Board of Trustees
The University of North Carolina at Greensboro
May 1, 2014

Action Item
Naming Policy

Background Information
This document presents recommended changes to the University’s naming policy last updated in September 2004.

Attached Documents
Naming University Facilities and Units Policies and Procedures

Recommended Action
That the Board of Trustees of The University of North Carolina at Greensboro approve the proposed Naming University Facilities and Units Policies and Procedures

[Signature]
Janis I. Zink
Vice Chancellor for University Advancement
1. **Purpose.**

This policy sets forth the criteria and procedures for naming the facilities and units of the University of North Carolina at Greensboro ("University").

2. **Naming Authority.**

Authority to name buildings, facilities, parts of facilities, academic programs, and units rests with the University Board of Trustees through the University Advancement Committee. No advance approval for determining names is implied in this policy.

3. **Procedures.**

When it appears that a contribution to the University or an affiliated organization will result in a request for a naming by a donor or other individual, the development officer working with the donor will notify the Vice Chancellor for University Advancement. The notification will include a profile of the donor, the area of interest with any proposed stipulations, and information about how the gift will be paid.
The Vice Chancellor for University Advancement will discuss the potential naming with appropriate University officials including the Chancellor.

Upon receiving general approvals, the Vice Chancellor for University Advancement shall present the recommendation to the Advancement Committee of the University Board of Trustees for preliminary approval.

Upon final commitment by the donor, the Advancement Committee of the University Board of Trustees shall present the recommendation to the University Board of Trustees for final approval.


Naming a facility or unit should be undertaken discreetly, advisedly and with concern for how the action will be viewed retrospectively in subsequent decades.

Central to all namings of facilities and units is the University’s commitment to recognize:

   a. Benefactors who have made substantial financial contributions to the University. The term “benefactors” includes individuals, corporations and other organizations;

   b. Individuals of outstanding personal character who have made substantial contributions to society or to a field of study, or who have made substantial contributions as a member of the University faculty or administration, or who have a personal connection to or support of the mission of the University; or

   c. The traditions and history of the University that may include but not be limited to recognition of events, dates, organizations, places or programs.


In order for a building, program or facility to be named based upon a contribution, the following conditions will normally be met:

   a. The amount of the gift will follow the contribution guidelines described below;

   b. A pledge will be based on a signed commitment by the donor, and the payment period for the pledge must fall within any constraints applicable to the project being named. As a general rule the pledge period will not exceed five (5) years;

   c. As a general rule, deferred gifts will not be accepted for naming a facility when the construction of the facility is dependent upon the gift.
d. The person for whom the name is assigned has some reasonable connection to the program or facility so being designated;

e. Unless the gift is required to construct or equip a facility to be named, the gift normally should be used to establish an endowment restricted to an appropriate use as determined by the University Board of Trustees as recommended by the Chancellor;

f. If an academic unit (school, department, or facility) is to be named, a restricted program endowment supporting that unit will normally be established;

g. A donor may name an approved facility, academic unit or program with a commitment of a deferred or planned gift (i.e., a gift the University will not receive until a usually undetermined date in the future) provided that the following criteria are met:

i. Circumstances make it practical for the University to accept a planned gift for a given purpose;

ii. The discounted (to present) value of the deferred commitment meets or exceeds the naming level approved for the designated facility or program; and

iii. The deferred commitment is irrevocable or, if revocable, is verified in a manner acceptable to the University.

h. If a program or academic unit should change its physical location prior to naming, commitments will be honored to the maximum extent possible.

The following gift amounts are suggested as guidelines for the naming of University programs, departments, buildings or facilities. Amounts may vary according to scale or at the discretion of the Chancellor and the University Board of Trustees.

**Academic Units:**

School or College $10 million

Department $2.5 million to $5 million

Center or Institute $1 million to $2.5 million

Program (e.g., Honors, Residential College, Creative Writing) $500,000.00 to $1 million

**Buildings and Facilities:**

**New Construction:** A minimum of one-half of the Variable

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total project cost to construct a new building or an addition to an existing facility, or an amount approved by the Chancellor and the Board of Trustees.

