



POLICY & PROCEDURE DOCUMENT

NUMBER: 7.1100
DIVISION: Philanthropy and Alumni Engagement
TITLE: Outdoor Physical Commemorative Policy
DATE: October 21, 2019
REVISED:
AUTHORIZED: Amanda Trabue, Vice President for Philanthropy and Alumni Engagement

I. Purpose and Scope

This policy addresses the procedures for gift acceptance and recognition standards of physical commemoratives intended for Western Kentucky University. It addresses examples of commemorative items, gift amounts required for a commemorative, installation of items, and replacement and maintenance of items.

II. Policy

A. Commemorative Gift Items

1. Examples of items for use as a commemorative include: campus bench, landscaped bed, tree(s) or a picnic table to commemorate an individual or organization and its achievements.
2. All gifts must "benefit" WKU, fit with the Campus Master Plan, and fit with the lawn or building design where applicable.
3. All landscape-related items (trees or landscape beds) must comply with the Campus Master Plan and be approved by a member of the Campus Services Department.
4. Guidelines set forth in this document shall apply to all physical commemorative donors including but not limited to WKU faculty/staff, alumni, students, campus organizations and community organizations.

B. Replacement and Maintenance of Commemoratives

1. WKU reserves the right to determine appropriate locations for commemoratives, as well as move commemoratives to another location due to changes to landscape or buildings. Any associated plaque will be moved with the commemorative.
2. An index of physical commemorative locations will be maintained by the Office of Philanthropy.
3. Repairs to plaques and/or the commemorative pieces will be coordinated by the Office of Philanthropy and Facilities Management.
4. A portion of the initial gift will be placed in a Campus Beautification Endowment to ensure the commemorative is maintained in perpetuity.

C. Procedure for Project Request and Installation

1. Request for a commemorative is made by the interested donor to the Office of Philanthropy who will confer with the affected department/unit head, director or dean.
2. The Office of Philanthropy will consult with the Office of Planning Design and Construction for approval, procurement and installation. Tree and landscape bed gifts will be installed in the fall/winter months.
3. The installation will be coordinated by Facilities Management and/or Planning, Design and Construction and paid for by the donor's gift.

D. Recognition Plaque

1. Outdoor commemorative plaques shall be fabricated of cast bronze and affixed to a limestone. Material, Plaque size and wording format will follow guidelines established by the Office of Philanthropy.
2. All commemorative plaques shall be ordered through the Office of Philanthropy to ensure consistency, design continuity and correct donor information.

E. Minimum Amounts Required for Commemoratives

1. 6 foot Victor Stanley Bench - \$3,000
2. 3 foot Victor Stanley Picnic Table - \$4,000
3. 2.5" Caliper tree - species selection to be approved by WKU Arborist - \$1,000
4. Custom gardens will be quoted upon the initial scope and location is determined = \$2,500 minimum

Examples of Outdoor Physical Commemoratives

6 foot Victor Stanley Bench – Black Powder coat and installed on a concrete pad



3 foot Victor Stanley picnic table – Black Powder coat and installed on a concrete pad



IV. Related Policies

See also: Policy 7.100V Philanthropic and Honorific Naming Policy and Protocols

V. Reason for Revision