



Naming or Renaming Policy for University Physical or Academic Entities

Article 1 - Policy Purpose

The purpose of this policy is to define the Holy Spirit University of Kaslik (USEK) standards in managing and approving proposals for the naming or renaming of physical spaces and academic entities at the Holy Spirit University of Kaslik (USEK).

The University will enter a commitment to name a physical space or an academic entity only after carefully considering the potential impact the naming will have on the University and the campus community. Due diligence will be exercised to ensure that the proposed name would be consistent with University' tradition and mission. The President is responsible for the review of all naming requests prior to discussion with prospective donors or honorees.

In considering proposals to name physical spaces and academic entities, the President shall exercise judgment with regard to the individual or entity the proposal is intended to honor. In general, the President will not approve proposals for naming where, in his judgment, doing so: is not aligned with USEK's mission of education, research, and scholarship; compromises the academic freedom of the university community; and/or being associated with the proposed name could inflict damage on the University's reputation, standing or integrity or be contrary to university values.

Article 2 - Types of Naming

The University will name a physical facility or academic entity for the following purposes:

- A. Naming Involving a Gift – Express appreciation for an individual or organization's philanthropic contribution to the University.
- B. Honoric Naming (No Gift Involved) – Recognize a distinguished individual for outstanding service to the University or extraordinary service to the community.

Article 3 - Eligible Naming Opportunities

A. Physical Entities

Spaces available for naming include:

- 1. Buildings, and other major facilities, additions to buildings (lobbies, halls, auditoriums, classrooms, laboratories, studios, offices, and conference rooms, etc.), athletic facilities, and residence halls.
- 2. Outdoor areas, gardens, quads, athletic fields, parking facilities, and other real property.
- 3. Museums, libraries, or part of libraries and other collections of significant size and continuing educational, scientific, historical-artistic, or cultural value.

New naming opportunities may become available as a result of new construction or renovation.

B. Academic Entities

Academic entities eligible for naming include:

- 1. Schools and faculties as well as institutes, centers, and teaching awards.



2. Student support, including but not limited to scholarships, fellowships, and other students awards and prizes.

Article 4 - Guidelines for Funding and Recognition

A. Allowable Funding

To fund a naming opportunity, the university accepts donations of cash, securities, and pledges to be fulfilled within five years. Also, an entity naming may be funded by gifts-in-kind that can be converted to cash and used to fund the endowment.

B. Valuing Physical Spaces for Fundraising

Naming recommendations for physical facilities and spaces should reflect construction or renovation costs, as well as the potential donor/prospect pool, other funding sources, and the timing of the project’s completion. In general, values can be calculated for naming opportunities as follow:

- In the case of a new building or facility, the minimum gift amount should be at least 50% of the total cost of the project or 50% of the actual fundraising goal whichever is appropriate.
- In the case of an existing building or facility, the minimum gift amount should be at least 33% of the replacement cost as determined by the Vice-President for Finance.
- In the case of an addition to, or a substantial renovation of, an existing building or facility, the minimum gift amount should be at least 50% of the total cost of the addition or renovation.
- For interior spaces in new or existing buildings such as lobbies, halls, auditoriums, classrooms, laboratories, studios, offices, and conference rooms, need to be considered on a case-by-case basis. Consideration will be given to such matters as the type of location, visibility, and frequency of use by campus and non-campus constituents.

However, the following amounts are suggested as a minimum gift amount to establish a naming opportunity for the following:

Lecture Hall/Concert Hall/Auditorium - New	1/2 cost minimum but determined according to scale
Lecture Hall/Concert Hall/Auditorium - Existing	\$100,000 minimum but determined according to scale
Classrooms, Conference Rooms, Meeting / Seminar Rooms, Social Rooms	\$100,000
Exterior Spaces, Courtyards-New	1/2 cost minimum but determined according to scale
Exterior Spaces, Courtyards-Existing	\$250,000 minimum but determined according to scale



C. Valuing Academic Entities

In recommending naming funding levels for academic entities, factors to consider include operating budget, national ranking, similar naming at peer institutions, and the potentially “transformative” nature of a philanthropic contribution. Gifts to name academic entities should focus on establishing endowments to enhance and support programs and faculty.

Academic Units

- When naming an academic unit, a gift ordinarily should:
 - Equal at least 75% of the endowment for the benefit of the unit to be named, and
 - Be determined by the size, operating budget, national ranking, and visibility of the unit to be named, as well as naming amounts of peer units in the discipline or on the university campus when available, and
 - Be substantial and significant, even transformative in nature, enabling the unit to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit.
- When a unit to be named is closely related to a school or faculty, the Dean of the concerned school or faculty shall be consulted before the University acts on the naming.
- Due diligence will be taken to assure contracts and obligations are met and reputational risks are considered before recommending the naming.
- An Endowed Gift Agreement form shall be completed and processed in accordance with the University Institutional Gift Acceptance policy and procedure.

