 2010)" is the existing University policy. The second item, "Naming Policy for the Florida State University (Proposed)," is submitted for the Board's review and approval. The key differences between the existing University policy and the revised policy are highlighted in Yellow, and include the following:

1. The new policy also addresses named endowment funds; the existing policy is only about buildings
2. Gifts under \$1M for portions of buildings can be handled internally by staff, while gifts for buildings, building additions, public spaces, and internal spaces of \$1M and above go to the Board for final approval after an internal review process.

The proposed policy refers to a "Naming Opportunities Guidelines" document (attached). This is the third item and is intended as an internal document to be used by FSU staff and amended without requiring Trustee approval. It sets certain thresholds for endowment gifts and advises units about how to develop naming prices. The Board is not being asked to approve this document; it is included for information purposes.

We respectfully ask for your approval of the Proposed Naming Policy.

