

# NAMING UNIVERSITY FACILITIES, UNITS AND OPPORTUNITIES

The University of North Carolina Greensboro

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## 1. Policy Statement and Purpose

It is the practice of UNC Greensboro to recognize donors and friends of the University through the naming of certain Facilities and Programs. Naming opportunities provide a chance to recognize key individuals who or entities that have made significant contributions in various forms to the University. Naming opportunities also provide a chance to honor donors who are enthusiastic about the University's mission and importance to the region, as well as those who wish to leave a legacy to the University. The act of naming a university facility or activity for a person, a family, or an organization is a conferral by the University of a high and conspicuous honor. It is intended to be a permanent act and is to be taken discreetly, advisedly, soberly, and with concern for how that action will be viewed in retrospect.

This policy establishes criteria for naming permanent physical facilities, outdoor and interior areas and spaces, as well as administrative and academic units, endowments, and programs in recognition of donors who have made significant gifts supporting the mission of UNC Greensboro ("University"). The policy's overarching objectives are to establish and to maintain a system to ensure that decisions on naming opportunities are made in a logical, consistent, and timely manner; that the requirements, expectations, and desires of all parties are respected; and that the naming actions maintain current and future alignment with the University's integrity, reputation, and values, including diversity and inclusion.

Gifts will not be accepted in cases in which it is clear to the University that the funds or property donated were acquired by other than legal means, or that a clear title to the donated assets does not flow from the donor to the University. It should also be understood that the University may not have the capacity to scrutinize or make judgements about the means by which gift property was acquired by a donor, and that acceptance of a gift does not imply endorsement or approval by the University of the views, occupations, or activities of a donor.

## **2. Scope**

This policy applies to naming opportunities and changes and removal of names for all facilities, academic units, programs, projects, and endowments regardless of location or administrative assignment. The policy applies to UNC Greensboro and its associated entities. This policy applies to naming opportunities for facilities and programs that arise after its initial date of approval. This policy applies to facilities, academic units, programs, and projects named for individuals or organizations.

Certain gifts to which this policy applies must be approved in advance by the Vice Chancellor for University Advancement and the Vice Chancellor for Finance and Administration or their designees as outlined in the [Gift Acceptance policy](#).

## **3. Definitions**

### **3.1 Academic Unit**

An “Academic Unit” is an academic department, college or school, or the functional equivalent, as determined by the Provost. For the purpose of this policy, it refers collectively to academic institutes, centers, departments, and schools within the Division of Academic Affairs.

### **3.2 Facility**

A “Facility” is any building constructed or to be constructed, physical structure, outdoor or indoor space, feature, and/or object owned by the University.

### **3.3 Naming Opportunity**

For the purpose of this policy, a “Naming Opportunity” is defined as any occasion when a specific name, beyond a merely functional description or designation, may be bestowed upon a facility, academic unit, program, or project.

### **3.4 Programs**

“Programs” include colleges, schools, departments, degree programs, archives, collections, and other units associated with University functions.

### **3.5 Projects**

“Projects” are facilities that include parks, gardens, benches, trees, or landscape materials or objects, and associated exterior furnishings that may be marked by tablet or plaque.

### **3.6 Restricted Gift to Endowment**

A “Restricted Gift to Endowment” is a Gift establishing or adding to endowment funds of The University of North Carolina Greensboro, The UNCG Excellence Foundation, or other associated entities.

### **3.7 University Advancement Committee**

The “University Advancement Committee” is a subcommittee of the University Board of Trustees.

## **4. Authority**

Authority over naming opportunities including facilities, academic units, programs, and projects rests with the University Board of Trustees through the University Advancement Committee. The Board of Trustees has delegated partial authority to the Chancellor to approve certain naming opportunities as outlined in this section.

### **4.1 Chancellor**

4.1.1 The Chancellor is granted the authority to approve naming opportunities where the total gift amount is under \$100,000. Such authority is granted without the requirement of the approval of the Board of Trustees; however, the Chancellor will report to the Board at its next regular meeting any naming done or declined under the authority herein delegated. If the Chancellor considers a naming opportunity controversial, the Chancellor will communicate that to the Board to allow for discussion at its next regular meeting or a special called meeting.

4.1.2 No facility, academic unit, or program may be named without the involvement of the Chancellor. The Chancellor shall endeavor to determine that the proposed action is consistent with the values of the University, to assure that the amount of the contribution warrants the action proposed, and to maintain equity in the relationship of donations for similar naming actions.

4.1.3 For academic programs or units, the Chancellor shall ensure that representative members of the program or unit directly affected by the proposed naming have been consulted, along with the Provost, before acting on the proposal.

4.1.4 The Chancellor may recommend exceptions to any of the naming policies outlined in section 4.1.1 of this policy, subject to approval of the Board of Trustees and after consultation with University leadership, when appropriate.

