

SECTION 5. Fundraising and Development

5.3 Naming Properties, Programs, and Facilities

5.3.1 Purpose

The "naming" of any facility, program, or collection at California State University, Chico is governed by the current CSU Policy Number: 15501.00 Title: "Naming of California State University Facilities and Properties," CSU Policy Number: 15502.00 Policy Title: "Naming of California State University Schools, Colleges, Programs and Other Academic and Non-Academic Units," and the "Policy on Naming California State University Facilities and Properties" spelled out in the CSU Executive Order No. 713, as well as Executive Memorandum 08-026 in place at the university. Further, the following naming guidelines are derived from the above-mentioned policies and the Chancellors Office Valuation Guidelines and Naming Procedures.

Presidential Authority

Under CSU Executive Order No. 713, "the campus president has the authority to name individual rooms, limited areas, and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The president is also delegated authority to approve temporary namings for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. Each proposal for naming a CSU facility or property shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that names given are appropriate to the University." All proposals for naming campus properties, programs, and facilities will be in writing and will be filed with the Vice President for University Advancement. The proposal must conform to CSU System policy and justify the proposed name with such supporting documents as petitions and letters, maps, plans, projected expenses, and a proposed gift amount.

5.3.2 Procedure

Proposals submitted to the Vice President for University Advancement will be forwarded to the Cabinet and the Academic Senate Executive Committee. The President may also forward the proposal to other bodies, such as the Associated Students Board of Directors, for their comments. Each of these bodies will operate with utmost confidentiality as they consider the proposal and offer their opinions to the President.

All proposals will be submitted for the President's approval. As applicable, proposals will then be submitted to the Chancellor's Office. The President is charged with presenting and supporting such proposals before the CSU Board of Trustees.

Proposals in each of the aforementioned evaluation categories will be evaluated at appropriate levels of campus review.

While the decision to name a structure or program is subject to many considerations, the following guidelines are recommended for gift naming opportunities to CSU, Chico. No formal proposals or commitments may be made to donors without prior review and agreement, in principle, of the President via the Vice President for University Advancement.

5.3.3 Term

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

Useful life is determined by the university. Typically, the shell of a building may last for 75 years or more, but the interior and the building systems (electrical, heating/ventilation) can be expected to be renovated at least twice if not more times depending on the needs of the facility and/or programs housed. When naming an interior room of a building, the naming is only good for the useful life of that room rather than the building facility as a whole as the shell may last longer than the useful life of the room due to expected interior renovation needs.

5.3.4 Naming Opportunities

The following are campus naming opportunities.

Structures and Equipment	University Programs
<ul style="list-style-type: none"> • Buildings • Conference Rooms • Conference Centers/Multiple Rooms • Parks (Benches and Furniture) • Labs • Lecture Halls • Classrooms • Faculty Offices • Lobby Areas • Patios • Walkways • Statues • Performance Areas • Hallways in Buildings • Equipping/Furnishing Rooms 	<ul style="list-style-type: none"> • Colleges/Schools • Departments • Programs • Centers • Institutes

5.3.5 Gift Levels for Facilities Naming

a. Existing Facilities

Consideration will be made on a case-by-case basis. Typically, the present cash value should equal the cost of remodeling or 10% of the cost of the historical value of the building, whichever is greater.

Naming opportunities for a donor or a donor's designee of existing facilities are available through a substantial contribution equaling approximately thirty percent of the replacement cost. Usually, these funds are endowed to allow CSU, Chico to meet important future needs of the named facility. Also, it is expected that a gift resulting in a named building will have a relationship to the academic/program unit(s) within the building. Ordinarily, only present dollar value of deferred gift commitments will be counted toward the thirty-percent minimum.

Valuations are based on either the total cost of the facilities (including the building and the contents) or just the shell of the building: the decision on whether or not to use the total cost or shell of the building as the basis for the valuation is at the discretion/recommendation of the Vice President for University Advancement.

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

b. New Facilities with State and Private Funding

The construction of new facilities may combine state and private funding. Consideration will be made on a case-by-case basis to the naming of these facilities. The funding preference for naming is 50% of costs, but a minimum consideration starts at 10% of the cost of the building or structure. If a potential gift is less, other major donors will be given the option to donate more than 10%.

Valuations are based on either the total cost of the facilities (including the building and the contents) or just the shell of the building: the decision on whether or not to use the total cost or shell of the building as the basis for the valuation is at the discretion/recommendation of the Vice President for University Advancement.

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a stated period of years.

c. **New Facilities with Private Funding**

The construction of new facilities may be privately funded at 100% of costs or concurrence. At least twenty percent or more of the construction costs of the building or area and, where possible, additional endowment support to defray operation costs is requested to name capital projects that are privately funded. If a facility is to be wholly funded from private sources, at least 80% of the funds shall be received and the balance secured with a signed university pledge form from all donors receiving the naming opportunity or there must be concurrence of other major donors. Certain exceptions can be made, depending on the fundraising plan for a specific comprehensive capital campaign. As with existing facilities, it is expected that gifts resulting in a named building will have a relationship to the academic unit(s)/programs within that building. Ordinarily, deferred gift commitments will not be counted toward the 50% minimum, unless full funding is available for construction.

Valuations are based on either the total cost of the facilities (including the building and the contents) or just the shell of the building: the decision on whether or not to use the total cost or shell of the building as the basis for the valuation is at the discretion/recommendation of the Vice President of University Advancement and approval of the President.

All naming agreements associated with equipment or facilities must specify the term, whether for the useful life of the room/equipment/facility or for a period of years.

5.3.6 Gift Levels for College or Program Naming

Consideration will be made on a case-by-case basis, but the endowment level needs to be sufficient to generate income at a significant percentage (at least 10%) of the annual operating budget using a calculation of 4% earnings per year.

Examples: \$25M – College of Business Operating Budget = \$12-15M
 \$30M – College of Engineering Operating Budget = \$12M

The naming of a college, department, or unit provides one of the ultimate vehicles for assuring long-term program prestige and excellence. Endowment of such magnitude should enable the recipient unit to achieve and sustain national stature through recruitment of outstanding faculty and students. Although the amount needed is negotiable, the ideal endowment gift should produce sufficient income to cover a significant percent of the college, department, or other unit's annual budget. Before any negotiations are made with a potential donor, the dean of the prospective area must consult with and receive the approval of the President, Provost, and Vice President of University Advancement.

- a. Naming sub-units (rooms/laboratories/equipment)
Consideration is made on a case-by-case basis using square footage, room type (lab/classroom) and existing named like spaces.

Minimum gift levels will also take into consideration the visibility of the facility, the nature of the activity housed in the named area, and other relevant factors.

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

- b. Parks (benches and furniture)
Total direct costs and, as required, an endowment for upkeep. Naming of benches and furniture is discouraged but can be considered on a “case by case” basis. If no endowment is established to maintain the outdoor feature/fixture, the naming agreement(s) must be for the useful life or for a stated period of years.
- c. Conferences/programs
Consideration is made on a case-by-case basis but preferably 50% of the cost is desirable. Some outright gifts covering the cost of the event offer the opportunity for named gifts.
- d. Gifts of real property/collections
Outright gifts of real property or collections may carry the name of the donor provided adequate funds are available for space and operational needs. An outright gift of land that is accepted by the university and held for research, extension, or instruction purposes may be named in honor of the donor.

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

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