

3341-9-2 Naming.

Applicability	All University units
Responsible Office	University Advancement
Responsible Administrator	Vice President of University Advancement

(A) Policy Statement and Purpose

The BGSU Board of Trustees upon the recommendation of the university President has the authority for naming all university facilities, and academic entities and programs. The Board may delegate to the President the authority to name individual rooms, limited spaces and features within buildings, landscape features, and other outdoor areas. In addition, the Board may delegate to the President the authority to approve minimum gift standards for various types of endowments.

Primary consideration for naming or renaming facilities, properties, and academic entities is given in recognition of a significant gift to the university. However, naming in recognition of other significant contributions to the welfare of the university may also be considered.

(B) University Naming Approval and Removal Criteria**(1) Name Approval Criteria**

Recommended names must comply with the following criteria to be considered for naming or renaming facilities, properties, and academic entities:

- (a) There are no conflicts with other names on campus.
- (b) Acceptance of the name does not imply the university's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude the

approval of the name of an individual who has at one time held public office or the name of an individual or a company that manufactures or distributes commercial products.

(2) Removal of an Approved Name

An approved name will remain in use for the life of the facility, property or academic entity. Removal of an approved name may occur under certain circumstances:

- (a) The name on a facility to be demolished will not be transferred to a new facility except in such cases when a useful facility is relocated to serve the greater interest of the university.
- (b) The name may be removed if its continued use calls into serious question the public reputation of the university.
- (c) The name may be removed if the donor does not fulfill the agreed-upon pledged gift and its terms.
- (e) In the case of corporate donors, the name of the facility, property or academic entity may be changed to reflect a new corporate name resulting from the company's decision to change its name or from a corporate merger.
- (f) If the university is unable to complete the project, or establish the program or endowment, the benefactor will be entitled to redirect, retract or seek a refund of their contribution.
- (g) In those instances where a building has been razed, property eliminated, or an academic entity has been discontinued, the university will make every effort to recognize the individual, family or corporation in question in a manner consistent with the original naming.

(C) Naming Requirements and Funding Levels

(1) Naming Requirements

Donor naming opportunities will be considered in recognition of a substantial gift to the university when the Vice President of University Advancement has first approved the formal initiation of the naming approval process and the following requirements have been met:

- (a) The name meets the requirements as presented in the Name Approval Criteria and the gift meets the required funding level.
- (b) The gift commitment is made in writing by the donor.
- (d) The gift commitment is expressed in cash or a written pledge to be paid within five years of the naming of the facility or entity. The Vice President of University Advancement may consider pledges of longer duration upon consultation with the President.
- (e) A portion of the gift may be an irrevocable deferred gift provided that the donor confirms in writing the irrevocability of the commitment.

(2) Naming Levels

(a) Facilities and Programs

(i) Entire Buildings (new construction)

Minimum of twenty percent of the total construction costs.

(ii) Portions of Buildings

The naming of individual rooms or other spaces will be determined on the basis of size, function, and prominence. The Vice President of University Advancement will recommend to the President for approval the naming gift minimums for interior and exterior spaces for all campus buildings/facilities.

(iii) Unnamed Existing Building

The Vice President of University Advancement will recommend to the President for approval the minimum naming level of entire unnamed existing buildings/facilities. The naming level will be on the basis of size, usage, location, and condition, as well as comparability with other similar named buildings/facilities.

(b) Academic Entities (colleges, schools, departments, centers, institutes, and programs)

All naming levels will be approved by the President upon recommendation from the Vice President of University Advancement, with the following as minimums:

(i) Colleges and schools: \$10 million

(ii) Departments: \$5 million

(iii) Centers, Institutes, and Programs: \$1 million

(c) Named Endowed Faculty Positions

(i) Endowed Dean or Distinguished Chair: \$2 million

(ii) Endowed Chair: \$1 million

(iii) Endowed Distinguished Professorship: \$500,000

(iv) Endowed Professorship: \$300,000

The creation of new named faculty positions will be approved by the President upon recommendation of the Provost.

Faculty positions may also be named for non-endowed gifts provided the donor commits to fund annually for a minimum of five years an amount equal to the endowment payout for the equivalent endowed position.

Registered Date: March 4, 2015
Amended Date: