

UNIVERSITY POLICY

Policy Name:	Proposals for Installation of Plaques, Monuments, Major Markers and Artwork					
Section #:	20.1.23	Section Title:	Administrative Policies, Procedures, and Services	Formerly Book:		
Approval Authority:	Senior Executive Vice President for Strategic Planning and Operations and Chief Operating Officer		Adopted:	10/24/2016	Reviewed:	10/24/2016
Responsible Executive:	Executive Director of Planning and Development		Revised:			
Responsible Office:	Rutgers Institutional Planning and Development and Rutgers University Foundation		Contact:	Rutgers University Foundation (RUF) 848-932-7777 Institutional Planning and Operations (IPO) 848-445-2500 Rutgers University–Camden Chancellor’s Office 856-225-6095 Rutgers University–Newark Chancellor’s Office 973-353-5541		

1. Policy Statement

- Provides guidelines pertaining to requests to erect and install plaques, monuments, major markers, and artwork.
- Establishes a committee to review and approve requests for the creation and installment of plaques, monuments, major markers, or artwork.

2. Reason for Policy

- To establish and maintain standard procedures for consideration of plaques, monuments, major markers and artwork 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 broad campus perspective with regard to installation of plaques, monuments, major makers and artwork.
- To ensure conformity with University design standards and the physical master plan, and adherence to naming conventions as defined by the Rutgers University Foundation.

3. Who Should Read this Policy

All members of the Rutgers University community.

4. Resources

- a. Plaques, Monuments and Major Markers Proposal Review Form

- b. [Design Standards](#)
- c. [Exterior and Interior Signage Standards](#)
- d. [Commemorative and Memorial Tree Program](#)
- e. [Visual Identity System](#)
- f. Name Recognition Policy (Rutgers University Foundation)
- g. [University Policy 20.1.13, Naming of Facilities and Programs](#)
- h. Naming Policy Agreement Form

5. **Definitions**

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.

Monuments or memorials can be permanent civic improvements and/or landscape enhancements whose primary purpose is to honor a person, group, event or other significant contribution to the university. Some examples include a plaque, tree, bust, sculpture, statuary or fountain, a landscape feature such as a garden or grove, or a building or similar architectural/landscape architectural feature.

Major markers include permanent pieces of public outdoor art, sculpture, or signage requested by university units which departs from the established university signage standards, as well as other objects that are permanently placed on campus grounds.

6. **The Policy**

I. **Plaques, Monuments, Major Markers and Artwork**

A. **Policy Administration:**

A standing Plaques, Monuments, Major Markers and Artwork Committee (PMMMAC) shall be established at Rutgers University-New Brunswick (to include Rutgers Biomedical and Health Sciences (“RBHS”)), Rutgers University-Newark, and Rutgers University-Camden. Each of the three PMMMACs shall review and act upon requests for erecting plaques, monuments, and major markers respective to each location. The New Brunswick and RBHS PMMMAC shall provide oversight on requests from all areas of Rutgers Biomedical Health Sciences, as well as outlying areas of the university that include extension stations and research farms.

Each PMMMAC shall report activities to, and as necessary, consult with the University Naming Committee. The University Naming Committee provides final authorization on matters pertaining to plaques, monuments, major markers and artwork at the University.

The New Brunswick and RBHS PMMMAC shall be chaired by the Executive Director of Planning and Development, and include representation from University Communications and Marketing, Rutgers University Foundation, Institutional Planning and Operations, and Zimmerli Art Museum, as well as faculty representatives from the Departments of Landscape Architecture, Visual Arts, and Art History.

The Executive Director of Planning and Development will attend the meetings of the Rutgers University-Newark PMMMAC, and Rutgers University-Camden PMMMAC in an advisory capacity to serve as a resource.

The composition of the PMMMAC at Rutgers University-Newark and at Rutgers University-Camden shall be at the discretion of the Chancellor at each location.

B. Consistency with University Plans, Standards and Systems:

Any proposals for new plaques, monuments, major markers or artwork must be consistent with the campus physical master plan, and conform to both university design standards related to campus signage and graphics as maintained by Institutional Planning and Operations – Department of Planning, Development, and Design, and guidelines outlined in the Rutgers Visual Identity System as maintained by University Communications and Marketing.

C. Plaques for Facilities Not Wholly Owned By Rutgers:

Whenever a facility, building, or space not wholly owned by Rutgers is occupied or used by Rutgers students, faculty, or staff, the Department of Planning, Development and Design and appropriate PMMMAC must be consulted prior to erecting a plaque.

D. Discussions with Donors:

Prior to discussions with Donors about plaques, monuments, or major markers, it is highly recommended that a member of the appropriate PMMMAC, Institutional Planning and Operations – Department of Planning, Development and Design, or Donor Relations be consulted regarding what is acceptable with regard to language on a plaque and what a donor can expect with regard to the look and feel of the plaque. The PMMMAC cannot guarantee that a proposed plaque will meet with approval if it does not adhere to standards.

