

## UNIVERSITY POLICY

<b>Policy Name:</b>	Naming of Facilities and Programs				
<b>Section #:</b>	20.1.13	<b>Section Title:</b>	Administrative Policies, Procedures, and Services	<b>Formerly Book:</b>	6.3.9
<b>Approval Authority:</b>	Board of Governors		<b>Adopted:</b>	March 1, 2001 Memorandum	<b>Reviewed:</b> 10/7/2016, June 2023
<b>Responsible Executive:</b>	Executive Vice President for Strategic Planning and Operations and Chief Operating Officer		<b>Revised:</b>	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, add date	
<b>Responsible Office:</b>	Office of Institutional Planning and Operations; Rutgers University Foundation		<b>Contact:</b>	Institutional Planning and Operations, 848-445-2500 Rutgers University Foundation, <a href="mailto:foundation@winants.rutgers.edu">foundation@winants.rutgers.edu</a>	

**Section:** 20.1.13

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

**Policy Name:** Naming of Facilities and Programs

**Formerly Book:** 6.3.9

**Approval Authority:** Board of Governors

**Responsible Executive:** Executive Vice President for and Chief Operating Officer

**Responsible Office:** Office of Institutional Planning and Operations

**Adopted:** 01/01/2001(Memorandum)

**Reviewed:** 06/22/2023

**Revised:** 04/07/2005; 06/09/2005; 02/15/2008 (updated administrative titles); 05/14/2009 (updated administrative titles); 03/28/2011 (updated phone numbers); 10/10/2013 (updated title and phone numbers); 10/07/2016; 06/22/2023

**Contact:** Institutional Planning and Operations: 848-445-2500

### 1. Policy Statement

- ~~Provides guidelines on naming Rutgers University facilities and programs.~~
- ~~Establishes a committee to review proposals requesting the naming of facilities and/or 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.

Rutgers may acknowledge gifts and/or honor an individual or organization by naming a building, space, program, or position. Naming is one of the ways in which the University acknowledges the generosity of donors and/or honors those whose service to or affiliation with Rutgers enhances the University. Rutgers has established the University Naming Committee (Committee) to review proposed naming opportunities and offer recommendations for accepting or rejecting these proposals to the President of the University and the Board of Governors. Rutgers is committed to preserving and protecting the legacy of the naming opportunity for its designated duration.

In considering proposals to name a building, space, program, or position, Rutgers shall exercise judgment regarding the individual or entity the proposal is intended to honor. Rutgers approves proposals for naming that are aligned with its mission of education and scholarship, research, and service while advancing the common good. Further, the naming opportunity shall be in accordance with Rutgers' historic and revered reputation as a leading public research institution. Rutgers reserves the right to deny proposals that could compromise the academic freedom of the University community, inflict damage on the University's reputation, standing, or integrity, or conflict with the University's values.

## 2. Reason for 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 establish and maintain standard procedures for considering naming opportunities that are in accordance with the University's values and reflect positively on Rutgers' reputation and public image.
- 
- To establish a consultation process to benefit the collective institutional memory of Rutgers and maintain a broad campus perspective regarding naming activities.

## 3. Who Should Read This Policy

All members of the Rutgers University community

## 4. Resources

~~Naming Policy Agreement Form~~

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

Proposal Form for Naming

Rutgers University Donor Recognition Guidelines

University Policy 10.1.5: Centers and Institutes

University Policy 10.1.14: Endowed Faculty Positions

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

University Policy 80.1.4: Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials

Naming Agreement (contact donorrelations@ruf.rutgers.edu)

## 7.5. Definitions

See Section I.

