



**THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
REQUEST TO APPROVE GIFT LEVELS FOR FUTURE DONOR NAMING PROPOSALS**

Nursing and Instructional Building

PURPOSE:

Due to the success of the Connect NC Bond Referendum, the university was awarded \$105 million to begin the construction of the new Nursing and Instructional Building this spring.

This project includes demolition of the McIver Building and construction of a new four-story facility that will house the School of Nursing, which is currently located in four buildings. The School of Nursing will occupy approximately 50 percent of the building, allowing for enrollment expansion and realizing benefits resulting from being in one location.

In addition to spaces for the School of Nursing, the facility will provide teaching and flexible laboratory research space for biology, chemistry and health and human sciences, as well as classroom space. All components are critical to maximize the effectiveness of the investment by addressing immediate space needs in over-capacity programs and leveraging opportunity for growth in enrollment in high-demand STEM and health fields. The new facility will be built at the same site as the current McIver Building.

This project also allows for a collaborative approach to philanthropic support and naming opportunities.

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED:

Representatives from the School of Nursing, Health and Human Sciences, the College of Arts and Sciences, and Advancement professionals from the various units and the university met several times to discuss potential naming opportunities with the new Nursing and Instructional Building (NIB).

The attached list presents agreed-upon opportunities for naming the entire building to naming individual spaces within and outside the building. Identification of spaces and pricing levels were established by review of naming strategies used by other universities with a recently constructed building (e.g., Michigan).

Pricing levels for the various spaces are based on square footage, specialized equipment used in the space (e.g., imaging or simulation equipment), and overall impact on the university (e.g., serves / benefits several schools and colleges).

Price ranges for designated spaces are provided to create some flexibility in negotiating with donors who are interested in funding a space. Exceptions to the established prices would need to be vetted through the chancellor and the Board of Trustees.

We have also identified premier naming opportunities. These spaces are particularly desirable as they are high visibility and represent unique aspects of the NIB that are specially designed to create a healthy building.

The attached spreadsheet outlines the identified spaces by location (1-5 floors), unit (Nursing HHS, CAS), price, and square footage. The spaces are sorted by each of these categories.

We propose approval of these naming levels by the Board of Trustees.

Nominators:

Robin Remsburg, Dean
School of Nursing

Date

John Kiss, Dean
College of Arts and Sciences

Date

Celia Hooper, Dean
College of Health and Human Sciences

Date

I certify that this naming proposal and any accompanying agreement(s) comply with UNCG and UNC Board of Governors' policies.

Kris Davidson, Associate Vice Chancellor
University Advancement

Date

Chairperson
Advancement Committee, Board of Trustees

Date

- APPROVED**
- NOT APPROVED**

If not recommended for approval, please include the rationale for the Advancement Committee's decision.