**Renovation**: A minimum of one-half of the total project cost for a significant renovation of an existing facility, or an amount approved by the Chancellor and the Board of Trustees.

In consideration of significant gifts, the naming of an existing program, department, building or facility may be approved by the Chancellor and the Board of Trustees.

**Spaces Within Existing Buildings Based on Current Needs:**
(Guideline amounts may vary according to scale)

Lecture Halls/Auditoria

- New $150,000.00 to $1 million
- Existing $100,000.00 to $1 million

Teaching and Research Laboratories/Studios $25,000.00 to $250,000.00

Meeting/Seminar Rooms $25,000.00 to $100,000.00

Interior and Exterior Public Spaces (e.g., atria, lobbies, courtyards, playgrounds) $25,000.00 minimum (Variable and determined according to scale)

Athletic Facilities Variable according to scale

The University Board of Trustees can at its discretion name facilities or spaces without a contribution. Amounts indicated above can also be adjusted upwards or downwards at the discretion of the University Board of Trustees.

The Vice Chancellor for University Advancement shall review previously approved naming amounts biannually and submit those to the Advancement Committee of the University Board of Trustees for approval.

**6. Non-Donor Naming Proposals.**
Any person may submit a naming proposal. If a naming proposal is made by a person other than a University development officer as referenced in Section 3. Procedures of these Policies and Procedures, the naming proposal must be submitted in the format supplied by the Office of University Advancement. The Naming Proposal Form may be obtained through the Office of University Advancement, or downloaded from the Office of University Advancement website.

Completed Naming Proposal Forms may be submitted online through the University’s website. Paper versions of the completed Naming Proposal Form may be submitted to the Office of University Advancement.

Upon receipt of the naming proposal, the Vice Chancellor for University Advancement will process each naming proposal in accordance with the requirements of Section 3. Procedures of these Policies and Procedures.

7. Revoking Names on Facilities/Units.

In certain circumstances, the University reserves the right to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.

a. 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 judgments;

b. If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked;

c. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

8. Exceptions.

The University Board of Trustees retains the authority to make exceptions to these guidelines.

(End of Document Body)
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
REQUEST FOR APPROVAL OF DONOR NAMING PROPOSAL

PROPOSED NAME: 

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED: 

DONOR INFORMATION: 

DONOR CONTRIBUTION AMOUNT: 

DATE OF GIFT (RECORDED): 

GIFT TYPE (IF IT IS NOT A SINGLE PAYMENT, DESCRIBE THE TERMS): 

PURPOSE: 

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RATIONALE FOR NAMING PROPOSAL (DONOR ACHIEVEMENTS/DONOR RELATIONSHIP WITH UNCG):

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Name of Nominator *(please print)*  Title of Nominator

Signature of Nominator  Date

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

Vice Chancellor for University Advancement  Date
Chairman, Advancement Committee
Board of Trustees

☐ APPROVED
☐ NOT APPROVED

If not recommended for approval, please include the rationale for the Advancement Committee’s decision.
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
REQUEST FOR APPROVAL OF NON-DONOR NAMING PROPOSAL

PROPOSED NAME: ____________________________________________

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

HONOREE’S CONTACT INFORMATION: ________________________________
________________________________________________________________________
________________________________________________________________________

PURPOSE: _________________________________________________________
________________________________________________________________________
________________________________________________________________________


RATIONALE FOR NAMING PROPOSAL (HONOREE ACHIEVEMENTS/HONOREE RELATIONSHIP WITH UNCG):

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________________________________________________________________________

Name of Nominator  (please print)  Title of Nominator

Signature of Nominator  Date

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

Vice Chancellor for University Advancement  Date

Chairman, Advancement Committee  Date
Board of Trustees
☐ APPROVED
☐ NOT APPROVED

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