

FAIRMONT STATE UNIVERSITY BOARD OF GOVERNORS POLICY # 2

TITLE: POLICY ON COMMEMORATIVE TRIBUTES AND NAMING

Scope: Policy regarding the naming or renaming of buildings or organizational units at Fairmont State University

Authority: West Virginia Code § 18B-1-6

Effective Date: Originally approved December 5, 2001; *Revised February 20, 2008*

1. **PURPOSE:** The following policy and procedures apply to the commemorative naming of physical spaces and/or other entities the University Commemorative Tributes Committee will take under consideration, such as buildings, portions of buildings, streets or other physical facilities, and to the erection and plan for donor recognition walls or hanging of plaques, portraits or other permanent memorials honoring individuals or organizations on the campuses or outlying properties of the university, as well as specific academic units, such as departments, schools, colleges, institutes, or centers that may be named in honor of individuals.
2. **POLICY:** The University will approve commemorative namings of buildings, physical facilities, specific academic components, and the erection of plaques, signs, and portraits as a commemorative tribute in appropriate instances where the university has significantly benefited from the relationship with the person or organization and such naming brings no adverse reflection on the university.

2.1. Policy on Process to Secure a Naming Opportunity

- a. The University Commemorative Tributes Committee is responsible for reviewing proposals for the naming of buildings, other physical facilities, centers, institutes, etc., and for making recommendations to the President.
- b. After review, the president will submit his/her selected proposals for commemorative tributes to the Board of Governors.
- c. Board of Governors will act on those proposals recommended by the President. Final approval rests with the Board of Governors.
- d. The Board of Governors authorizes the President, upon the recommendation of the Commemorative Tributes Committee, to approve the erection of plaques, permanent signs and other memorials (such as bricks and benches), and the commissioning and hanging of portraits related to the naming.
- e. This policy applies only to the naming of facilities in honor of persons or organizations and does not apply to the identification of rooms or facilities with numbers, letters, colors, or generic terms.
- f. Commemorative Tributes Committee: The Commemorative Tributes Committee will consist of the following:

- President, Pierpont Community and Technical College
 - President, Fairmont State Foundation, Inc., Board of Directors
 - University Provost and Vice President for Academic Affairs
 - Vice President for Administrative and Fiscal Affairs
 - Vice President for Institutional Advancement
 - Vice President for Student Affairs
 - Assistant Vice President for Facilities
 - President of the Faculty Senate
 - President of the Faculty Assembly
 - President of the University Classified Staff
 - President of the C&TC Classified Staff
 - President of the Student Government Association
 - President of the Alumni Association Board of Directors
 - President of the Athletic Association Board of Directors
- g. As the university's organizational structure evolves, the President is authorized by the Board of Governors to adjust the titles of the committee's membership to reflect those organizational changes.
- h. Committee membership will be a minimum of five and a maximum of 12 members.
- i. A minimum of seven committee members will constitute a voting quorum.
- j. Committee representatives may send a proxy designate empowered with voting privileges.

2.2. Policy for All Commemorative Tributes

- a. Consideration should be given to the desirability of an appropriate relationship between the use of the physical facility and the person or organization for which the facility is named.
- b. In reviewing proposals for names of buildings or other facilities, it is appropriate for the members of the Commemorative Tributes Committee to contact appropriate members of the university community to obtain and/or validate information.
- c. Any building or other facility bearing the name of a person or organization should be clearly identifiable, distinctive, significant, enduring, and functional and should reflect honor on the person or organization for which it is named. Portions of buildings or rooms within buildings generally should meet these same criteria. In addition, names assigned to portions of buildings or rooms should be helpful to users in identification of the facilities.
- d. This policy applies only to the naming of facilities in honor of persons or organizations and does not apply to the identification of rooms or facilities with numbers, letters, colors, or generic terms.

2.3. Policy for Names in Tribute of Corporate Entities

- a. Corporate names are considered to be generally appropriate for naming of internal spaces. Such naming opportunities must be stated in the proposal, as part of the negotiation, prior to consideration by the Commemorative Tributes Committee.
- b. Corporate names are not considered to be appropriate for the external identification of campus buildings.
- c. Internal physical spaces may be named for a negotiated period of approximately ten years or less.
- d. Exceptions may be granted in extraordinary situations.

2.4. Policy for Building Names in Tribute of Individuals

- a. Entire buildings, building additions, or portions of buildings may be named in honor of an individual or individuals.
- b. The naming of a building, part of a building, or other facility or property of the university is a high honor and would not be done casually. The honor is reserved for those who have made extraordinary contributions to the University through their achievements in service and/or in financial support to the university.
- c. To merit recognition in the naming of a building or portion of a building, an individual's relationship to the university should be truly exceptional in both quality and impact and be of significant duration.
- d. When financial contributions are a factor, the level of contribution needed to name a building, addition to a building, or portion of a building (as may be the case in a major renovation project) will vary depending on the financing considerations, purpose, size, prominence on campus, and the level of private support needed for construction. Such gift commitments must be payable over a defined pledge term and the donor must provide a legally binding commitment enforceable against his/her assets/estate until the pledge is retired.
- e. In cases of existing construction, outright gifts and/or irrevocable deferred gifts, e.g., life income plans, may be used. The amount credited toward the naming opportunity will be based on the present value of the charitable gift plan.
- f. In cases of new construction and when financial support is needed for construction, only outright gifts of readily marketable assets may be used.
- g. The required gift level for naming spaces within buildings, such as auditoriums, classrooms, laboratories, etc., will be established following the same principles as to naming of existing major facilities.
- h. In the event that a pledge or gift commitment is not met, the institution may choose to revoke naming privileges.
- i. Buildings or other physical facilities are not named for an individual who has been employed by the university during the year preceding the naming.

- j. Building names should reflect honor on the university as well as on the person or persons being honored and are considered to be permanent.
- k. In the unlikely event a named building is demolished and replaced, any new building erected in that same area will contain a historical record in the form of a plaque indicating the existence of the previously named structure and honoring the individual for which it was named.

2.5. Plaques and Portraits, and Miscellaneous Items of Recognition

- a. Donor walls, plaques, portraits, and miscellaneous items (bricks, benches, etc.) should be encouraged to commemorate truly outstanding contributions, either in service or financial support, of persons or organizations.
- b. Such tributes should be located inside or outside buildings or facilities that have strong identification with the persons or organizations being honored.
- c. The cost of such plaques, portraits, and miscellaneous recognition items generally should be borne by donors interested in the tributes.
- d. All external designs need to be reviewed and approved by the university architect in order to assure compliance with the university's master plan.

2.6. Departments, Schools, Colleges, Institutes, Centers, or Other Academic Units

- a. A major academic unit may be named in honor of an individual in recognition of service to the university and/or in recognition of financial contributions sufficient to provide physical facilities and equipment for its academic and/or research programs, or which would provide sufficient income to cover an appropriate portion of the annual operating costs of the unit, or both.
- b. The name applied to an academic unit should be appropriate to its purpose, and should reflect honor on the university as well as upon the person for which it is named.
- c. Because the life of a university center or institute is not expected to continue indefinitely, gift funding for an institute or a center may be accomplished by endowment or current gifts. If accomplished by a current gift, the name of the institute or center shall generally be limited to the term during which the expendable gift provides funding. The policies and procedures for naming the center or institute shall be the same as for naming other major academic units of the university.