



POLICY & PROCEDURE DOCUMENT

NUMBER: 0.2200

DIVISION: General University

TITLE: WKU Monument Policy

DATE: March 15, 2019

Authorized by: President

I. Purpose and Scope

A. Policy Statement

1. Provides guidelines pertaining to requests to erect and install plaques, monuments, major markers, and artwork.
2. Establishes that all request for Plaques, Monuments, Major Markers and Artwork should be made to Philanthropy & Alumni Engagement.
3. Establishes the University Master Planning Committee (UMPC) as the body responsible for the review and approval of requests for the creation and installment of plaques, monuments, major markers or artwork.

B. Reason for Policy

1. To establish and maintain standard procedures for consideration of plaques, monuments, major markers and artwork that reflect the University's values and have the potential to affect WKU's public image.
2. To establish a consultation process to provide the benefit of the collective institutional memory and broad campus perspective with regard to the installation of plaques, monuments, major markers and artwork.

C. Resources

1. [Construction Policy No. #3.5301](#)
2. [Outdoor Physical Commemorative Policy No. #7.1100](#)

3. [Philanthropic and Honorific Naming Policy and Protocols No .#7.1000](#)
4. [Western Kentucky University Logo Usage: Communication & Branding Policy No. #8.1040](#)

D. Definitions

A **plaque** is any ornamental or engraved flat or low relief plate, slab or disc that can be affixed to a base, indoor or outdoor building surface or other objects.

Monuments or memorials can be permanent civic improvements and/or landscape enhancements whose primary purpose is to honor a person, group, event or other significant contribution to the university. Some examples include a plaque, tree, bust, sculpture, statuary or fountain, a landscape feature such as a garden or grove, or a building or similar architectural/landscape architectural feature.

Major markers include permanent pieces of public outdoor art, sculpture, or signage requested which departs from the established university signage standards, as well as other objects that are permanently placed on campus grounds.

Art Work is the creative production of objects or displays that have aesthetic or emotional significance

II. Policy

1. Plaques, Monuments, Major Markers and Artwork

a. Discussions with Donors:

Prior to discussions about plaques, monuments, major markers or artwork, Donors and Interested Parties must contact WKU Philanthropy.

b. Policy Administration:

The UMPC shall review and act upon requests for erecting plaques, monuments, and major markers. The UMPC shall provide oversight on requests for all areas of WKU, as well as outlying areas of the university that include extension stations and research farms.

The UMPC provides final authorization on matters pertaining to plaques, monuments, major markers and artwork at the University.

c. Consistency with University Plans, Standards and Systems:

Any proposals for new plaques, monuments, major markers or artwork must be consistent with WKU aesthetic, customs, and traditions.

d. Plaques for Facilities Not Wholly Owned By WKU:

Whenever a facility, building, or space not wholly owned by WKU is occupied or used by WKU students, faculty, or staff, the Department of Planning, Design, and Construction (PDC) and UMPC must be consulted before erecting a plaque.

e. Renaming of Facilities and the Disposition of Plaques:

The naming of a facility, building, or space remains effective for the useful life of the facility, building or space, as such WKU may choose to rename at the end of the useful life. In the event of a renaming, appropriate recognition of earlier donors and honorees can be included in or adjacent to the replacement or redeveloped building or facility which are subject to Western Kentucky University Naming Policy and Protocols.

f. Commemorative Plaques not involving donations:

Commemorative plaques honoring living or deceased faculty, alumni, staff, Board of Regents 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. These plaques are subject to all factors outlined in the Western Kentucky University Naming Policy and Protocols.

g. Commemorative Trees, Shrubs, or Other Plantings, and Objects

Memorial or honorific gifts of trees, shrubs or other plantings will be recognized consistent with Outdoor Physical Commemorative Policy. More information on the university's Outdoor Physical Commemorative Policy is available by contacting WKU Philanthropy.

h. Miscellaneous, Smaller Items:

Bricks, benches, and similar items consuming little, if any, square footage may carry donor or honorary names. All external designs, locations and namings of this nature shall be reviewed and approved by WKU Philanthropy and the UMPC.

i. Procedures:

- i. **Proposals for Plaques, Monuments, Major Markers or Artwork:** Proposals may be made by academic departments, alumni classes, "Friends" groups or any group, organization or individual either inside or outside the University. A proposal to install artwork on campus shall also follow additional procedures as outlined in Section 2 below.
- ii. **Submission of Proposals:** A proposal package, along with supporting documentation, which may include a location map, sketches, renderings, images and dimensioned plans, must first be submitted to the appropriate Dean, Director or Department Supervisor, who then, with their approval, shall recommend it to the appropriate Vice President. The Vice President with their approval shall forward proposals to the Chair of the UMPC for review. This Committee shall review all requests for appropriateness and adherence to university policy. The UMPC may approve or reject the proposal or request additional information from the proposer in order to make a decision.

- iii. **General Proposal Constraints:** Any project shall take into account applicable laws and regulations. Such considerations include but are not limited to: fire protection, accessibility, zoning, occupant safety, sustainability, preservation and so on. Planning, Design and Construction will assist in accounting for such regulations and provisions.
- iv. **Funds and Funding Source:** The source of funding must be identified as part of the proposal.
 - 1. In the case of new construction, it is required that some portion of the construction funds be designated for plaque purposes.
 - 2. In the case of existing buildings, the department or school is required to cover the costs for the fabrication and installation of new plaques.
 - 3. If fundraising is contemplated as a manner in which a proposal is to be funded, these activities are to be coordinated with WKU Philanthropy
- v. **Maintenance Costs:**
 - 1. Once approved, a percentage (determined by UMPC) over and above the cost of the plaques, monumnets, major markers or artwork must be determined for maintenance.
- vi. **Movement or Relocation:** If deemed necessary to move or relocate Plaques, Monuments, Major Markers or Artwork due to University construction, infrastructure repairs/upgrades or other necessary improvements to University controlled property, buildings or etc. The entity responsible for the commission of effected Plaques, Monuments, Major Markers or Artwork shall be contacted to negotiate covering costs for reestablishing the Plaques, Monuments, Major Markers or Artwork after required work is completed.

2. Artwork

- a. Commissioning of an Artist:

The UMPC shall review and approve all request to commission artwork.

- b. Donor Gift of Commissioned Artwork:

A donor who wishes to donate artwork to the University must consult with WKU Philanthropy with ultimate approval by the UMPC.

- c. Donor's Outright Gift of Artwork:

If a donor wishes to donate a gift of existing artwork to the University, the donor must consult with the Vice President of WKU Philanthropy.