



POLICY & PROCEDURE DOCUMENT

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DIVISION: Philanthropy and Alumni Engagement

TITLE: Philanthropic and Honorific Naming Policy and Protocols

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I. Purpose and Scope

Western Kentucky University has set forth the following policy, which outlines the criteria and protocols for philanthropic and honorific namings. All proposals for namings shall be reviewed and approved in accordance with this policy and with related University policies and guidelines to ensure that any naming decision is compatible with the vision, mission and values of WKU.

II. Policy

A. Guidelines and Approvals

1. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to the approval of the related proposal for naming by the Vice President for Philanthropy and Alumni Engagement.
2. Each proposal shall be made in writing in accordance with these guidelines.
3. The proposal and record of the action taken shall be maintained in the permanent file in the Division of Philanthropy and Alumni Engagement.
4. Each proposal for naming shall be considered on its merits and not because a gift meets a predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of the naming.
5. A proposal for naming (gift related or honorific) shall include documentation of the following:
 - a. A thorough analysis of the proposal in relation to naming policy and guidelines as well as a financial review;
 - b. Approval by the Vice President for Philanthropy and Alumni Engagement;
 - c. Approval by the President of the University;
 - d. Review by the General Counsel of the University, as appropriate.

6. When a facility or area is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to specific terms and conditions set forth in any gift agreement(s) related to the prior naming action.
7. In any proposal for naming an academic or non-academic program in recognition of a donor or a non-donor honoree, consideration should be given to ensure that any associated endowment will be sufficient to sustain the program, since the naming shall be in effect for the life of the program.
8. Naming of academic units shall not impede the University from altering its academic and research priorities and shall conform to all University policies and guidelines governing the establishment of such entities.

III. Procedure

A. NAMING – INVOLVING A GIFT

The Vice President for Philanthropy and Alumni Engagement shall review draft language or any gift agreement that includes a proposed naming of a University property, academic and non-academic program, and/or facility in recognition of the gift.

1. No commitment for naming University property, an academic or non-academic program, or facility shall be made prior to approval of the Vice President for Philanthropy and Alumni Engagement.
2. Before a gift agreement is finalized, a committee appointed by the President and comprised of the Vice President for Philanthropy and Alumni Engagement, President of the College Heights Foundation, the College Heights Foundation Board Chair, the WKU Alumni Association Board President, a representative of the President's office, Faculty Senate Chair, Staff Senate Chair, a representative of Student Government, and General Counsel shall review all significant naming opportunities for academic colleges and University buildings to provide a recommendation to the President.
3. In reviewing a request for approval of these naming considerations, the committee appointed by the President will give appropriate consideration to the following:
 - a. The significance of the proposed gift as it relates to the realization and/or success of the project or enhancement of the project's usefulness to the University;
 - b. The urgency of need for the project or for support funds for the project;
 - c. The eminence, reputation and integrity of the individual or entity whose name is proposed; and
 - d. The relationship of the individual to the University.
4. The President shall seek the approval of the Board of Regents for the naming of University property, an academic or non-academic program, or facility from a gift exceeding \$100,000.

5. The gift shall constitute a “significant” portion of the total cost of the project to be named. The gift shall either: (1) fund the total cost of the project to be named; or (2) provide substantial funding for that portion of the total cost, which would not have been available from other sources (such as federal or state loans or appropriations, student fees or bond issues). See Section E below for funding minimums. Normally, “significant” will be interpreted as meaning 25% or more of the costs. Namings as a result of future gifts (bequests, etc.) will not normally be granted until such time as the gift is realized.
6. To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation would be handled as any naming for an individual.
7. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design and wording of plaques and other signs that acknowledge corporate generosity and express University appreciation should be modest in size and may exclude logos to avoid the appearance of advertising unless deemed appropriate for the location.
8. A naming conferred in recognition of a pledge is contingent on the fulfillment of that pledge and will be approved on that condition. Appropriate provisions should be placed in the donor’s estate plan to fulfill the pledge should unforeseen circumstances arise. A significant portion of that gift shall be received, typically exceeding 51% of the total amount, before seeking Board of Regents approval.
9. A named endowment may be funded through outright gifts or by written pledge over a period not to exceed five (5) years. If the endowment minimum is not reached within five (5) years from the effective date of a fund agreement and an alternative arrangement has not been established with the donor, the University may transfer the balance of the fund to an existing endowed fund with a related purpose or another fund specified by the donor and/or University.
10. A gift for the naming of a space on campus will not typically receive a named endowed fund in addition to the named space unless an additional gift is made to create such fund. The naming gift will be allocated to an existing building enhancement fund, excellence fund or other approved fund under the direction of the Vice President for Philanthropy and Alumni Engagement in coordination with appropriate campus leadership.
11. When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving the University in an academic or administrative capacity, or is serving the community, state or nation in an elected or appointed position, the naming may take effect upon approval by the Board of Regents,

B. HONORIFIC NAMING – NO GIFT

Named rooms and areas on campus are reserved for philanthropic gifts to the University. Naming a university facility or space on campus in the absence of a gift to support that honor shall remain an extremely rare method of recognizing individuals and is considered

an exception to the WKU Naming Policy. Other prestigious University honors should be considered before an honorific naming is proposed. Such methods include creating an endowed fund, such as an endowed scholarship fund, or nominating an individual for consideration as an Honorary Alumnus, as the recipient of an honorary doctorate or as a nominee for the Hall of Distinguished Alumni (HODA).

