

## RUTGERS UNIVERSITY POLICY

Section: ~~20.1.13~~

Section Title: ~~Administrative Policies, Procedures, and Services~~

Policy Name: ~~Naming of Facilities and Erecting Plaques, Monuments, Major Markers, and Artwork~~

Formerly Book: ~~6.3.9~~

Approval Authority: ~~Board of Governors~~

Responsible Executive: ~~Senior Vice President for Administration~~

Responsible Offices: ~~Office of Administration, Rutgers University Foundation, and University Facilities and Capital Planning~~

Originally Issued: ~~March 1, 2001 Memorandum~~

Revisions: ~~4/7/05; 6/9/05; 2/15/08 (Updated administrative titles); 5/14/09 (Updated administrative titles); 3/28/2011 (updated phone numbers); 10/10/2013 (Updated title and phone numbers)~~

Errors or changes? Contact [oevpada@rutgers.edu](mailto:oevpada@rutgers.edu)

<b>Policy Name:</b>	<u>Naming of Facilities and Programs</u>				
<b>Section #:</b>	<u>20.1.13</u>	<b>Section Title:</b>	<u>Administrative Policies, Procedures, and Services</u>	<b>Formerly Book:</b>	<u>6.3.9</u>
<b>Approval Authority:</b>	<u>Board of Governors</u>		<b>Adopted:</b>	<u>March 1, 2001 Memorandum</u>	<b>Reviewed:</b> <u>10/7/2016</u>
<b>Responsible Executive:</b>	<u>Executive Vice President for Strategic Planning and Operations and Chief Operating Officer</u>		<b>Revised:</b>	<u>4/7/05; 6/9/05; 2/15/08 (Updated administrative titles); 5/14/09 (Updated administrative titles); 3/28/2011 (updated phone numbers); 10/10/2013 (Updated title and phone numbers), 10/7/2016</u>	
<b>Responsible Office:</b>	<u>Office of Institutional Planning and Operations; Rutgers University Foundation</u>		<b>Contact:</b>	<u>Institutional Planning and Operations, 848-445-2500 Rutgers University Foundation, <a href="mailto:foundation@winants.rutgers.edu">foundation@winants.rutgers.edu</a></u>	

1. **Policy Statement**

- ~~Provides~~rovides guidelines on naming facilities, buildings, and other areas of Rutgers University properties and on requests to erect plaques, monuments, major markers, and artwork facilities and programs.
- ~~Establishes~~Establishes a committee to review naming proposals and requests to erect plaques, monuments, major markers, and artwork and ~~requesting~~ the naming of facilities and/or

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programs in honor of individuals, or in recognition of significant gifts, and to make recommendations to the President and Board of Governors for the highest profile naming opportunities, including the naming of all buildings, and/or any other facility, or program named in recognition of gifts of \$10 million or more.

2. **Reason for ~~Guidelines~~Policy**

- To establish and maintain standard procedures for consideration of naming opportunities that reflect the University's values and have the potential to affect Rutgers' public image
- To establish a consultation process to provide the benefit of the collective institutional memory and a broad campus perspective with regard to naming activities
- ~~To ensure conformity with University design standards and the master plan~~

3. **Who Should Read This Policy**

All members of the Rutgers University community

4. **Related Documents ~~Resources~~**

~~a. Design Standards~~

~~<http://facilities.rutgers.edu/fpa/Design/DesignStandardManual.html>~~

~~b. Exterior and Interior Signage Standards~~

~~<http://facilities.rutgers.edu/fpa/Design/EISManual.html>~~

~~Naming Policy Agreement Form~~

~~University Policy 20.1.23, Proposals for Installation of Plaques, Monuments, Major Markers, and Artwork~~

5. **Contacts ~~Definitions~~**

~~Administration – 848-932-5661~~

~~University Naming Committee – 848-932-5661~~

~~Facilities and Capital Planning Office – 848-445-3000~~

~~Mason Gross School of the Arts – 848-932-9360~~

~~Rutgers University Foundation – 848-932-7777~~

~~Zimmerli Museum – 848-932-7237~~

~~Vice President and General Counsel – 848-932-7697~~

~~Camden – Chancellor Office – 856-225-6095~~

~~Newark – Chancellor Office – 973-353-5541~~ **Definitions**

~~See Section I.~~

6. **Policy**

**20.1.13 NAMING OF FACILITIES AND ERECTING PLAQUES, MONUMENTS, MAJOR MARKERS, AND ARTWORK PROGRAMS**

I. **Naming of Facilities, and Buildings and Programs**

- A. **Policy Administration:** For administration of this policy, the University Naming Committee (Committee), appointed by the President, shall review all proposals to name university facilities, buildings, facilities programs or other spaces. The Committee shall make decisions on all naming proposals, with the exception of the naming of buildings, or anything named at the university in recognition of a gift of \$10 million or more. In these exceptions, the Committee then fshall forwards strongly justified recommendations to the President to take forward to the Committee on Finance and Facilities of the Board of Governors for discussion and action by the full Board of Governors.
- B. **University Naming Committee:** The Committee, chaired by the Senior Executive Vice President for Strategic Planning and Operations and Chief Operating Officer Administration, or his or her designee, shall consist of the Executive Senior Vice President for Academic Affairs, President of the Rutgers University Foundation, Senior Executive Vice President for

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~~Administration~~ Strategic Planning and Operations and Chief Operating Officer, Executive Director ~~of~~ University Planning and Development, Senior Director of Donor Relations and Chancellors (as needed), or their designees, and faculty, staff, and students as appropriate.

- C. **Naming Opportunities for Facilities Not Wholly Owned by Rutgers:** Whenever a substantial facility or building is specifically constructed to be permanently occupied by or used entirely by Rutgers students, faculty, or staff, even if the building is not wholly owned by the university, it is the strong preference of the university that Rutgers participate in any naming discussions and have approval authority over the naming of the facility or building. Furthermore, in cases where this preference is exercised by Rutgers in a given transaction, the contract between the university and the developer shall contain a clause stating that Rutgers shall be consulted on the naming of the facility or building and shall have approval authority over the name of the facility or building.
- D. **Definition of Facilities:** The term “facilities” shall include, but not be limited to, any university building, structure, room, classroom or space within a facility, plaza, open space, thoroughfare, landscaped area, or other physical improvements or natural features of the university campus or other property under the administrative control of the university.
- ~~D.E.~~ **Definition of Programs:** The term “programs” includes schools, departments, institutes, centers, and other units associated with university functions.
- F. **Discussions with Potential Donors:** Prior to any naming discussions with prospective donors, ~~other than smaller items covered under Section II, deans, directors, and department supervisors shall consult with executive management (executive vice president, chancellor, or president of the Rutgers University Foundation)~~ (Senior Vice President for Academic Affairs, Executive Vice President for Strategic Planning and Operations and Chief Operating Officer, President of the Rutgers University Foundation, or one of the chancellors) about the naming process.
- ~~E.G.~~ **Records:** The Executive Vice President for Strategic Planning and Operations and Chief Operating Officer ~~Senior Vice President for Administration~~, who also serves as Chair of the University Naming Committee, shall maintain an official list of all requests and approved proposals for namings. The Office of Facilities and Capital Planning ~~University Planning and Development~~ shall maintain a list of all university facilities and their approved functional/general or honorary names.
- ~~F.H.~~ **Naming/Renaming:** The naming of a building or facility is effective for the useful life of the building or facility so long as it is used for the purpose for which it was used at the time of the gift. At the end of the useful life of the building or facility and/or the cessation of the use in effect at the time of the gift, Rutgers may rename the building or facility. In the event of a renaming under these circumstances, appropriate recognition of earlier donors and honorees shall be included in or adjacent to the replacement or redeveloped building or facility. The same policy applies to spaces named inside or outside of university facilities. As part of the process of closing a gift that is recognized with the naming of a facility, the donor will sign a Naming Policy Agreement Form.

Under extraordinary circumstances when the continued use of the name would compromise the public trust and reflect adversely upon the University, Rutgers reserves the right to rename the building or facility.

