

University Relations Committee
Council of Trustees

Cheyney University of Pennsylvania

Action

Item No. 1: Cheyney University Naming Policy

BACKGROUND:

The naming of buildings is an honor reserved for individuals, organizations, associations, businesses and corporations whose contributions and/or service exemplify Cheyney University Pride and Spirit. That is, they have profoundly influenced the lives of students and/or the growth and destiny of Cheyney University.

The naming policy provided for review and action by the Council of Trustees reflects current practice gleaned from fellow PASSHE universities and HBCUs (both public and private).

RECOMMENDED

ACTION: The University requests that the Council of Trustees approves the Cheyney University Naming Policy.

SUBMITTED BY	DIVISION	DATE
Mr. Larry Green	University Advancement	June 18, 2013

Cheyney University Policy IA-2010-2015

Policy on Naming of Facilities

Approved by: Advancement Council/President's Cabinet

History: Revised -- 2-17-2009, 3-15-2011

Related Policies: ACT 188, PASSHE BOG Policy 1997:03

Additional References: n/a

Statement of Policy

Approval of the naming of facilities is vested with the Council of Trustees. The administration of this policy is delegated to Cheyney University's president with the Office of University Advancement providing coordinated support. The President's Cabinet and the internal advisory Advancement Council will review naming requests and make recommendations to the President. The president will forward naming requests to the Council of Trustees for their action. Written agreements will be signed by the University and the donor(s) outlining the terms of all naming arrangements.

Reason for Policy

This document describes the policies and general procedures governing the naming of University facilities including new buildings, centers, laboratories, and the interior and exterior spaces associated with them. These guidelines are developed to support, coordinate, and manage the process to achieve consistency and uniformity in naming these structures and spaces on the Cheyney University campus while ensuring that each naming opportunity provides the best economic benefit available to the University at the time of the decision to confer naming rights.

Who Should Know This Policy

Council of Trustees
President
President's Cabinet
Cheyney University Advancement Council
PASSHE Chancellor's Office

Exceptions

Any exception to this policy must be consistent with law and the policies of PASSHE and will require the consideration of the Advancement Council and the President's Cabinet as well as the approval of the Council of Trustees.

Procedures

Naming Process for Facilities Funded with Private Gifts:

The naming of buildings or programs is an honor reserved for individuals, organizations, associations, businesses and corporations whose contributions and/or service exemplify Cheyney University Pride and Spirit. That is, they have profoundly influenced the lives of students and/or the growth and destiny of Cheyney University.

Many factors enter into determining the cost associated with naming rights including the amount of public funds needed to construct the building, the physical prominence of the building, and the nature and frequency of use of the building. There is no one standard for equating the naming price of a building as a percentage of the public dollars needed to construct a building. Among PASSHE institutions that have naming policies for buildings, this percentage varies from 15% to 50%. Given the current economic climate as well as the philanthropic history of Cheyney University's constituent base from which funds are raised, 10% of the construction cost is an aspirational standard for Cheyney University, especially with respect to buildings that utilize over \$25 million in public funds.

In reviewing the appropriateness of awarding naming rights to a donor, the donor's monetary offer may be augmented by the donor's impact on the life of the University. The decision to consider the donor's impact upon the University as a basis for naming rights requires a determination that the donor has demonstrated outstanding service or generosity; has made a substantial contribution to the development of the institution; or has lived in a manner that the person's (or persons') example and actions epitomize the ideals revered by the University community. The donor's impact upon the University must be discussed in a written document that describes, with specificity, the donor's contributions, actions and/or service to the University and a rationale for awarding naming rights. If non-monetary contributions and service are to be considered, the document should provide an explanation as to the quantification of service, where applicable. This document shall be presented to the Council of Trustees prior to its vote.

Naming opportunity prices are suggested by the Vice President for Advancement and the Vice President for Finance and Administration, reviewed for potential recommendation by the internal advisory Advancement Council and President's Cabinet and then submitted by the President to the Council of Trustees for approval. Actual conferral of naming rights is conditioned upon execution of an agreement setting forth the terms upon which naming rights are based. The review and approval of this agreement shall be subject to Commonwealth requirements. The donor may ask that the building bear his or her name or the names of family members or others the donors may wish to honor, subject to the approval of the President's Cabinet and the Council of Trustees.

Pledges must be completed within five years. A gift is considered conditional until all terms of the gift agreement have been fulfilled (i.e. the name remains on building as long as payments continue). Deferred gifts shall not be counted as naming right contributions.

This Policy, and any future amendments thereto, shall be submitted to the Office of the Chancellor.

University Regulations Regarding Named Facilities:

The naming of a facility is considered a permanent act, except that the Council of Trustees reserves the right to revoke naming rights in extraordinary circumstances, such as when there is clear and convincing evidence that the named individual committed an act that, by objective

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standards, is heinous or violates the public trust. In such circumstances, the Council of Trustees may revoke naming rights, upon determining that maintaining the name poses a significant threat to the integrity and reputation of the University.

The President's Cabinet and Advancement Council must be consulted with respect to plans for display of the names of the individual(s) being recognized, be it on an interior plaque or by incorporation into the exterior signage or design of the facility. Planning and cost estimates for all such displays should be coordinated through the Facilities office.

Groundbreaking and Dedication Events:

Any facility, including laboratories, classrooms, and units within a facility, must have appropriate and consistent recognition for donors or honorees. All such events and gift announcements are to be organized by the Office for University Advancement, unless otherwise approved.