

MARSHALL UNIVERSITY BOARD OF GOVERNORS

Policy No. GA-10

Naming Policy for Units and Facilities

1 General Information.

- 1.1 Scope: This policy sets guidelines for naming Marshall University Units and Facilities.
- 1.2 Authority: W. Va. Code §18B-1-6
- 1.3 Passage Date: January 25, 2006
- 1.4 Effective Date: February 6, 2006
- 1.5 Controlling over: Marshall University only.
- 1.6 History:
 - 1.6.1 This policy replaces current MUBOG Policy No. 2 which was approved on January 23, 2002. MUBOG Policy No. 2 is hereby repealed.

2 Purpose.

- 2.1 This policy is designed to ensure that any unit or facility that is named at Marshall University honors individuals of extraordinary achievement and whose accomplishments are of enduring distinction and value. In addition, naming opportunities may be granted in honor of an individual who has made a significant and far-reaching impact on Marshall University through:
 - 2.1.1 Extraordinary public service or service to the University without consideration of a monetary contribution.
 - 2.1.2 A major monetary gift made to the University in accordance with the terms of this policy.

3 Definitions

- 3.1 For purposes of this policy the following definitions shall apply:
 - 3.1.1 The term “Unit” refers to any office, position, department, school, program, college, center, institute organization, or resource that may be named.
 - 3.1.2 The term “Facility” refers to any existing or proposed University building, building addition or physical space (interior and exterior) involving University property not named prior to implementation of this policy.

4 Overview.

- 4.1 The Marshall University Board of Governors (MUBOG) must approve the naming of any unit and facility of Marshall University.
- 4.2 The MUBOG approves the policies and procedures governing naming opportunities. Donor gift agreements shall reflect the policies herein. A proposal to name a physical facility or space originates with the Senior Vice President for Academic Affairs and Provost and/or the Senior Vice President for Development and requires the approval of the President prior to consideration by the MUBOG. Naming proposals for University units (e.g., centers, institutes, programs, etc.) and/or interior spaces are initiated by the appropriate dean, and are transmitted by the Senior Vice

President for Academic Affairs and Provost to the President for approval prior to consideration by the MUBOG.

- 4.2.1 All naming opportunities shall involve individuals who have attained achievements of extraordinary and lasting distinction or who have made a significant contribution to the University. The names of areas and physical spaces outlined in gift agreements that involve naming should be worded in a manner that will not restrict the future use of the space. Wording for signage or plaques designating a named area, building or physical space should be developed accordingly. Generally, a commitment to name a unit or facility does not permit the honoree to exploit the naming opportunity in any trade, business, advertising, marketing, or other commercial purposes. Such exploitation for a commercial purpose may adversely affect the ability of the University to obtain tax exempt financing.
- 4.2.2 Naming opportunities and monetary thresholds for such consideration are set forth in Addendum A. These naming thresholds must be funded in full within five (5) years, except when the MU Board of Governors exercises its option by resolution to waive the required time line.
- 4.2.3 The restrictions set forth herein must be included in all gift agreements for which a naming of a facility or unit is involved.

5 Naming of Facilities – Buildings & Physical Spaces

- 5.1 If the proposed naming opportunity for a building or physical space involves a major gift, the gift must be paid in full within five years (e.g., cash, cash equivalents, marketable securities, or contractual pledges). Planned commitments, with the exception of charitable lead trusts, which must be funded with cash or marketable securities, may not give rise to an opportunity to name buildings or physical space. However, exceptions may be made by the Board of Governors under extraordinary circumstances. Gift agreements for the naming of new or renovated buildings or physical spaces (before construction completion) must allow for the unrestricted use of the donated funds for the specified project. This practice allows the University the flexibility to use bonds or other funding mechanisms for construction. The minimum contribution giving rise to the opportunity of naming a building or physical space for new construction or renovations should equal to 33 percent of the total project cost. New construction or renovation cannot commence until sources for 100 percent of the total project cost, including the maintenance endowment, are identified. If the University decides to fund a building project with funds other than donations, an exception may be made to the 33 percent rule or the maintenance endowment rule when setting the donor gift level for naming.

6 Naming of Units – Schools, Colleges, Centers, Institutes, Departments, Programs, Positions, etc.

- 6.1 If the proposed naming opportunity involves a major gift, the gift must be paid in full within five years (e.g., cash, cash equivalents, marketable securities, or pledges with not more than a 5-year duration). Irrevocable planned commitments may be considered. This payment period must be included in all naming agreements.

7 Removal of a Name

- 7.1 A name may be removed from a facility or unit if the commitment is unfulfilled by the donor at the completion of the agreed payment period. The removal of a name requires the approval of the MUBOG. This provision must be included in all naming agreements. The donor or his/her designee will be informed of the change in writing, notice of which shall be mailed by certified mail to the person or designee identified in the naming agreement 60 days prior to the removal of the name from the facility or unit.