#### ~~H.I.~~ **Procedures**

1. **Namings with Personal, Corporate, or Foundation Donations:** ~~Proposals for namings of major academic buildings and other facilities may be made in connection~~

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~~with~~In recognition of significant personal, corporate, or foundation donations from individuals or organizations, Rutgers University may elect to the university name facilities or programs. ~~to honor University colleagues, respected alumni or others.~~ Such ~~p~~Proposals to potential donors that include naming opportunities must be made in consultation with the ~~p~~President of the Rutgers University Foundation. These gifts are designed to be spent in full within a limited period of time for the purposes set forth by the benefactor. ~~—A new building, or facility (or major renovation of an existing facility), or room, laboratory, or other section of a building may be named by a donor who contributes significantly toward the project expenses. The size, design, and wording of plaques, signs or markers that acknowledge benefactor contributions and express university appreciation shall conform to the university's graphic design standards and master plan~~ Proposals for Installation of Plaques, Monuments, Major Markers, and Artwork policy as outlined in University Policy 20.1.23.

- a. **New Facility:** A new facility may be named for or by a donor ~~with a who~~ contributes significantly toward the project expenses. ~~A gift representing 50% of the total university commitment of initial costs as established by the Office of Facilities and Capital Planning for naming a facility ordinarily should equal at least one-half the portion of the total project costs that are to be raised from the private sector. In cases where the facility is solely supported by university monies, the committee will consider gifts of 25-50% of initial costs.~~ Areas within a facility (classrooms, laboratories, reading rooms, offices, etc.) may be named ~~or given according to a formula providing 50% of the initial estimated costs (as established by the Office of Facilities and Capital Planning) of the specific area being named~~ provided by the Executive Director for University Planning and Development. Chancellors, Deans and other members of the university's senior leadership (or their designees) who are developing fundraising plans for new facilities will meet with the Executive Director for University Planning and Development to determine naming amounts for specific areas. ~~A fundraising feasibility study may be appropriate in determining the gift levels for these naming opportunities.~~ In addition to these formulas, consideration should be given to the market value of the naming opportunity, estimated through a benchmarking study of comparable facilities at peer institutions. Naming proposals shall be submitted to the President of the Rutgers University Foundation for review and input before submission to the University Naming Committee. The final proposal is then brought forward to the University Naming Committee for approval prior to commencement of fundraising.
- b. **Renovation of Existing Facility:** Same gift guidelines as above for a New Facility.
- c. **Existing Facility (Not Requiring Renovations):** Existing facilities and areas within existing facilities may be named in accordance **with a formula provided by the Executive Director for University Planning and Development**, the following relationship with respect to the age of the building. Funds shall be placed into two equal endowments: (1) **The purpose of naming an existing facility an endowment is to generate private dollars to be used to support the discretionary needs of academic or administrative units at the university.** under the stewardship of the designated academic officer of the facility; and (2) an endowment for the university to use for the operation and maintenance for the building. **Typically, but not always, three-fourths of a gift to name an existing facility not undergoing renovation will be unrestricted to the university entity designated by the donor in the gift agreement. In cases where a university entity is relocated from one facility to another, the endowment created to support the entity will remain with that entity. On a**

case by case basis, the University Naming Committee will decide whether or not the space to which the entity is moving will be renamed, or the name will stay with the original facility.

d. Programs: Corporate or other organization names will generally not be used to name a university program. A gift for naming a program should:

Be in the form of endowment, of which at least three fourths is unrestricted for the benefit of that program; and

Be determined by the size, operating budget, national ranking and visibility of the program, as well as naming amounts of peer programs in the discipline or on the university campus where available; and

Be substantial and significant, even transformative in nature, enabling the program to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit.

