

UNIVERSITY POLICY

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

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.
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
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
5. **Definitions**
See Section I.
6. **Policy**
 - I. **Naming of Facilities, 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, 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.
- B. **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.
- 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.
- 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, 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.
- G. **Records:** The Executive Vice President for Strategic Planning and Operations and Chief Operating Officer, 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 University Planning and Development shall maintain a list of all university facilities and their approved functional/general or honorary names.
- 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.

I. **Procedures**

1. **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. **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.
 - 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 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.
 - 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.

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 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.

II. **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.