- A. **Facilities:** The term “facilities” shall include, but not be limited to, any new or existing 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.
- B. **Programs:** The term “programs” includes schools, non-physical institutes and centers, ceremonies, and other units associated with University functions. For further information on institutes and centers refer to University Policy 10.1.5: Centers and Institutes.
- C. **Faculty Positions:** The term “faculty positions” includes all endowed faculty positions as defined in University Policy 10.1.14: Endowed Faculty Positions. As of the date of this policy, this includes chairs, professorships, early career professorships, and legacy professorships.
- D. **Philanthropic Naming:** A naming that recognizes individual, corporate, or foundation donations that support a facility, program, faculty position, or other entity.
- E. **Honorific Naming:** A naming proposed in recognition of an individual with an affiliation to the University who has made a significant impact on the University, the community, or to society at large.
- F. **Sponsorship:** Financial support received by a non-University entity to the University for the benefit of one or more activities, events, or programs. Naming rights associated with sponsorships—agreements that outline physical naming for defined limited periods of time—are covered by this policy.
- G. **Useful Life:** Useful life naming of a facility is effective for as long as the facility is used for its intended purpose at the time of the gift. When a building or facility is demolished or removed, the useful life period will expire.
- H. **Term Naming:** A term naming of a facility is available for certain opportunities in single-year increments from one year to 10 years.

## 8.6. The Policy

### A. ~~Naming of Facilities, Buildings and Programs~~

~~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, 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 shall forward 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.~~

A. **Policy Administration:** For administration of this policy, the Committee, appointed by the University President, shall review proposals for Honorific Namings as well as proposals for Philanthropic Namings of University facilities, programs, or other spaces, when said Philanthropic Namings are deemed appropriate by the Rutgers University Foundation's Department of Donor Relations and Stewardship in concert with the President of the Rutgers University Foundation. The Committee shall forward strongly-justified recommendations for proposals to name a building, program and/or proposals valued at \$5 million or more to the University President to present to the Board of Governors' Committee on Finance and Facilities for discussion and action by the full Board of Governors.

~~D. **University Naming Committee:** The Committee, chaired by the Executive Vice President for Strategic Planning and Operations and Chief Operating Officer, or his or her designee,~~

shall consist of the Senior Vice President for Academic Affairs, President of the Rutgers–University Foundation, Executive Vice President for Strategic Planning and Operations and Chief Operating Officer, Executive Director for University Planning and Development, Senior Director of Donor Relations and Chancellors (as needed), or their designees, and faculty, staff, and students as appropriate.

**B. University Naming Committee:** The Committee, chaired by the Executive Vice President and Chief Operating Officer, shall consist of core members (or their designees) including:

Executive Vice President for Academic Affairs

President of the Rutgers University Foundation

Executive Vice President for and Chief Operating Officer (chair)

Executive Vice President — Chief Financial Officer & University Treasurer

Chancellors (as needed)

The IP&O Assistant Vice President for Planning and Development shall be a staff member to the committee. The Committee may engage general counsel, faculty, staff, and students on a case-by-case basis as determined by the Chair of the Committee.

**E. 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.

**B.C. Discussions with Potential Donors:** Prior to any naming discussions with prospective donors, ~~u~~University and ~~F~~oundation partners shall discuss the naming process with executive management (e.g., Executive Vice President for Academic Affairs, Executive Vice President for and Chief Operating Officer, President of the Rutgers University Foundation, or Chancellor of one of Rutgers' divisions).

**G.D. Records:** The Executive Vice President and Chief Operating Officer, who serves as Chair of the University Naming Committee, in collaboration with the Department of Donor Relations and Stewardship shall maintain an official list of requests and approved Proposals for Naming.

**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.

**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, deans, directors, and department supervisors shall consult with executive management (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.

