



Policy AD006: Naming of University Facilities and Program Centers

Recommended for Approval by: James Geiger

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A. Intent

To provide guidelines for naming facilities and program centers at Pennsylvania Western University ("PennWest").

B. Definition(s)

C. Policy

PennWest University is proud and privileged to recognize those who have significantly influenced its university community through their distinguished service and/or contributions by naming facilities and/or program centers in their honor.

It is the general policy to name facilities for benefactors, or individual(s) whom benefactors are seeking to honor, with a required minimum gift commitment toward the cost of new construction or major renovations.

In accordance with the Board of Governors policy (1997-03) on the naming of State System of Higher Education facilities, the university establishes the following criteria for commemorating an individual or recognizing a corporate entity or foundation by naming a facility or program center in their honor:

1. The contribution(s) of the individual(s), corporate entity, or foundation being recognized shall exemplify the ideals valued by the university community and enhance the overall quality of the university through one or more of the following:
 - a. Demonstration of outstanding service and/or generosity.
 - b. Substantial contribution to the development and destiny of the university.
 - i. It is the general university policy to name buildings for benefactors (or parties benefactors are seeking to honor) only with the required minimum

- gift commitment of 50 percent of the funding needed for new construction or major renovations.
 - ii. Gift commitments should be payable over no more than a five-year pledge term, with 50 percent or more of the gift completed before the naming becomes official.
- 2. The decision to name a facility and/or program center does not require the university to surrender any administrative or academic power.
- 3. Major academic facilities and major academic organizations should be permanently named for individuals, corporate entities for a defined period of time.
- 4. To determine whether naming is an appropriate form of benefactor recognition, these factors may be considered in addition to the personal qualities described above:
 - a. The net present value of any and all gifts to PennWest (or an affiliated campus foundation) from the donor to be honored, and, in particular, of the gift (if any) that motivates the naming.
 - b. The appropriateness of associating the donor's name with PennWest University.
 - c. The donor's other contributions to the university, including volunteer activities, awards, and assistance with other projects.
- 5. In no case will the naming be approved by the Council of Trustees before the execution of a legally enforceable gift agreement.
- 6. Once naming has been approved, the name of the benefactor, be it an individual or an organization, will remain in place and retain its association with the building (or part thereof so designated) for the useful life of that building, unless otherwise agreed upon.
 - a. In the event that a building (or any part thereof) named for a benefactor is removed or replaced at the expiration of its useful life, the university shall not be obligated to continue the name, nor shall it be obligated to name any new construction intended to replace the building (or any part thereof) after the benefactor.
 - b. The university may seek other means to recognize the benefactor after the useful life of the named building has expired.
- 7. The Council of Trustees shall have the authority to revoke the name of a university facility should the benefactor for whom the facility or academic unit was named:
 - a. is later convicted of a felony; or
 - b. engages in conduct which, at the sole discretion of the Council of Trustees, is deemed significantly detrimental to the reputation of the benefactor such that continued name association between such individual and a university facility or academic unit would be contrary to the best interests of the university.

D. Procedure(s)

Naming guidelines for specific projects will come as a recommendation from the Senior Vice President for University Advancement, for approval by the University President. Proposals for naming a facility or program center will be forwarded for review to the Advancement Committee of the Council of Trustees. Proposals should include the rationale for the proposed naming and background information on the individual(s), corporate entity, or foundation to be recognized. The

Advancement Committee will make a recommendation to the full council, which shall approve the naming of each facility or center.

E. Related policies

Board of Governors Policy 1997-03: Naming of State System of Higher Education Facilities

F. Contact Information

G. Policy Review Schedule

All policies will be reviewed every two years or on an as needed basis if a change in BOG, PASSHE or Pennsylvania law would create the need for an immediate change.