4.1.5 The Chancellor will determine the value of each open naming opportunity, in accordance with the [Named Gift Standards](#). Consideration will be given to equity, location, utility, and public visibility.

### **4.2 Board of Trustees**

The Board of Trustees retains authority for approving naming opportunities where the total gift is \$100,000 or more. Donor agreements for any such naming opportunities shall state that the naming is not effective until approved by the Board of Trustees.

### **4.3 Vice Chancellor for University Advancement**

The Vice Chancellor for University Advancement is responsible for maintaining [Named Gift Standards](#), which are approved by the Board of Trustees.

## **5. Naming Requirements**

### **5.1 Naming facilities, programs, or projects in honor of individuals who have provided significant service**

5.1.1 If a facility or program is to be named for an individual, the factors to be considered include, but are not limited to: length and quality of service to the University; impact on and significance to the University; professional and/or academic achievement.

5.1.2 No facility or program may be named for any elected public official or any official of the State, the UNC System, or the University while they are currently serving in their official capacity, unless recommended and approved by the Chancellor and the Board of Trustees.

### **5.2 Naming facilities, programs, or projects in recognition of a gift**

5.2.1 When naming a facility or program in recognition of a gift, the size of the gift should be relative to the cost of constructing the facility and the visibility of the facility or program, regardless of the actual source of the construction funds.

5.2.2 Unless otherwise authorized by the Board of Trustees and/or Chancellor pursuant to section 4 of this policy, gifts for naming projects must cover the entire cost of the project's installation, including all initial signage, and an endowment or annual recurring pledge sufficient to cover maintenance costs.

5.2.3 Both the face value and the present value of a deferred gift shall be taken into consideration when considering a naming opportunity that will be funded by a deferred gift. Generally, irrevocable gifts may be considered in association with naming opportunities.

5.2.4 The University will make every effort to accommodate and accept all charitable contributions from donors, consistent with any restrictions articulated in the [Named Gift Standards](#) and the [Gift Acceptance policy](#).

### **5.3 Naming spaces within facilities**

5.3.1 Rooms or other spaces within facilities may be named in recognition of (1) service to the University, (2) gifts to programs, or (3) funding the construction or upfit of a room or space.

5.3.2 When naming a space in recognition of a related programmatic gift, the required size of the gift should take into consideration the public visibility; the intended use of the space; the size of the space; any special technology, equipment, or furnishings that will be part of the space; and relationship to similar named spaces owned or controlled by the University.

#### 5.4 **Names of facilities that become obsolete or are demolished, or programs that are discontinued, dissolved, or significantly modified**

##### 5.4.1 When a facility becomes obsolete or is demolished:

- a. The Division of University Advancement will determine suitable recognition that acknowledges the previous gift, which most closely approximates the intent of the original gift. If possible, University Advancement should work with the original donor or an heir to determine suitable recognition.
- b. If the original facility is replaced by a new facility, consideration should be made to name a space within the new facility for the original donor, taking into consideration the amount of the original gift relative to the size and scope of the new facility.
- c. Naming opportunities should avoid designations that would appear to restrict the use of spaces whenever possible. (For example, the *Jones Classroom* is preferable to the *Jones Biology Classroom*.)

##### 5.4.2 When a program is discontinued or dissolved:

- a. University Advancement will work with the donor, their heirs, or successor corporation to identify a new naming opportunity that is consistent with the intent of the original gift.
- b. If neither the donor nor their heirs or successor corporation can be located, the University will identify an appropriate new naming opportunity consistent with the intent of the original gift.

#### 5.5 **Gift levels for named endowed funds, scholarships, chairs, and professorships**

- a. The minimum endowment level required for scholarships, professorships, and all other funds will be established by the Vice Chancellor for University Advancement and the Vice Chancellor for Finance and Administration.
- b. This minimum endowment level does not preclude higher endowment levels when programmatic needs dictate a necessary higher level of annual income.
- c. In order to take advantage of the matching funds provided by the State Distinguished Professor Endowment Trust Fund to establish endowed professorships and chairs, minimum gifts must be given in accordance with the UNC Board of Governors Policy 600.2.3, [Distinguished Professors Endowment Trust Fund](#).

#### 5.6 **Other Gifts**

The decision of who and what event qualifies to be memorialized on University property in the form of a [memorial bench](#), [memorial tree](#), or structured installation rests with the office of Donor Engagement in concert with the Procedures for Gift Acceptance of UNC Greensboro Facilities, and when applicable, the UNC Greensboro Public Arts Committee.

