

**Policy Title:** Naming of Facilities, Positions, and Organizations

**Policy Type:** Finance/Administration

**New/revised:** Revised

**Old Policy #:** 4:02:05:01

**Approval level:**  Board of Trustees (9/2/17); reviewed by the ETSU Executive Team 2/7/17  
 President  
 Vice President  
 Other (specify here)

**Attachment:**

Naming Request Form

**Purpose:** This policy is established to provide for an orderly, coordinated, and informed practice of naming East Tennessee State University facilities, positions, and organizations, in honor or recognition of an individual, group or organization, in such a manner as to ensure the appropriate recognition of the traditions of the institution, including the opportunity to honor and recognize its distinguished alums, benefactors, and friends.

**Definitions:**

- Endowed Fund. A permanent fund, the principal of which is invested to grow over time, while the distributions it produces are used to support the endowment's purpose.
- Facilities. All permanent physical structures, in whole or in part, including interior spaces of structures and exterior spaces.
- Lectureship. A program/gift that provides for guest speakers and/or prominent people to come to campus to lecture, typically on a topic of interest to the donor. Funds are normally used to cover honoraria, event costs, travel, marketing, dinners, etc.
- Organizations. All permanent units of the institution, including schools, colleges, academic and non-academic departments, centers, institutes, offices, academic programs, and administrative and auxiliary units. It does not include student organizations (those recognized by SORC and student-led).
- Total Project Cost. Includes design costs, construction costs, contingency fee, future maintenance and upkeep considerations, and the cost of signage.
- Naming. Using the name of a specific individual, group, or organization in recognition of their support or exceptional service to the University.

**Policy:**

- I. Responsibility/Authority:
  - A. Approval to name. Board of Trustees retains authority to approve all naming, unless the Board chooses to delegate further.

- B. The President shall also have responsibility and authority with respect to and is an essential participant in all naming actions. No facility, position, or activity may be named without early knowledge and prior approval of the President.
  - C. The University Naming Committee (see paragraph V) may take under consideration all naming requests, not just those resulting from a gift.
  - D. University Advancement maintains records on the naming of schools, colleges, hospitals, centers, institutes, buildings, departments, programs, and exterior spaces. Schools and colleges are responsible for maintaining naming records of interior building spaces. The records should be shared with University Archives.
- II. Eligibility and Propriety:
- A. Naming a facility to honor individuals (no gift involved) should be in extraordinary situations and made only if the person/family has had University wide influence, or the individual has made exceptional contributions to the region, nation, or world.
  - B. Naming is ordinarily not considered for individuals currently employed by ETSU or for those currently holding public office.
  - C. Individuals usually shall not be considered for naming recognition within one year after the person's death. This serves as a period of reflection before an honorary naming is finalized.
  - D. Naming is usually not considered for those who have been convicted of a felony or who have publicly engaged in activities or behavior that would generally be seen as being injurious to the reputation of the University.
  - E. A given surname may be assigned to only one building on campus. The Naming Committee has flexibility to consider alternative naming in the case of duplicative (or near-duplicative) names.
  - F. Payment of the gift should be realized in full within five years of the commitment.
  - G. The Committee will consider whether the proposed name would have any associations that would, on its face, be inconsistent with the university's values or mission.
  - H. Advertising is not permitted in naming, although we can and will promote the approved name in materials and communications.
- III. Gifts in Recognition of Donations:
- A. A gift agreement is required for all gifts involving naming.
  - B. General guidelines regarding the amount of donations resulting in naming facilities:
    - 1. New buildings. An amount no less than 50% of the costs to be sought from private donations (construction costs PLUS contingency fee PLUS future maintenance and upkeep considerations PLUS cost of signage MINUS State funding).
    - 2. Components of new and existing buildings. Amounts should be determined on a case-by-case basis.