**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~~

- E. **Useful Life Naming:** At the discretion of the Rutgers University Foundation, naming opportunities may be offered for the useful life of a building or facility.
- F. **Useful Life Renaming:** At the end of the useful life of the building or facility and/or the cessation of the intended use of the facility 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 considered for inclusion in or adjacent to the replacement or redeveloped building or facility. A Naming Agreement will be completed to document the renaming of the facility. 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.
- G. **Term Naming:** At the discretion of the Rutgers University Foundation, certain naming opportunities will be offered for a term period starting from the time designated in the Naming Agreement. Exceptions to the term period may be made with the approval of the President of the Rutgers University Foundation. The Foundation and University reserve the right to extend the time period of an existing naming at their discretion. 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 facility.
- H. **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 each 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.
- I. **Termination of Naming:** In addition to rights and remedies available by law, the University and the Foundation may terminate a naming agreement and all rights and benefits of the donor. In the unlikely event, following the philanthropic or honorific naming, circumstances change substantially so that the continued use of that name may conflict with the mission and core values of the University, or the University determines that the naming may impugn the reputation, image, or integrity of the University, or compromise the public trust; or if the donor ceases payment or defaults on a commitment related to the naming of the facility, the University reserves the right to terminate the naming agreement. Upon any such termination of a naming agreement or naming, the University and the Foundation shall have no further obligation or liability to a donor and shall not be required to return any portion of the gift already paid. The University may determine an alternative recognition for the portion of the gift already received.
- J. **Donor Initiated Name Changes:** If the donor or honoree listed in the Naming Agreement requests a change to the name of the facility or program (e.g., due to divorce or corporate merger), the request should be submitted to the Department of Donor Relations and Stewardship who will send it to the University Naming Committee for approval. If approved, costs associated with replacement signage and other related expenses shall be paid by the donor, an amendment will be made to the Naming Agreement to reflect the new name.

~~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.~~

## G-7. Procedures

~~A. **Namings with Personal, Corporate, or Foundation Donations:** In recognition of significant donations from individuals or organizations, Rutgers University may elect to name facilities or programs. Proposals to potential donors that include naming opportunities must be made in consultation with the President of the Rutgers University Foundation. A new building, facility (or major renovation of an existing facility), 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 Proposals for Installation of Plaques, Monuments, Major Markers, and Artwork policy as outlined in University Policy 20.1.23.~~

A. **Philanthropic Naming:** At the discretion of the Rutgers University Foundation, certain naming opportunities will be offered to individuals or organizations. Proposals to potential donors that include naming opportunities must be made in consultation with the Foundation Department of Donor Relations and Stewardship, which will consult with the President of the Rutgers University Foundation. For facility namings, the size, design, and wording of plaques, signs or markers that acknowledge benefactor contributions and express University appreciation shall conform to Rutgers University Donor Recognition Guidelines and to University Policy 20.1.23: Proposals for Installation of Plaques, Monuments, Major Markers, and Artwork. Plaques, signs, or markers associated with a philanthropic naming will be installed once 20% of the total gift is received.

a. **New Facility:** A new facility may be named for or by a donor who contributes significantly toward the project expenses. A gift 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. Areas within a facility (classrooms, laboratories, reading rooms, offices, etc.) may be named according to a formula 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. 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.

i. **New Facility or Existing Facility Requiring Renovations:** A new facility or existing facility requiring renovations may be named for or by a donor who contributes significantly toward the capital project and/or program expenses. Unless otherwise noted in the Naming Agreement, gifts to name new or existing facilities requiring renovations will be unrestricted for the use of the University entity designated in the Naming Agreement. A gift amount for naming a facility shall be endorsed by the Executive Vice President for Academic Affairs ("EVPAA"), and the President of the Rutgers University Foundation in collaboration with the Assistant Vice President 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 Foundation Donor Relations and Stewardship Department to determine naming amounts for specific areas.

