



FAIRMONT STATE UNIVERSITY
Policy GA-03
Effective Date: 10/17/2019

TITLE: THE NAMING OF FACILITIES AND ACADEMIC PROGRAMS

SECTION 1. GENERAL

- 1.1. Fairmont State University wishes to encourage opportunities for significant philanthropy through the naming of major facilities and academic programs. Due to the public visibility, permanence and significance of the naming of Fairmont State University facilities, such naming opportunities should involve careful deliberation and attention to the appropriateness of the name and undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the Fairmont State University.
- 1.2. Responsible Unit: Office of the President
- 1.3. Filing Date:
- 1.4. Effective Date:

SECTION 2. POLICY

- 2.1. It is the policy of Fairmont State University to encourage opportunities for significant philanthropy through the naming of major facilities and academic programs.
- 2.2. No naming shall be permitted for any entity or individual whose public image, products, or services may conflict with such purpose and mission. All namings must be consistent with the University's role as a public trust and those for whom facilities are named should exemplify the values of the University and the integrity of the honoree shall be beyond reproach.
- 2.3. This policy is not intended to alter existing naming commitments throughout the Fairmont State University campus. However, it does supersede previous policies or guidelines relating to future naming opportunities. In addition, the University and Fairmont State Foundation will bi-annually review this policy to ensure it is consistent with the general rules concerning the University's organizational policies, procedures and guidelines.



- 2.4. Items covered in this policy:
 - 2.4.1. Facilities: planned and existing buildings of all types, major new additions to existing buildings, as well as institution grounds and athletic buildings, all major outdoor areas including streets, entrances, gates and landscape features such as quadrangles, gardens, lakes, fountains and fields.
 - 2.4.2. Programs: colleges, schools, and departments.
- 2.5. Items not covered: The Fairmont State Foundation will provide a minimum guideline for these items or develop guidelines in consultation with the School, College or Department, and Facilities, with final approval of the Fairmont State University and Fairmont State Foundation Presidents. See Addendum dated ___ attached.
 - 2.5.1 Facilities: interior space within facilities (laboratories, classrooms, practice rooms, lecture halls, etc.): minor landscape features such as benches or sidewalk bricks.
 - 2.5.2. Programs: scholarships, fellowships, deans, chairs, centers and institutes and programmatic funds.

SECTION 3. GENERAL GUIDELINES:

- 3.1. The petition for naming of Major Facilities, Colleges, Schools and Departments shall be submitted to the Fairmont State University President by the appropriate officer of the University (Provost, Vice President, Dean, etc.) with an independent recommendation from the Fairmont State Foundation. The President shall submit a recommendation to the Board of Governors (BOG) for final approval.
 - 3.1.1 No formal agreement regarding naming shall be made with a donor or a non-donor honoree prior to approval of the related petition for naming. Each petition shall be made in writing in accordance with these guidelines. The petition and record of the action taken shall be maintained in the permanent archives of the University, Fairmont State University and the Fairmont State Foundation.
 - 3.1.2 Each petition for naming shall be considered on its merits. All due diligence shall be given to both the long-term and short-term appropriateness of a naming.
 - 3.1.3 A petition for naming a facility shall include detailed information including the identification of the space, the timeframe of the



project, a detailed biography of the individual being recognized, an explanation of the extraordinary contribution and the exact name requested.

3.1.4 The benefactor will not be given authority to control curricular or administrative matters related to the naming or University property usage.

3.1.5 In the instance of a corporate or organizational naming, additional due diligence should be taken to avoid any appearance of commercial influence or conflict of interest. Use of corporate logos as a part of naming opportunities will be on a cases-by-case basis.