<u>Building Age</u>	<u>Gift Endowment</u>
2-5 years	40% of the replacement construction costs
6-10 years	30% of the replacement construction costs
11+ years	20% of the replacement construction costs

2. **Namings without Donations:** Recommendations not associated with a donation for a naming in honor of living or deceased faculty, alumni, staff, Board of Governors or Board of Trustees members or community, state or national leaders shall be considered on a case-by-case basis only when supported by extraordinary justification for the naming. A proposal may be made on the earlier of the following: (1) two years after retirement or other separation from the university or from elected or appointed office; or (2) two years after the person's death, if the person had not yet retired or otherwise separated from the university.

Proposals must outline the standards which guided the naming request and shall include careful reflection upon the achievements of another individual in the same field for whom an equally convincing proposal could be made. All such naming proposals must be made in consultation with the president of the Rutgers University Foundation. No commitment for naming shall be made prior to approval by the University Naming Committee.

Proposed honorees shall have achieved distinction in one or more of the following ways:

- a. While serving the university in an academic capacity, the individual has demonstrated high scholarly distinction and has earned a national or international reputation and has helped the university to grow in reputation.
- b. While serving the university in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of the University.

- c. The individual has contributed in truly exceptional ways to the public good or to the welfare of the institution or achieved such unique distinction as to warrant recognition.
3. **Other Naming Opportunities:** The Committee urges the community to give careful consideration to other meaningful naming opportunities prior to making a recommendation in honor of colleagues whose outstanding leadership and achievement have constituted a significant benefit to the university. Examples of such plausible naming opportunities when supported by the necessary funding include: professorships or scholarships, conference rooms, libraries, laboratories, and seminar rooms.
4. **Submission of Proposals:** Naming proposals shall be submitted to the appropriate Dean, Director, or Department Supervisor who may then recommend them to the appropriate Chancellor or Vice President. If approved, the Chancellor or Vice President shall forward proposals to the Chair of the University Naming Committee for review and approval by the Committee.
5. **Approval Process:** The University Naming Committee approves all naming requests, with the exception of the naming of buildings, or anything named at the university in recognition of a gift of \$10 million or more. If the University Naming process stated herein applies to naming proposals for major buildings and major outdoor areas. If the Committee decides to recommend a proposal in these exceptions for consideration, the Committee shall forward strongly justified recommendations to the President of the University. ~~prepare a summary statement for transmittal to the President. Upon the President's approval, the naming proposal is~~ **shall be** ~~submitted to the Committee on Finance and Facilities, which in turn, shall make a recommendation for final approval to the full Board of Governors for action.~~

## II. Erecting Plaques, Monuments, and Major Markers

- A. **Policy Administration:** ~~The Office of Facilities and Capital Planning shall establish a committee that, in consultation with the University Naming Committee, is responsible to review all requests for plaques, monuments, and major markers for the New Brunswick campus. The Camden and Newark Chancellor Offices shall establish their own committees to review all requests for plaques, monuments, and major markers on their respective campuses. These offices shall forward all requests to the University Naming Committee for final approval of the location of and plans and designs for all plaques, monuments, and major markers throughout the University, including exterior and interior permanent, commemorative, and decorative works of art such as memorials, class gifts, and sculptures.~~
- B. **Design Standards:** ~~Any proposals for new plaques, monuments, or major markers must conform to university policy and design standards related to campus signage and graphics and the master plan maintained by the Office of Facilities and Capital Planning.~~
- C. **Definitions:**
  1. ~~A **plaque** is any ornamental or engraved flat or low relief plate, slab or disc that can be affixed to a base, indoor or outdoor building surface or other object.~~

2. ~~**Monuments or memorials** can be either permanent pieces of public outdoor art, sculpture, landscape enhancements or other civic improvements whose primary purpose is to honor a person, group, event or other significant contribution to the university. Some examples are a plaque, tree, bust, sculpture, statuary or fountain, a landscape feature such as a garden or grove, or a building or similar architectural feature.~~

3. ~~**Major markers** include signage requested by university units which departs from the established university signage standards.~~

~~D. **Commemorative Trees, Shrubs, or Other Plantings, and Objects:** Memorial or honorific gifts of trees, shrubs or other plantings in most cases cannot be signified by individual plaques or markers. All gifts must be processed through the Rutgers University Foundation. More information on the university's Commemorative and Memorial Tree Program is available by contacting the Office of University Planning and Development.~~