E. Endowed or Annual Funds and Plaques:

The erection of plaques is reserved for gifts given in support of facilities, buildings, rooms, spaces, and programs, such as centers, institutes, etc. Plaques are not erected to commemorate the gift of endowed or annual funds, such as scholarships, fellowships, professorships, research funds, etc. Such funds, however, can be included in comprehensive plaques that recognize a larger initiative, such as a donor wall for a campaign.

F. Renaming of Facilities and the Disposition of Plaques:

The naming of a facility, building, or space remains effective for the useful life of the facility, building or space, as such Rutgers may choose to rename at the end of the useful life. In the event of a renaming, appropriate recognition of earlier donors and honorees shall be included in or adjacent to the replacement of redeveloped building or facility. In the event that an entirely new plaque system is created throughout the facility for consistency sake and includes recognition of the earlier donors and honorees, old removed plaques will be offered to living donors, honorees, or next-of-kin as a commemorative keepsake. The same policy applies to spaces named inside or outside of University facilities.

G. Commemorative Plaques not involving donations:

Consult the Naming of Facilities and Programs policy for specific guidelines on when a commemorative naming of a facility or program can occur. Once approved by the University Naming Committee, a commemorative naming can result in a plaque 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. These plaques are subject to all factors outlined in this policy.

H. **Commemorative Trees, Shrubs, or Other Plantings, and Objects:**

Memorial or honorific gifts of trees, shrubs or other plantings can be recognized with a metal tree tag. 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 Department of Planning, Development and Design - Institutional Planning and Operations.

I. **Miscellaneous, Smaller Items:**

Bricks, benches, and similar items consuming little, if any, square footage may carry donor or honorary names. All external designs and namings of this nature shall be reviewed and approved by the Department of Planning, Development and Design - Institutional Planning and Operations to assure compliance with the University's design standards and master plan.

J. **Records:**

The Department of Planning, Development and Design - Institutional Planning and Operations shall maintain an official list of all requests and approved proposals for plaques, monuments, major markers and artwork. Periodic reports will be provided to the University Naming Committee.

K. **Procedures**

1. **Proposals for Plaques, Monuments, Major Markers or Artwork:** Proposals may be made by academic departments, alumni classes, "Friends" groups or any group, organization or individual either inside or outside the University. A Plaques, Monuments and Major Markers Proposal Review Form shall be completed to initiate the review process. A proposal to install artwork on campus shall also follow additional procedures as outlined in Section II below.
2. **Submission of Proposals:** A proposal package, containing the completed Proposal Review Form, along with supporting documentation, which can include a location map, sketches, renderings, images and dimensioned plans, 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 Chair of the appropriate PMMMAC for review. This Committee shall review all requests for appropriateness and adherence to university policy and design standards. The PMMMAC may approve or reject the proposal or request additional information from the proposer in order to make a decision. In certain instances, proposals may need final sign-off by the University Naming Committee. Proposals meeting all requirements shall be approved and reported to the University Naming Committee.
3. **Funds and Funding Source:** The source of funding must be identified as part of the proposal. The Rutgers University Foundation, University Naming Committee and PMMMACs do not have funds to support proposals for installing plaques, monuments or major markers.
 - a. In the case of new construction, it is recommended that some portion of the construction funds be designated for plaque purposes.
 - b. In the case of existing buildings, the department or school is required to cover the costs for the fabrication and installation of new plaques.
 - c. If fundraising is contemplated as a manner in which a proposal is to be funded, these activities are to be coordinated with the Rutgers University Foundation.

4. **Maintenance Costs:**

- a. Plaques: If approved, a percentage over and above the cost of the plaque, is to be deposited in a university escrow account that will be used to replace plaques that are vandalized, lost, or stolen.
- b. Monuments, Memorials and Major Markers: If approved, a percentage over and above the cost of the monument, memorial, major marker is to be deposited in a university escrow account, specific to the piece, which will be used to repair damage and maintain the piece over time.

5. **Consultation and Advice:**

- a. Standardized plans for plaques are available in the Department of Planning, Development and Design - Institutional Planning and Operations.
- b. The executive director of Planning and Development and the director of the Zimmerli Art Museum are available to consult in the formulation of plans.
- c. In identifying donors, it is recommended that plaques adhere to the use of Recognition Names, as outlined in the Rutgers University Foundation Recognition Name Policy and identified by the Donor Relations Office.

II. **Artwork**

A. **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 appropriate PMMMAC shall review and approve the names of the artists submitted and shall seek the assistance of University Procurement Services 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 for review by the PMMMAC. 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. 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 PMMMAC and the director of the Zimmerli Art Museum. Donors will be asked to provide curating funds required for future maintenance and repairs of the artwork.

3. Donor's Outright Gift of Artwork:

If a donor wishes to donate a gift of existing 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.

B. 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 appropriate PMMMAC through the appropriate art department on the Camden, New Brunswick, and Newark campuses. The Committee has final approval of the site of the sculpture.

C. 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 appropriate PMMMAC which ordinarily will not approve acceptance of such works until five years after the final degree is received by the student.

III. Exceptions to Section I – Proposals For Installation of Plaques, Monuments, Major Markers, and Artwork

Exceptions to these procedures, under Section I – Erecting Plaques, Monuments, or Major Markers may be made in circumstances deemed appropriate by the appropriate PMMMAC and the President of the Rutgers University Foundation.