Minimum Naming Requirements

Named school or faculty

Minimum value determined by reviewing the market, and upon recommendation of the Vice President for Finance, and approved by the University President and USEK Board of Trustees.

- Provides support that would be transformational for the school/faculty
- Provides ongoing support to the school/faculty under current governing policies and procedures of the University

School or Faculty	\$ Amount = (Yearly running cost of the concerned School in USD x 25 years) as a minimum but determined by School or Faculty
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Named Center & Institute

Minimum value determined by reviewing the market, and upon recommendation of the Vice President for Finance, and approved by the University President.

- Provides program support for a center or institute under current governing policies and procedures of the University

However, the following amounts are suggested as a minimum gift amount to establish a naming opportunity for the following:

Center or Institute	\$1.5 million minimum but determined by Center or Institute
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Named students fellowships or scholarships

Student support is in the form of fellowships or scholarships.

A donor can create an endowed scholarship to support students in perpetuity or an annual scholarship to provide immediate assistance to students.

They are generally named for the donor or someone the donor would like to honor or memorialize a loved one's interests or accomplishments. Funds will be used to support the students and are awarded according to the criteria established in the endowment.

Minimum requirements are outlined below and maybe pledged over no more than five years. Gifts under the threshold for individual naming are welcomed as directed additions to established USEK scholarship funds either annual scholarship or endowed scholarship.

Named Graduate Fellowship

- Depends on a gift from a donor every year. The funds donated are available to be expended right away to benefit graduate students at USEK.
- Provides financial compensation for a graduate student(s) under current university policies and procedures.
- Tuition and fee waivers may also be included.
- Donors may designate the college or school in which the fellowship is awarded as well as other appropriate criteria (need-based, merit-based or both).
- Minimum \$10,000 gift per year over a five-year period (minimum \$50,000 total commitment).

Annual named scholarship

- Depends on a gift from a donor every year. The funds donated are available to be expended right away to benefit students at USEK.
- Provides financial support for student(s) tuition and fees
- Donors may designate the college or school in which the scholarship is awarded as well as other appropriate criteria (need-based, merit-based or both)
- Minimum \$2,500 gift per year over a four-year period (minimum \$10,000 total commitment)

Endowed named scholarship

- Students are awarded scholarships each year from a portion of the earnings generated by the principal of the gift in accordance with USEK Investment Pool spending guidelines.
- Any remainder earnings are reinvested in the fund to preserve and ensure the growth of the endowment in perpetuity
- Donors may designate the college or school in which the scholarship is awarded as well as other appropriate criteria (need-based, merit-based or both)
- Minimum \$25,000 gift per year over a four-year period (minimum \$100,000 total commitment).



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Article 5 - Duration of naming

Naming is generally granted for the useful life of the entity unless otherwise specified in the gift agreement (and subject to the terms of revocation as set forth in this policy. See Article 8).

The University may deem the naming period concluded in certain circumstances, including but not limited to:

- If the purpose for which the named entity was established is or needs to be significantly altered,
- If the purpose for which the named entity was established is no longer needed/ceases to exist.
- If a physical entity is replaced, significantly renovated, or no longer habitable.

The appropriate University representative will make all reasonable efforts to inform in advance the original donors or honorees when the naming period is deemed concluded. The University may provide alternate recognition as may be appropriate in honor of the original gift.

Article 6 - Signage

All interiors and exterior naming signage must conform to the design and material standards of the University. The text of all naming signage must be approved by the Vice President for Community Life.

Article 7 - Renaming of facilities

As previously stated, names will generally remain in place for the life of a physical facility or program. Under extraordinary circumstances, a proposal to rename a university building or program may be submitted to the President. Once the following has been completed:

- History of any current name has been carefully researched
- Rationale for re-naming Stated clearly
- Former honoree and/or surviving family members of honoree are informed of the intention/plan to alter the building name
- Plans are made for recognition of the former honoree within the re-named structure, or, if appropriate, with an alternate naming opportunity

The renaming of any University building or program requires the approval of the President. In considering such proposals, the President shall exercise judgment with regard to the individual or entity the renaming is intended to honor in compliance with the general principles of Article 1 of this Policy.

Article 8 - Removal of Naming

The University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming if, including, but not limited to:

- The University determines that its association with the donor or the honoree could cause damage to the University's reputation, standing, or integrity or be contrary to its values.



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- In the case of a naming associated with a gift, the donor fails to fulfill the terms of the gift that is recognized by a naming (if partial funding was received that is sufficient for an alternative naming opportunity, the terms of this policy shall govern any renegotiation for a suitable naming).

The appropriate University representative will make all reasonable efforts to inform in advance the original donors or honorees when the naming period is deemed concluded. The University may provide alternate recognition as appropriate in honor of the original gift.

Article 9 - Other Recognition

Naming gift donors may also be recognized via other means (e.g., events and media announcements), corresponding with the type, amount, and purpose of the gift.

Approved by the Academic & Research Council Date -----

Approved by the Board of Trustees Date -----