

STEPHEN F. AUSTIN STATE UNIVERSITY OVERVIEW OF NAMING GUIDELINES AND PROCEDURES

This document describes the guidelines and general procedures regarding the naming of facilities and endowments at Stephen F. Austin State University. Equally important is the duration of names as related to the “life of a facility or program” and, in unusual circumstances, the University’s right to transfer or remove a previously approved name.

Naming policies are valuable to our donors and the University. They provide opportunities for donors to link their philanthropic interests with enduring recognition for either themselves or others. In addition, naming policies provide the University quantifiable funding opportunities to present to donors.

These policies are developed to support, coordinate, and manage the process to ensure:

- consistency and uniformity in naming facilities and spaces on the SFASU campus; and
- the University’s endowment funds generate sufficient fund distributions for their designated purposes by establishing minimum funding level requirements.

The naming of facilities, schools, or programs must undergo a high level of consideration and due diligence to ensure that the name reflects the University’s purpose and mission. In rare instances, honorific naming may be appropriate where an individual has provided exemplary, meritorious, or philanthropic support or service to the University.

To ensure good donor relations, written agreements will be signed by the University and the donor(s) outlining the terms of naming arrangements.

To enhance communication with all University constituents regarding naming policies, these will be made available through the Stephen F. Austin State University website as part of University-wide policy.

Every donor situation is unique, so in determining the gift commitment amount for a naming opportunity, many factors are at play. No one formula or standard can be applied to arrive at a single, static, “right” answer. Rather, a combination of research based on similar naming efforts, conversations about unit/university priorities, and specific prospective donors can be used to arrive at an informed, strategic naming amount.

Reasons for declined requests—While most naming requests are approved, occasionally they are declined. Reasons include: a prospect’s involvement in a high-profile lawsuit, highly controversial individuals or companies, prospects with conflicts of interest with members of the Board of Regents, etc. We should ask ourselves if the majority of the University community would be supportive of the naming, and whether the naming will reflect positively on the University for the foreseeable future.

All naming discussions should be approved by the Vice President for University Advancement before they are discussed or offered to a prospective donor.

UNIVERSITY FACILITIES AND SPACES

This policy applies to the naming of facilities, including buildings and structures, interior spaces, and landscapes.

The naming of facilities must undergo a high level of consideration and due diligence to ensure that the name reflects the University’s purpose and mission. In rare instances, honorific naming may be appropriate for facilities where an individual has provided exemplary, meritorious, or philanthropic support or service to the University.

Out of respect for the donor, every effort should be made for all references to a named facility—including but not limited to: facilities signage, directional signage, publications, internal and external communications—reflecting the recognition name.

Because of the relative permanence of decisions to name buildings, areas, or spaces, it is prudent to allow reasonable time for consideration at each stage of the process.

If the naming is tied to a corporate gift, consideration should be given to whether the naming will be permanent and if not, should be structured as a time-limited corporate sponsorship, while remaining a charitable gift.

Naming opportunities involving facilities must be recommended by a President-appointed committee after review by the Vice President for University Advancement and his/her internal staff. The recommendation and ultimate approval flow through the President of the University, and ultimately to the Board of Regents.

New Facilities

To name a new facility, a donor must contribute at least 50 percent of the private fundraising goal as defined in this document. Normally, a gift of at least \$1 million is required.

Private fundraising goals will be determined by construction and other related costs. Naming opportunities for facilities must be defined and approved by the Vice President for University Advancement prior to the launch of any fundraising campaign. The most significant gifts will normally be solicited at the outset of the fundraising campaign, and clarity and consistency with lead donors on the opportunities and policies is essential.

An initial list of the proposed naming opportunities for any new facility project is to be coordinated through University Advancement. This list may be revised as planning proceeds and the fundraising plan is developed.

This initial list of proposed naming opportunities is to include a description of the size and function of all spaces proposed for naming, as well as a plan for the display or physical presentation of the names. The Office of the Vice President for University Advancement will be the liaison with the Physical Plant Department on matters related to this policy.

Existing Facilities

Existing facilities as yet unnamed are available to be named for a donor under each of the following situations:

- In cases of major renovations which extend throughout an existing building:
 - Provided that the donor's gift covers at least 75 percent of the cost of the major renovation and maintenance.
 - What constitutes a major renovation is a matter determined in individual cases by the Vice President for University Advancement in collaboration with the appropriate school/department administrator.

- In rare instances, honorific naming may be appropriate where an individual has provided exemplary or meritorious service, or has provided substantial financial support to the University.
- Normally, a gift of at least \$1 million is required for the naming of an existing facility.

Portion of a Facility or External Spaces

Naming a portion of a building or external space of the University must be approved by the President (and ultimately by the Board of Regents) based upon recommendation of the Vice President for University Advancement.

- To name rooms, laboratories, centers, or areas within new or renovated facilities, or external spaces such as entryways or gardens, donors must provide the minimum specified level of gifts.
- The naming opportunities and levels would be based upon the size, use, prominence, and priority of the space.
- Private fundraising goals will be determined by construction and other related costs.

Tribute/Memorial Markers

The display of tribute markers which include memorial lamp posts, trees, benches, bricks, or pavers must be approved by the Vice President for University Advancement.

ENDOWMENTS

This policy applies to the naming of schools and colleges, programs and lectureships, endowed chairs and professorships, and fellowships and scholarships.

The naming of schools and programs must undergo a high level of consideration and due diligence to ensure that the name reflects the University's purpose and mission.

Out of respect for the donor, every effort should be made for all references to a named endowment—including but not limited to: publications, internal and external communications—reflecting the recognition name.

To help ensure that the University's endowment funds generate sufficient fund distributions for their designated purposes, the President, upon recommendation of the Vice President for University Advancement, has established *Minimum Funding Level Requirements*.

- Normally, the donor has a maximum of five (5) years to meet the minimum funding level requirement, absent special circumstances.
- Naming opportunities offered to donors are to be coordinated through University Advancement to ensure appropriateness of the gift level for the naming opportunity.

Academic and Major University Units

Funding required for naming academic or other major university units should be of a level that will transform the very nature of the unit involved, enabling that unit to reach a level of excellence that would have been impossible using University funds alone.

The gift should be in the form of an endowment, with income from the endowment used to provide a margin of excellence for the unit involved.

NOTE: The gift income derived from endowment earnings should not replace University funds previously made available to that unit.

Minimum endowment levels:

College, School, or Division—\$10,000,000

Academic Departments—\$5,000,000

University-wide Center/Institute—\$5,000,000*

College/Unit Center/Institute—\$2,500,000*

NOTE: Endowment levels will vary by unit based upon a number of factors, including mission, scope, and budget, and will be established by agreement of the unit head, Vice President for University Advancement, Provost, and President.

*Establishment of a center or institute also requires approval of the appropriate Dean, Provost, President, and Board of Regents.

Faculty Positions

Naming opportunities for endowed faculty positions are available throughout the University. Naming will be independent of all appointment and curriculum decisions which the University will continue to make in keeping with its established practices and academic mission.

Minimum endowment levels:

Deanship—\$5,000,000

Endowed Academic Chair—\$1,000,000

Endowed Professorship—\$250,000

NOTE: Some colleges, schools, or departments may require a different amount of funding which is often market driven. Naming opportunities offered to donors are to be coordinated through University Advancement to ensure appropriateness of the gift level for the naming opportunity.

- **Deanship**—The highest administrative position within an academic school or college.
 - The distributed earnings may be used for any academic purpose in the academic unit, including salary.
 - Once a dean’s position has been named, all successors will be afforded this title.
- **Endowed Academic Chair**—A select faculty position filled by a truly outstanding scholar and teacher, as judged by rigorous nationally accepted standards.
 - Distributed earnings may be used to provide partial salary support, and to help fund professors’ specific teaching and research requirements, including laboratory equipment, support staff, graduate assistants, research materials, and technology.
- **Endowed Professorship**—Typically held by faculty members whose accomplishments indicate potential for national and international leadership and distinction in their field, and whose current efforts are focused on honing teaching skills and/or establishing a superior record of research or other scholarly activity.
 - Distributed earnings may be used to augment the salary of the professor, as well as to support his/her scholarly and research needs.

Staff Positions

Naming opportunities for endowed staff positions are available throughout the University. Departments which must be more sensitive to the appearance of impartiality, such as, the Offices of General Counsel, Internal Audit, and University Advancement, will be excluded from the opportunity to endow staff positions.

Naming will be independent of all appointment decisions which the University will continue to make in keeping with its established practices and mission.

Minimum endowment levels:

Vice President—\$5,000,000

Department Head—\$1,000,000

Program Director—\$500,000

NOTE: Some staff positions may require a higher amount of funding which is often market driven. Naming opportunities offered to donors are to be coordinated through University Advancement to ensure appropriateness of the gift level for the naming opportunity.