3. Existing un-named buildings. Typically, an amount no less than 25% of replacement cost to be determined by University Administration.
  4. ETSU may require higher levels of gifts for certain purposes and naming opportunities in order to achieve and sustain the donor's intent and/or reflect the University mission.
- C. To the extent possible, the names of areas and interior or exterior spaces outlined in gift agreements should be worded in a manner that will not restrict the future use of the area or space.
  - D. Generally, ETSU will not accept irrevocable deferred gifts for the purpose of naming University buildings or parts of buildings. However, these gifts could be considered when they are made in combination with major gifts, particularly with an eye toward providing for ongoing maintenance of facilities.
  - E. No facilities will be named in recognition of revocable deferred gifts.
  - F. Directors of development should consider including language in gift agreements to provide for continued maintenance and upgrade of named spaces.
  - G. Earnings from named position endowments (chairs, professorships, etc.) are generally used to provide funding for projects like training, travel, graduate assistantships, equipment, etc. at the discretion of the chair-holder.
  - H. No publicity shall be given to the recommendation for naming until the Board approves. Upon approval of the naming, publicity and an appropriate dedication ceremony may be planned and conducted.
  - I. Naming Options and Recommended Starting Amounts:
    1. College - \$10+M
    2. Department/School - \$5-10M
    3. Dean's Position - \$5M
    4. Professorship (named faculty position) – \$1-1.5M
    5. Distinguished Chair (named head's position) – \$1.5-2.5M
    6. Early-Career (Assistant/Associate) Professorship - \$500-750K
    7. Graduate Fellowships
      - a. Full (~\$500K). This fellowship is not to be used as payment for teaching, research, or service. Funds are to be used to cover student stipend, tuition, fees, books, supplies, professional development, travel, and equipment.
      - b. Partial (~\$100K). A graduate fund that provides annual support for graduate students pursuing a course of study or research. Funds are to be used for stipend, tuition, fees, books, supplies, professional development, travel, and equipment.
      - c. Endowments of \$25k more may be made to partially off-set student costs.
    8. Undergraduate Scholarships:

- a. Full (\$240-350K). An endowment of \$240K provides an estimated spin-off of \$9.6K for a Tennessee resident. An endowment of \$350K is needed to spin-off approximately \$14K for an out-of-state student.
- b. Half (\$120-175K). An endowment of \$120K provides an estimated spin-off of \$4.8K for a Tennessee resident. And endowment of \$175K is needed to spin-off approximately \$7K for an out-of-state student.
- c. Endowments of \$25k more may be made to partially off-set student costs.

9. Lectureship - \$100K

10. Other Endowed Fund – \$25K minimum

#### IV. Permanence, Name Changes, and Removals

- A. The naming of buildings, facilities, and grounds (or portions thereof) is intended to be in place for the life of the specific space. If, in determination of the Board of Trustees, circumstances change so that the purpose for which the physical space was established is significantly altered or if the space is no longer needed or habitable, the Board of Trustees, in consultation with appropriate academic and/or administrative leadership and the donor (if possible) will determine an appropriate way to recognize the donor.
- B. ETSU reserves the right to remove any name should the donor not fulfill the related pledge. The President is responsible for making name removal decisions based on individual gift and naming circumstances and involves the Board as necessary.
- C. The name can be removed if an individual/company for whom a facility is named is subsequently convicted of a felony or otherwise engages in conduct that, in the sole discretion of the University, is injurious to the reputation of the University. Any gift made in connection with the naming will be retained by the University.
- D. The name can be changed/removed in the case of a divorce or other family dissolution or at the joint request of the couple or family, at the sole expense of the couple or family, and with the approval of the President. Any gift made in connection with the naming will be retained by the University.
- E. If the name of a corporation/organization changes after a facility is named, the name of the facility remains the same unless a change is requested by the organization and is recommended by the Naming Committee. If such a request is made and approved, the organization will pay the complete expense of making the change.
- F. If a building is to be demolished, replaced, or has a change in function and the former name is no longer warranted, University Advancement will contact a family member and/or the appropriate contact person for the former namesake (if available) to inform them of the situation. It may be appropriate to place a

plaque in, or on, a new building to indicate it occupies the site of a building formerly known by another name.

V. Approval Process:

- A. Upon the identification of an individual for whom a facility is proposed to be named, University Advancement will prepare the Form at Attachment A.
- B. If approved to move forward, the President will call for the activation of the Naming Committee.
- C. Conduct a criminal and records background check to be prepared on the person for whom the space/position/activity is to be named. Request the background check from Human Resources. Advancement will obtain a signed release from the individual being investigated. Only living people can be investigated. Advancement will bear the cost for the background checks (\$45-\$150).
- D. The Committee Chair will be appointed by the President and the committee will consist of students, faculty and staff, and other representatives of the campus community as deemed necessary. One representative must be from University Advancement.
- E. Once approved, the committee forwards the recommendation to the President.
- F. The President makes a recommendation to the Board.
- G. Board approves and publicity may begin.

VI. Recognition:

- A. If a building name is not forthcoming at the time the building is completed, and a name is needed for identification purposes, a generic name should be used to avoid difficulties in naming at a later date. Examples of generic names are Research Building, West Hall, or Music Building.
- B. University Advancement will maintain a list of officially named facilities, positions, and activities.
- C. The University is committed to recognizing every named space, position, and organization. Every effort will be made to refer to the space by the agreed upon name. This includes referencing in external marketing efforts and internal routine business.
- D. ETSU may consider a recognition plaque or comparable marking upon approval. There may be an additional plaque or other recognition provided by Facilities Planning. Creation and display of that plaque will follow the appropriate Facilities policies.

# Attachment A – Naming Request Form



**EAST TENNESSEE STATE  
UNIVERSITY**

## University Advancement Naming Request Form

(Used to name facilities, positions, and organizations)

Name of Project \_\_\_\_\_ Dept/College/Org \_\_\_\_\_

Name, Phone, and E-mail of Requester (point of contact) \_\_\_\_\_ Total Est. Project Cost \_\_\_\_\_

Proposed Name \_\_\_\_\_ Proposed Gift Amount \_\_\_\_\_

**Type of Naming**

- |                                       |   |   |
|---------------------------------------|---|---|
| <input type="checkbox"/> Building     | <input type="checkbox"/> Space (Interior) | <input type="checkbox"/> Space (Exterior) |
| <input type="checkbox"/> Organization | <input type="checkbox"/> Position         | <input type="checkbox"/> Other _____      |

- Attachments.** Include at least the following:
- Proposal and/or draft gift agreement
  - Statement regarding the potential impact on other giving
  - Documentation regarding how the gift amount was derived (formula)
  - Blueprints/designs, as applicable
  - List of other named spaces in the building/area (get from Advancement)
  - Description of how position will be selected, including term limits (as applicable)

**Unit Development Officer** (if applicable) Name and Signature \_\_\_\_\_ Date \_\_\_\_\_

**Dean/Vice President/Provost** (as applicable) Name and Signature \_\_\_\_\_ Date \_\_\_\_\_

**Vice President for Advancement** Name and Signature \_\_\_\_\_ Date \_\_\_\_\_

### Activity Checklist (as assigned by President/VP for Advancement)

**Naming Committee Formed/Approved** \_\_\_\_\_ Date(s) \_\_\_\_\_

Notes: \_\_\_\_\_

**Criminal and Records Background Check** \_\_\_\_\_ Date \_\_\_\_\_

Notes: \_\_\_\_\_

**Gift Agreement Signed** \_\_\_\_\_ Date \_\_\_\_\_

Notes: \_\_\_\_\_

**Dedication/Publicity Planned (only released once Board has approved)** \_\_\_\_\_ Date \_\_\_\_\_

Notes: \_\_\_\_\_

**President Approves/Recommends to Board of Directors** \_\_\_\_\_ Date \_\_\_\_\_

Notes: \_\_\_\_\_

**Board Approves** \_\_\_\_\_ Date \_\_\_\_\_

Notes: \_\_\_\_\_

**Publicity Begins** \_\_\_\_\_ Date \_\_\_\_\_

Notes: \_\_\_\_\_