## **6. Circumstances under which the naming of a facility, program or project may be changed or removed**

- 6.1.1 In the case of a donor's name change, divorce, or other family dissolution, the name of a facility or program associated with that donor may be changed if; (1) a name change is requested by the donor or family, (2) the change is acceptable upon review and approval by the Chancellor or the Board of Trustees pursuant to the naming approval delegations outlined in section 4, and (3) the donor or family pays the complete expense of making the change (e.g., signage, printed materials, etc.).
- 6.1.2 In the circumstances where a facility is named for a corporation or other organization in recognition of a charitable contribution and the corporation/organization subsequently changes its name, the facility's name generally will not be changed, but will be preserved to recognize the historical donor. However, the name may be changed if; (1) a name change is requested by the corporation/organization, (2) the change is acceptable upon review and approval by the Chancellor or the Board of Trustees pursuant to the naming approval delegations outlined in section 4), and (3) the corporation or organization pays the complete expense of making the change (e.g., signage, printed materials, etc.).
- 6.1.3 A naming may be revoked and any gift made in connection with the naming may be retained by the University in any of the following circumstances:
- a. If an individual for whom a facility, program, or project is named is convicted of a felony or otherwise engages in conduct that, in the sole discretion of the University, is injurious to the reputation of the University;
  - b. If the donor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the University's values, or otherwise be contrary to the best interests of the University;
  - c. If the donor fails to maintain payments on a pledge upon which the naming was bestowed; or
  - d. If a planned gift upon which the naming was bestowed does not result in the value agreed upon.
- 6.1.4 If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the University's standards, or otherwise be contrary to the best interest of the University, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who have conferred a naming honor at an earlier age to have erred. Namings should not be altered simply because later observers would have made different judgements.
- 6.1.5 Authority for revocation of named facilities, programs, academic units, and projects rests with the University Board of Trustees through the University Advancement

Committee. The guidelines to recommend revocation and the process for revocation are outlined in [Revocation Guidelines](#).

## 7. Naming Procedures

### 7.1 Nominations

7.1.1 The Donor Engagement office will work with the Associate Vice Chancellor for University Advancement and the University Director of Development, in consultation with Deans, University Athletic Director, and/or area directors in preparing naming proposals. The Senior Director of Donor Engagement or designee will submit a complete recommendation that addresses all the applicable criteria in this policy to the Vice Chancellor for University Advancement, including:

- a. Proposed Name
- b. Description of the Facility or Unit to be Named
- c. Purpose
- d. Donor Contribution Amount
- e. Date of Gift (Recorded)
- f. Gift Type
- g. Rationale for Naming Proposal (Donor Achievements/Donor Relationship with UNCG)
- h. Vetting of donors conducted by the Prospect Research office
- i. Signature and Title of Nominator and Vice Chancellor for University Advancement
  - The Chancellor's signature for gifts approved pursuant to the Chancellor's delegated authority
  - The Chair of the Board of Trustees for all other gifts

7.1.2 The Vice Chancellor for University Advancement will discuss the potential naming with appropriate University officials including the Chancellor.

7.1.3 The Vice Chancellor for University Advancement will present the nomination to the Chancellor or the Board of Trustees (depending on gift amount) through the University Advancement Committee for approval.

## 8. Signage

- 8.1 Gifts for naming opportunities must cover the entire cost of the project installation and an endowment or annual recurring pledge sufficient to cover maintenance costs.
- 8.2 Once the gift terms, naming opportunity, and pledge payments are accepted, the standard signage will appear in University-approved format, lettering, and wording and on University maps and other documents as appropriate. Corporate logos may be permitted under some circumstances. All donor signage should be coordinated with the office of Donor Engagement.

## 9. Naming Record Management

The Division of University Advancement, specifically the office of Donor Engagement, will maintain the University's official records of all open naming opportunities, as well as all names already in use by the University. Once a naming has been formally approved, the Division of University Advancement is responsible for coordinating notification to appropriate university officials.

## 10. Additional Information

### 10.1 Related Policies and Procedures

- [Named Gift Standards](#)
- Naming Agreement
- [Gift Acceptance Policy](#)
- [Policy on Event/Announcement Signage](#)
- [Memorial Bench Standard Operating Practice](#)
- [Memorial Tree Standard Operating Practice](#)
- [Distinguished Professors Endowment Trust Fund](#)
- [Revocation Guidelines](#)

### 10.2 Approval Authority

Chancellor

### 10.3 Contacts for Additional Information and Reporting

- Vice Chancellor for University Advancement, Beth Fischer, 404 College Avenue, Alumni House, 336-334-5478, [beth.fischer@uncg.edu](mailto:beth.fischer@uncg.edu)
- Senior Director of Donor and Board Engagement, Meagan Jones, 101. S. Elm Street, 336-256-1264, [meagan.jones@uncg.edu](mailto:meagan.jones@uncg.edu)
- Director of Stewardship, Theresa Hancock, 101 S. Elm Street, 336-256-1050, [tmhancoc@uncg.edu](mailto:tmhancoc@uncg.edu)