SECTION 4. COMMEMORATIVE NAMING GUIDELINES:

- 4.1. No formal agreement for naming shall be made prior to the approval of the proposed name and in accordance with these guidelines.
- 4.2. Facilities may be named in honor or memory of faculty, staff, officers, alumni or friends of the University community who have made extraordinary contributions to the University.
- 4.3. Honorees shall have achieved distinction in one or more of the following ways:
 - 4.3.1. Served the University in an academic capacity, achieved the highest scholarly distinction and earned a national or international reputation.
 - 4.3.2. Served the University in an important administrative capacity, rendered distinguished service, and provided exceptional contributions to the University.
 - 4.3.3. Contributed in truly exceptional ways to the welfare of the institution, state, or nation or achieved such unique distinction as to warrant recognition.
- 4.4. When honoring an individual, a petition may be made for naming following the established timeframe: three years after retirement or three years after separation from the University; or in memory of three years after the individual's death.
- 4.5. The BOG reserves the right under extraordinary circumstances to waive the "three years after death" requirement.



- 4.6. The commemorative naming of a major or other facility will be effective for the useful life of the facility or area. If a facility must be replaced or substantially renovated, or the use is redesignated, the University reserves the right to rename the facility.
- 4.7. A naming in honor of an individual who has retired from the University but has been recalled to full or part time employment may be made based on the earlier of the two above criteria, notwithstanding the recall status.
- 4.8. If at any time it is determined that an honoree's activities reflect negatively on the University or are in conflict with the mission of the University, the University reserves the right to recommend termination of naming rights.
- 4.9. The removal of a name will require the approval of the Fairmont State University Board of Governors.
- 4.10. The honoree or surviving family will be informed of the change in writing prior to the removal of the name.

SECTION 5. DONOR NAMING GUIDELINES:

- 5.1. No formal agreement for naming shall be made prior to approval of the proposed name and in accordance with this policy.
- 5.2. In reviewing a request for approval of naming, consideration shall be given to:
 - 5.2.1. The significance of the proposed gift as it relates to the realization and/or success of the mission of the school, unit or program.
 - 5.2.2. The eminence, reputation and integrity of the individual or entity whose name is proposed; and the relationship of the individual or entity to the University, the state or nation.
 - 5.2.3. The relationship of the honoree to the donor.
- 5.3. When the proposed naming of a facility would recognize an individual, the complete name of the individual should be used. i.e.: legal name unless otherwise specified by the donor.
- 5.4. When the proposed naming of a facility would recognize a corporation or foundation, the proper name of the corporation or foundation should be used unless otherwise specified by the corporation or foundation.

- 5.5. The size, design, and wording of plaques and other signs that acknowledge individual, corporate or foundation generosity should be reasonable for the purpose of recognition and avoid the appearance of advertising. All plaques must be approved through Fairmont State University's division of University Relations.

5.5.1. Facilities:

- a. A naming in recognition of a donor will be effective for the useful life of the facility or area. If a facility must be replaced or the use of an area redesignated or repurposed, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.
- b. The original donors or members of their immediate family will be given the first opportunity to support the new facility or new focus of the facility and preserve the naming opportunity.
- c. Requests made to the Board of Governors to name a new facility or renovated existing facility must comply with the following guidelines:
 1. The proposed gift should contribute significantly to the realization or completion of a facility or the enhancement of a facility's usefulness to the university.
 2. All requests should demonstrate that the institution has maximized the potential fundraising in association with facility naming. To receive the best consideration, requests must meet the following guidelines:
 - i. The present value of the gift should be an amount equal to or greater than 15 percent of the cost to construct or substantially renovate the building proposed for naming.
 - ii. The naming of existing buildings not targeted for substantial renovation will be considered on a case-by-case basis. The underlying principal of such naming should be to honor a significant gift or history of significant giving to the institution.

- iii. Gifts made to fund the direct costs of construction or renovation, or to establish an endowment in support of maintenance or program costs, are encouraged and will receive more favorable consideration.
- iv. The building should be approved for construction or renovation by the Board of Governors.
- v. If a naming opportunity is being considered for a set period of time (naming rights to an athletic field, for example) the cost of installing and removing the name should be a consideration and plans accounting for those costs should be included in the request to the Board of Governors.
- vi. The gift may be in cash or in the form of a legally binding pledge, provided however, that if in the form of a pledge, it should be paid in full within five years.
- vii. A portion of the gift (no more than one quarter of the total gift) may be in the form of an irrevocable trust or bequest, provided that the donor is age 80 or older. If a bequest, there must be a legally binding pledge backing up the bequest. The Board of Governors may consider exceptions to these gift provisions as listed in this item if a strong rationale is provided.

5.5.2. Programs

- a. The named gift levels for buildings, schools, colleges, and departments will be established on a case-by-case basis. Endowed, discretionary gifts are strongly encouraged.
- b. Generally, the endowment established through the gift should generate 10 to 20 percent of the unit's operating budget on an annual basis, depending on the size of the unit.

SECTION 6. REMOVAL OF A NAME GUIDELINES:

- 6.1. In the event the entire gift amount is not received as provided in the gift agreement, Fairmont State University reserves the right to remove the Donor's name. Representatives of the University and the Fairmont State University Foundation will contact the Donor(s) and notify them that they have not complied with the original agreement and negotiate alternate



arrangements or offer the Donor an alternate naming opportunity appropriate to their giving level.

- 6.2. If at any time it is determined that a Donor's activities reflect negatively on the University or are in conflict with the mission of the University, the University, in consultation with the Fairmont State University Foundation, reserves the right to terminate naming rights.
- 6.3. The removal of the name of a major facility will require the approval of the Fairmont State University Board of Governors.
- 6.4. The donor or his/her representative will be informed of the change in writing prior to the removal of the name.
- 6.5. The donor reserves the right to have his/her name removed by submitting a written request.

SECTION 7. PROCESS AND PROCEDURES:

- 7.1. The Fairmont State University president should be notified of possible facility or academic program naming discussions as early in the process as possible. Requests will be reviewed within the Fairmont State University President's Office before being submitted for review by the Fairmont State University Board of Governors. The BOG will either 1) decline the request, 2) request additional information or clarification, or 3) recommend approval.
- 7.2. All requests should be submitted to the Fairmont State University President six weeks prior to the next Fairmont State University Board of Governors meeting for review. In making requests for naming of facilities or academic programs, the following information is to be submitted:
 - 7.2.1. A detailed request in letter or memo form that should provide:
 - a. The donor's name and relationship to Fairmont State University.
 - b. The gift amount and terms, including but not limited to any costs associated with the gift.
 - c. As applicable, the overall cost of the facility construction or renovation or the overall budget of the program to be supported. If the gift represents partial or total funding of the construction, remodeling or renovation, the following information must be included:



- i. A timetable for project implementation;
 - ii. Relationship of the project to the institution's long-range plans;
 - iii. Source and status of capital budget funds needed in addition to the gift;
 - iv. Operating budget implications and sources of funds.
- d. The proposed name of the facility or program, and if applicable, the current name of the facility or program

7.2.2. A copy of the gift contract and/or agreement.

7.2.3. A biographical profile of the prospective donor.

7.3. All requests will be held in the strictest of confidence.

SECTION 8. PUBLIC ANNOUNCEMENT:

- 8.1. No public announcement of a naming should be made prior to BOG approval. Public announcements should be scheduled in coordination with the Fairmont State University's Division of University Relations, the Office of the President and the Fairmont State University Foundation to ensure proper representation from the President's Office and the BOG.



**ADDENDUM
THE NAMING OF FACILITIES AND ACADEMIC PROGRAMS**

Naming Opportunity	Amount
Named Impact Fund (Five years, min.)	\$5,000
General Endowment	\$25,000
Student Travel/Awards	\$25,000
Scholarships	\$25,000
Graduate Scholarship	\$50,000
Visiting Lecture/Speaker/Artist	\$50,000
Faculty Support	\$50,000
Professorship	\$500,000
Program/Department Chair	\$1,000,000
Dean	\$2,000,000
Department	In Consultation
Building	In Consultation
College	In Consultation