

Policy 8.04 Naming

The opportunity to name a Chair, Deanship, Professorship or Department in recognition and honor of an individual or corporation, or to place the name of an individual or corporation on a building or part of a building, is welcomed at The City University of New York and its constituent colleges. (BTM,2007,06-25,005,_Q)

All namings of physical assets require the approval of the Board of Trustees. (BTM,2007,06-25,005,_Q)

A naming is generally designed to enhance teaching and research and is usually based on the desire to (BTM,2007,06-25,005,_Q):

- a) Honor the exemplary character, scholarly distinction or distinguished service of an individual
- b) Recognize a significant financial contribution to the College

Naming commitments and all major gifts, whether recognized by naming rights or not, are reflections on the ideals and reputations of the College and the University. Accordingly, each gift and naming commitment should be reviewed carefully for full compliance with applicable laws and ethical principles. (BTM,2007,06-25,005,_Q)

The above is especially critical where there is some direct or indirect business or other continuing relationship between the donor and the College and/or the University, its officers or employees. Any questions about the applicability of state or federal laws on conflicts of interest and other ethical considerations should be referred to the Office of the Vice Chancellor for Legal Affairs. (BTM,2007,06-25,005,_Q)

2 Namings Designed to Honor Distinguished Service with No Financial Gift

The merits of any naming in honor of an individual should be determined by carefully weighing the individual's high scholarship and/or distinguished service. All naming requests must involve a thorough review by the campus to ensure appropriateness and be supported by evidence that the honoree or donor meets the highest values and societal standards. Buildings, campus grounds or other campus facilities will generally not be named for individuals currently employed by the University, or the City or State of New York unless that individual has provided exceptionally distinguished service over a sustained period of time. When the person to be honored is living, one year should have passed since any formal association with the University or employment with the City or State of New York. The naming of buildings or grounds in recognition of an honoree implies a promise to that honoree that the space, site, facility, and other forms of tangible recognition will be permanently maintained, or if change is unavoidable, that an alternative means of recognition will be found. (BTM,2007,06-25,005,_Q)

3 Namings Designed to Recognize a Significant Financial Contribution to the College

A naming is usually appropriate only when a significant gift is received. All naming requests must involve a thorough review by the campus to ensure appropriateness and be supported by evidence that the honoree or donor meets the highest values and societal standards. Buildings, campus grounds or other campus facilities will generally not be named for individuals currently

employed by the University, or the City or State of New York unless the donor(s) provide(s) a sufficient gift in honor of that individual. The naming of buildings, grounds or endowed funds in recognition of a donor or honoree implies a promise to that donor or honoree that the space, site, facility, endowment fund and other forms of tangible recognition will be permanently maintained, or if change is unavoidable, that an alternative means of recognition will be found. Any combination of gifts, pledges and/or irrevocable deferred gift arrangements are acceptable for naming commitments. With respect to deferred gifts, the required amounts may be set higher due to the delay in acquiring access to the gift. (BTM,2007,06-25,005,_Q)

4 Process for Named Gifts

The process of a named gift begins with a discussion with a prospective donor. The discussion should be a flexible negotiation with the objective of acknowledging the donor's support and matching the donor's intent and interest with the College's needs. (BTM,2007,06-25,005,_Q)

All named gifts should be reviewed and approved by the College President. The President must submit the naming recommendation to the Chancellor with appropriate documentation. If the Chancellor agrees, the recommendation will then be presented to the Board of Trustees for approval. All proposed names for buildings and other facilities should be held in confidence during the negotiation, review and approval process. Each College is responsible for maintaining a record of named buildings, grounds, rooms and other facilities on their campus, in addition to endowed funds. Reports on the status of named gifts will be provided periodically to the Board of Trustees by the University Development Office. (BTM,2007,06-25,005,_Q)

5 Minimum Contribution Levels

5.1 Building

The amount of the contribution required to name a building or part of a building may vary with the cost and the impact of the structure upon campus life. Colleges must taking into account old/new building, state-funded building, size of building, etc. (BTM,2007,06-25,005,_Q)

Minimum gift amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$15 million
- b) Community Colleges: \$10 million

5.2 School

The permanent naming of a school will ensure the growth and quality of the named School by providing the financial support for faculty development, programs, facilities, and scholarship support. (BTM,2007,06-25,005,_Q)

Minimum gift amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$15 million
- b) Community Colleges: \$5 million

5.3 Named Departments/Academic Programs

Funds are expected to be used to enhance academic offerings. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$2.5 million
- b) Community Colleges: \$1.25 million

5.4 Centers, Institutes, Programs or Academic Units

Funds should be proportional to the amount of endowment that is necessary to sustain or propel the program to new heights on a permanent basis. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$2.5 million
- b) Community Colleges: \$1.25 million

5.5 Deanships

An endowment for a named Dean provides flexible resources for Deans to meet special needs in their Schools. For funds to be used as salary supplements the approval of the Chancellor is required. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$2 million
- b) Community Colleges: \$1 million

5.6 Named Chairs

Funds to be used to supplement salary and fringe benefits of chair holder and auxiliary support staff. Aim is to enhance teaching and research by attracting and/or retaining outstanding faculty. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$1.5 million
- b) Community Colleges: \$1 million

5.7 Named Professorships

A named Professorship may be established to support disciplines or areas of study which are included in the existing academic offerings of the College, or consistent with its mission. The endowed funds would supplement the salary and fringe benefits of the professor and provide funds for office and technical support. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$750,000

- b) Community Colleges: \$750,000

5.8 Named Scholars/Visiting Scholars/Artist in Residence

Cover the needs of the scholar, including support for academic research. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$500,000
- b) Community Colleges: \$500,000

5.9 Other Named Endowments

For academic development, program innovation, library acquisition, faculty professional travel, equipment, research publications, recognition awards, other gift objectives may be created for sums appropriate for each respective area. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$75,000
- b) Community Colleges: \$75,000

5.10 Named Academic Awards and Prizes

The Colleges will not automatically accept modest gifts for endowed departmental awards and prizes. Each purpose and amount must be reviewed on a case-by-case basis as to its merits. (BTM,2007,06-25,005,_Q)

Minimum endowment amount for (BTM,2007,06-25,005,_Q):

- a) Senior Colleges: \$25,000
- b) Community Colleges: \$25,000

Special needs or exceptional circumstances that warrant deviation from this policy require the approval of the Chancellor. (BTM,2007,06-25,005,_Q)

The Chancellor or his or her designee will update this policy on a regular basis. (BTM,2007,06-25,005,_Q)