1. No commitment for naming shall be made prior to the completion of this process.
2. Consideration from any member of the WKU community regarding an honorific naming opportunity may be submitted, in writing, through the Vice President for Philanthropy and Alumni Engagement and to the Office of the President.
3. As a non-funded honorific naming is an uncommon occurrence, a rigorous approval process is involved, which would include a recommendation from both the Vice President for Philanthropy and Alumni Engagement and the WKU President that is endorsed by the WKU President's Cabinet. Non-funded honorific namings valued at \$100,000 or more must be approved by the WKU Board of Regents.
4. For a posthumous honorific naming of major facilities and spaces on campus, a five-year waiting period shall be observed after the death of the individual before considering the name for such distinction, unless specifically approved by the Board of Regents.

C. CHANGE OF CIRCUMSTANCES

If at any time following the approval of a naming the circumstances change substantially so that the continued use of that name may compromise the public trust, the General Counsel of the University will consult with the President of the University and Vice President for Philanthropy and Alumni Engagement regarding future action.

D. RENAMING OR REMOVAL OF NAME

The University may remove naming rights for an endowed fund, facility or program in the event the entire pledged amount is not received as provided in the gift agreement or if the reputation and integrity of the individual or entity may compromise public trust. The University may offer alternate naming opportunities appropriate to the donor's giving level.

A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above and must be approved as outlined in Section II. In addition, these principles shall be followed:

1. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the General Counsel of the University and approved as outlined above. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.
2. Any proposal to remove an honorific name from a facility or area shall be reviewed by the General Counsel of the University. Any renaming or removal of honorific naming must be approved as outlined above.

3. When a facility that has been named in recognition of a gift or an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another individual or entity's gift.
4. When an area named in recognition of a gift or in honor of an individual is developed for another use, the new area may be named in recognition of new gifts.
5. Appropriate recognition of earlier donors and honorees may be included in or adjacent to new and renovated facilities, as well as in redeveloped areas in the form of a plaque or other signage.
6. When a facility or area is proposed for renaming, campus or University representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

E. NAMING VALUE GUIDELINES

The gift minimums listed below are intended to be guidelines for WKU's many and varied units and programs. The Vice President for Philanthropy and Alumni Engagement may grant exceptions to the endowment minimums after consultation with the President and other appropriate University leadership. The minimum amount of a gift to establish a new endowed fund shall be \$25,000.

Fund Type	Minimum Amount
Capital Construction & Renovations	
Naming a New Facility – Capital Construction	25% of estimated cost
Naming an Existing Building	\$1 million
Support for Facility Renovations	25% of estimated cost
Auditoriums, Atriums and Public Spaces within buildings	\$350,000
Classrooms	\$100,000
Outdoor Physical Commemoratives	See policy
Endowed Chairs/Professorships/Lecture Series	
Regents Chair	\$2 million
Endowed University Professorship	\$1 million
Endowed Visiting Professorship	\$500,000
Endowed Visiting Lecture Series	\$100,000
College/Department/Programmatic Endowments	
Named College	\$15 million
Named School	\$10 million
Named Center/Program/Institute	\$5 million
Named Department	\$2.5 million
Endowed Fund in Support of a College, Department or Program	\$100,000
Scholarships/Fellowships	
Presidential Scholarship	\$300,000
Award of Excellence Scholarship	\$250,000

Regents Scholarship/Graduate Assistantship Endowed Award	\$150,000
Housing Allowance	\$80,000
Meal Allowance	\$50,000
Unrestricted Endowments for the University, Colleges, Departments or Programs	\$25,000

Naming Guidelines:

1. All proposals for naming shall be developed in coordination with the Vice President for Philanthropy and Alumni Engagement to ensure spending policies and donor recognition guidelines are followed.
2. All inventory lists of naming opportunities must be approved by the Vice President for Philanthropy and Alumni Engagement before solicitation of naming opportunities.
3. Calculating the naming opportunity value of University-wide and departmentally based programs and centers will be based on the budgets needed to accomplish articulated goals over a specified time period. Hard and soft costs related to the program should be included when naming value is determined.
4. Support for an academic or non-academic program in perpetuity requires an endowment that funds the program budget needs over time.
5. Support of an academic or non-academic program on an annual basis will be recognized for the term established in consultation with University leadership and provided within the gift agreement. Annual support does not justify a naming opportunity in perpetuity and concludes at the term of the agreement.

F. IMPLEMENTATION & RECOGNITION

The President of the University and Vice President for Philanthropy and Alumni Engagement shall establish and administer institution-wide protocols for implementation and recognition of philanthropic and honorific naming opportunities. These protocols will be reviewed periodically. The protocols must allow for sufficient due diligence and lead to outcomes that appropriately reflect the values and integrity of the institution.

1. Donor Signage – Plaques or other signs recognizing donors and named spaces shall be of generally uniform design and consistent with the University branding guidelines. The Division of Philanthropy and Alumni Engagement staff should be consulted on all named space recognition signage. The Donor Engagement staff will contact appropriate staff within the department/area where the naming is located.
2. Sign Production Process and Cost – The Donor Engagement staff will work with sign vendors to schedule a visit of the building/space to view architecture and style. The vendor will provide examples/suggestions to fit the area and match materials. The design, cost and placement of signage will be determined by the Donor Engagement staff and the receiving department/area before production begins. The receiving department/area will assume the cost of signage and installation.

The Division of Philanthropy and Alumni Engagement will assume the coordination of sign design, production, delivery and installation.

3. Signage Timeline and Installation – Allow twelve (12) weeks for the signage process. Four (4) to six (6) weeks is required for the design and approval process, with an additional four (4) to six (6) weeks for signage production. The Donor Engagement staff will work with Facilities Management or a local sign company to properly install signage.

IV. Related Policies

V. Reason for Revision