- **Vice President**—The highest administrative position within a division of the University.
 - Distributed earnings may be used to provide partial salary support of the Vice President, and to help fund any purpose in the division, with preference to non-recurring expenses of the unit (non-salary).
 - Once a vice president's position has been named, all successors will be afforded this title.
- **Department Head**—The highest administrative position within a non-academic department of the University.
 - Distributed earnings may be used to provide partial salary support of the Department Head, and to help fund any purpose in the department, with preference to non-recurring expenses of the unit (non-salary).
 - Once a department head's position has been named, all successors will be afforded this title.
- **Program Director**—The highest administrative position within a non-academic program of the University.
 - Distributed earnings may be used to provide partial salary support of the Program Director, and to help any purpose in the program, with preference to non-recurring expenses of the unit (non-salary).
 - Once a program director's position has been named, all successors will be afforded this title.

Lecture Series

Lecture series play an important role in the academic life of the campus. They allow faculty, staff, students, and the larger SFASU community to interact with distinguished leaders who influence disciplines, society, the nation, or the world. Because of the intensive planning and implementation required for lecture series, these should be determined in consultation between University Advancement, departmental administration, and the donor. In some instances, it is beneficial to structure biennial lectures and/or link a gift to an existing lecture series.

The endowment provides the resources to cover the expenses of bringing renowned speakers to the campus, such as honoraria, publicity, and the expenses of the host faculty members. A named lecture series may be established within a unit or may be campus-wide in nature.

Minimum endowment levels:

Annual Lecture Series—\$250,000

Biennial Lecture Series—\$175,000

Research Fund (Optional)

Creating and disseminating knowledge is one of the primary missions of a research university. Named research funds provide laboratory equipment, research materials, technology enhancements, and staff support.

Minimum endowment level:

Research Fund—\$200,000

Fellowships and Assistantships

- **Graduate Fellowships and Assistantships**—Provide a vital means of bringing the best and brightest graduate students to SFASU. Students are working toward an advanced degree in any graduate program.
 - Fellowship awards may include a research or teaching assignment if deemed appropriate.
 - Assistantships require students to work in exchange for this support.

Minimum endowment levels:

Endowed Postdoctoral Fellowship—\$350,000

Endowed Fellowship—\$250,000

Endowed Assistantship—\$250,000

Scholarships

Endowed scholarships may be awarded to an undergraduate student, graduate, or a professional student on the basis of need, academic merit, or a combination of factors.

Minimum endowment levels:

Named endowed full-tuition and fees scholarship—\$300,000

Named “scholars program” —\$1,000,000

Other scholarships - \$25,000

Other Naming Opportunities

Other naming opportunities may be negotiated on a case-by-case basis. Examples of other endowed funds may include, but not be limited to:

- Excellence Funds—Support a college, school, department, academic discipline, building/ground maintenance, or other University program of interest to the donor.
 - Typically, distributed earnings enhance the selected program by supporting enrichment activities above and beyond budgeted expenditures.
- Teaching, Service, Research, Staff Awards—Allow the University to recognize outstanding teaching, service, research, special programs, and staff members.
 - Distributed earnings may be used as an award and/or to provide enrichment activities above and beyond budgeted expenditures.

Minimum endowment levels:

Endowed Excellence Fund—\$25,000

Teaching, Service, Research, and Staff Awards—\$25,000

Other Endowments—\$25,000

DURATION OF NAMES

Naming of facilities, spaces, or programs is related to the “life of the facility/space” or “life of the program.”

- Naming is considered permanent until or unless the facility is demolished (intentionally, through accident, or act of nature) or substantially renovated or expanded.

- Naming associated with a particular facility, space, or program will not preclude further naming within the facility, space, or program.
- The University may consider re-naming a facility if the function of the building changes substantially.

Facilities and Spaces

In the event of demolition or substantial renovation of major facilities, existing names will not automatically be transferred to a new or renovated facility. In such cases, the University reserves the right to assign a name to the new or renovated facility by:

- Transferring the existing name to the new or renovated facility (usually a prominent or historically significant name that the University wishes to continue to honor).
- Asking the previous donor and/or family member(s)/designee(s) to make a new naming gift while providing recognition for the previously named gift.
- If the donor and/or family member(s)/designee(s) declines, the University may offer the naming opportunity to a new donor.
- It may be appropriate to name part of the new building for the previous donor or to include a plaque to indicate that the new facility occupies the site of a building/facility previously known by another name.

Schools, Colleges, Centers, Institutes, and Programs

If a school, college, center, institute, program, or other unit is discontinued, the University will consider alternative recognition, especially where the naming is supported by an endowment gift. Appropriate recognition will be determined by the redesigned use of the endowment fund and approved by the Vice President for University Advancement.

Removal of Names

In unusual or unforeseen circumstances, the University reserves the right to remove a previously approved name. Examples of such situations include, but are not limited to:

- Donor does not fulfill the terms of a gift agreement upon which the naming was approved.
- Continuation of the name may compromise the public trust or reputation of the University.