~~E. **Miscellaneous, Smaller Items:** Bricks, benches, and similar items consuming little, if any, square footage may carry donor or honorary names with the approval of the Dean or Director. All external designs and namings of this nature shall be reviewed and approved by the Office of Facilities and Capital Planning to assure compliance with the University's design standards and master plan.~~

F. ~~**Records:** The Office of Facilities and Capital Planning shall maintain an official list of all requests and approved proposals for plaques, monuments, and major markers.~~

#### G. ~~**Procedures**~~

~~1. **Proposals for Plaques, Monuments or Major Markers:** Proposals may be made by college departments, alumni classes, "Friends" groups or any group, organization or individual either inside or outside the University.~~

~~2. **Submission of Proposals:** Proposals must first be submitted to the appropriate Dean, Director or Department Supervisor, who may then recommend it to the appropriate Chancellor or Vice President. The Chancellor or Vice President shall forward proposals to the Office of Facilities and Capital Planning. This office shall review all requests for appropriateness and adherence to university policy and design standards. Proposals meeting all requirements shall be forwarded to the University Naming Committee for final approval.~~

~~3. **Funding Source:** The source of funding must be identified as part of the proposal. The University Naming Committee has no funds at its disposal.~~

#### ~~4. **Consultation and Advice:**~~

~~a. Standardized plans for plaques are available in the Office of Facilities and Capital Planning.~~

~~b. Advice on vendors is available from University Purchasing.~~

~~c. The executive director of University Planning and Development and the director of the Zimmerli Art Museum are available to consult in the formulation of plans.~~

### III. **Artwork**

A. ~~**Student Proposals for Outdoor Sculptures:** Each specific proposal from a student to use an area at the University to install outdoor sculptures shall be presented to the University Naming Committee through the appropriate art department on the Camden, New Brunswick, and Newark campuses. The Committee has final approval of the site of the sculpture.~~

~~B. **Works of Art by Students:** Contributions of works of art by students of the University to the Zimmerli Art Museum must be approved by the Museum and shall be referred to the Director. Contributions to other divisions of the University shall be referred to the University Naming Committee which ordinarily will not approve acceptance of such works until five years after the final degree is received by the student.~~

~~C. **Gifts of Art Work**~~

~~1. **Commissioning of an Artist:** Gifts of art work to the campuses that involve commissioning of an artist for a work which is not in existence at the time of proposing the gift shall be handled according to procedures similar to those established by the New Jersey State Council on the Arts in that several artists will compete for the commission. One artist may be proposed by the donating group; at least two others will be proposed by the Committee. The University Naming Committee shall review and approve the names of the artists submitted and shall seek the assistance of University Purchasing to issue a request for proposal to the three artists selected as finalists.~~

~~The donating group shall be prepared to pay a nominal fee to the artists for their preparation of a maquette of the proposed gift. The choice of the maquette, hence the choice of the artist, shall be made by a selection committee composed of the following: one person selected by the donating person or group, one person selected by the Committee, a representative of the campus unit housing the work, and a representative of the Zimmerli Art Museum which is the caretaker of the artistic piece. The decision of the selection committee is final.~~

~~2. **Donor Gift of Commissioned Artwork:** If an outstanding artist is commissioned by a donor who wishes to donate the artwork to the University, the donor must consult with the president of the Rutgers University Foundation. In these instances, the president of the Foundation shall also consult with the University Naming Committee and the director of the Zimmerli Art Museum. Donors will be asked to provide curating costs required for maintenance and repairs.~~

~~3. **Donor's Outright Gift of Artwork:** If a donor wishes to donate an outright gift of artwork to the University, the donor must consult with the president of the Rutgers University Foundation who in turn shall consult with the director of the Zimmerli Art Museum.~~

IVII. **Exceptions to Section I – Naming of Facilities and Buildings**

Exceptions to these procedures, under Section I – Naming of Facilities ~~and~~, Buildings and Programs, may be made in circumstances deemed appropriate by the President of the University and the Board of Governors.