~~**Renovation of Existing Facility:** Same gift guidelines as above for a New Facility. **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 purpose of naming an existing facility is to generate private dollars to be used to support the discretionary needs of~~

academic or administrative units at the university. 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.

ii. **Existing Facility Not Requiring Renovations:** A gift amount for naming an existing facility and areas within existing facilities shall be endorsed by the EVPAA, and the President of the Rutgers University Foundation in collaboration with the Assistant Vice President for University Planning and Development. The purpose of naming an existing facility is to generate private dollars to be used to support the discretionary needs of academic or administrative units at the University. Unless otherwise noted in the Naming Agreement, gifts to name existing facilities not requiring renovations will be unrestricted for the use of the University entity designated in the Naming Agreement. In cases where a University entity is relocated from one facility to another, the fund created to support the entity will remain with that entity. On a case-by-case basis, the Committee will decide whether the space to which the entity is moving will be renamed or retain its name.

b. **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.~~

iii. **Programs:** Namings of University programs, including corporate or other organization names, shall be endorsed by the EVPAA and the President of the Rutgers University Foundation in collaboration with the appropriate Chancellor or Athletic Director and the Executive Vice President — Chief Financial Officer & University Treasurer. Namings of University programs will not be recognized by physical markers or plaques. Considerations include:

a. 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;

b. a gift's ability to improve the competitiveness or distinction of the program; or a gift's ability to enable the establishment of a new program within an existing unit.

iv. **Institutes and Centers:** See University Policy 10.1.5: Centers and Institutes for guidelines.

v. **Faculty Positions:** Philanthropic naming of a faculty position is covered under University Policy 10.1.14: Endowed Faculty Positions. Namings of faculty positions will not be recognized by physical markers or plaques.

~~**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.~~

**B. Honorific Naming:** In recognition of non-financial impact of individuals or organizations, Rutgers University may elect to name facilities or programs. Proposals for honorific namings must be sent to the Naming Committee Chair. No commitment for recognition naming shall be made prior to approval by the Committee. The location and visual recognition will be made at the discretion of the Committee Chair.

Recommendations not associated with philanthropic contributions 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 for Naming without donations must include 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 Proposals for Naming 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.

~~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:

- e.i. 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.
- e.ii. 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.
- e.iii. 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.

The Committee urges the community to carefully consider other meaningful naming opportunities before 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, scholarships, and programmatic funds.

- ~~2. **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.~~
- ~~3. **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.~~
- C. **Sponsorship Namings:** Sponsorships by outside entities that include a physical naming of a University facility or program must be reviewed and approved by the Committee and be made in accordance with University Policy 80.1.4.; Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials. Exterior design including layout, size, location of signage driven by a sponsorship arrangement are subject to advance review and approval by Institutional Planning and Operations. No sponsorship agreement shall be executed without the approval on signage by the Executive Vice President and Chief Operating Officer.
- D. **Submission of Proposals for Philanthropic Naming:** Initial Proposals for Philanthropic Naming shall be submitted to Foundation Department of Donor Relations and Stewardship, who will gain approval of the President of the Rutgers University Foundation. Proposals will then be submitted to the appropriate dean, director, or department supervisor for approval. If approved, the Foundation Donor Relations and Stewardship Department will submit Proposals for Philanthropic Naming to the Chair of the Committee for review and approval.

- E. **Approval Process:** For administration of this policy, the Committee shall review all Proposals for Naming University facilities, programs, or other spaces. The Committee shall forward strongly justified recommendations for proposals to name or sponsor a facility and/or proposals valued at \$5 million or more to the President of the University to present to the Board of Governors' Committee on Finance and Facilities for discussion and action by the full Board of Governors. The following transactions require approval of the Board of Governors regardless of dollar value of donation or gift: ~~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 Committee decides to recommend a proposal in these exceptions, the Committee shall forward strongly justified recommendations to the President of the University. Upon the President's approval, the naming proposal 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.~~
- a. Philanthropic naming of buildings
  - b. Honorific naming of buildings
  - c. Sponsorship of buildings

~~a.~~

~~to recommend a proposal in these exceptions, the Committee shall forward strongly justified recommendations to the President of the University. Upon the President's approval, the naming proposal 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.~~

#### **B.8. Exceptions to Section I – Naming of Facilities and Buildings**

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

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

Changing the name of a building which is not that of the name of an individual or group can be effectuated via an administrative process not requiring Board approval, overseen by the Executive Vice President and Chief Operating Officer.