



## **Naming University Facilities and Programs Policy**

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### **Purpose and Scope**

To outline the policy, process, guidelines, procedures and criteria regarding the naming of university facilities and programs. This Policy is adopted in compliance with [State System Board of Governors' Policy No. 1997-03](#) (Naming of State System of Higher Education Facilities) and [Office of the Chancellor Procedure Standard No. 2013-15](#) (Relationships with Affiliated Entities).

The scope of this document defines gift and non-gift naming opportunities for facilities (including but not limited to current, future, and portions of buildings, plazas, grounds and other physical areas on university grounds) and programs (including but not limited to colleges, schools, departments, centers, chairs, scholarships, and non-academic programs).

### **Policy Statement**

The goal for naming a facility or program will be to encourage private philanthropic support, a critical element in University's ability to achieve its goals. Only under rare and unique circumstances should a naming opportunity be granted without a gift.

### **Policy Framework**

The naming of university facilities or programs will require that a donor(s) provide a financial contribution as defined in gift requirements. A naming opportunity cannot be funded through a revocable planned gift.

In certain unique circumstances of exceptional merit, the Council of Trustees may name facilities and programs for distinguished persons.

Qualified contributions for naming opportunities for major facilities and programs will be agreed upon as defined below in the Policy Procedures section.

#### A. Facilities

Gifts to name facilities are in the form of outright gifts and can be payable up to five years.

When a named facility is razed, the Council of Trustees may elect to retire that name or transfer it to another facility or space.

## B. Programs

A gift to name a program must be of a sufficient magnitude to transform the unit involved, enabling that unit to reach a level of excellence that could not be achieved without the gift to the program or within the University's stated timeframe.

Gifts to name programs are in the form of an endowment, with the endowment supporting the program to benefit the students and faculty.

All endowments created in connection with any naming opportunities shall be managed and administered by West Chester University Foundation in accordance with applicable law, the University's Policy on Fundraising, and the Foundation's investment and disbursement policies.

## C. Gift Requirements

Minimum suggested gift levels for naming opportunities are described below.

The minimum gift levels listed are subject to periodic adjustment, and West Chester University President retains the right to make changes to this policy or change the minimum gift levels after consultation with the Council of Trustees.

### 1. Gift Requirements for Named Facilities

New buildings and renovations required giving levels as follows:

- Design and construction of a new building: minimum \$5 million or 50 percent or more of the University determined private funding goal as announced by the President
- Comprehensive restoration of an existing building: 50 percent or more of the announced private funding cost
- Renovations of general-purpose areas (classrooms, lounges), special purpose areas (galleries, laboratories), and landscape areas: 100 percent of the cost

Existing facilities required giving levels are as follows:

<b>Campus Space</b>	<b>Amount</b>
Dean's Suite	\$250,000
Laboratories	\$50,000 - \$250,000
Academic Classroom (based on size)	\$50,000 - \$200,000
Lecture Hall	\$500,000 - \$1,000,000
Offices	\$10,000 - \$50,000
Centers/Clinics	\$500,000
Sports Fields (excluding Stadium Field)	\$100,000
Baseball Field	\$1,000,000
Softball Field	\$500,000

## 2. Named Gift Requirement for Programs

As a guideline, opportunities to name academic units only when the minimum gift establishes an endowment, the payout from which generates income for the named unit.

The required giving levels are as follows:

<b>Naming Opportunity</b>	<b>Use of Endowment Income</b>	<b>Minimum Gift Required</b>
<b>Colleges</b> (Business & Public Management, Sciences & Mathematics, Arts & Humanities, Education & Social Work)	General operations	\$5,000,000
School of Business, Honors College, University College	General operations	\$3,000,000
University Programs	General operations	\$1,000,000 to \$3,000,000
Endowed Faculty Positions	Salary and/or research expenses	\$5,000,000
Lecture Series	Stipends, fees, and/or expense	\$2,000,000
Endowed Scholarship or Operating Fund	Scholarship or program support	\$25,000

### 3. Non-Gift Naming Requirements

The Council of Trustees may approve the naming of a facility or program for a distinguished person.

The following criteria should be used as a guide when determining non-gift opportunities for facilities and programs:

- Outstanding service and/or generosity to the University
- Substantial contributions to the development and destiny of the University
- The extent to which life and actions epitomize the ideals revered by the University community

#### D. Termination of Naming Rights

The Council of Trustees may terminate naming rights (1) in the event of any default in payment of the gift, or (2) if, in the Council's sole discretion, the naming, or a continuing association with the donor or other namesake of the facility or program, will adversely impact the reputation, image, mission, or integrity of the University.

### **Policy Procedures**

West Chester University's Foundation Liaison will work with the West Chester University Foundation Chief Executive Officer on all naming opportunities for approval and appropriate recognition of the naming opportunity.

Recommendations for non-gift naming opportunities may be submitted to the President's Office. The President or their designee will review the proposal with the West Chester University Foundation Chief Executive Officer. When appropriate, as determined by the University President, the proposal will be submitted to the Council of Trustees for approval.

Naming opportunities will be approved when criteria for gift acceptance and naming have been met as described below.

#### A. Facilities

After criteria for gift acceptance have been met, all gifts that bestow naming rights to university facilities must be approved by the University President and Council of Trustees and require a gift agreement



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between the donor and West Chester University Foundation to establish mutually agreed upon gift details and recognition.

When a named facility is to be razed, a recommendation for a renaming or retiring option will be submitted to the President's Office by the Assistant Vice President of Facilities to be reviewed with West Chester University Foundation Chief Executive Officer for submission to the Council of Trustees for approval.

B. Programs

After criteria for gift acceptance have been met, all gifts that bestow naming rights of university programs must be approved by the University President and Council of Trustees and require a gift agreement between the donor and West Chester University Foundation to establish mutually agreed upon gift details and recognition

**References**

[State System Board of Governors' Policy No. 1997-03](#)  
[Office of the Chancellor Procedure Standard No. 2013-15](#)

**Reviewed by:** Vice President for University Affairs; Vice President for University Advancement and External Affairs; Vice President for Diversity, Equity, and Inclusion, Senior Associate Vice President and Chief Human Resources Officer

**Policy Owner:** Vice President for University Advancement and External Affairs

**Approved by:** 

Christopher Fiorentino

University President

9/29/2022



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This policy has been approved by the West Chester University Council of Trustees on this twelfth day of October, 2022.

**Effective Date:** 10/12/2022

**Next Review Date:** 9/29/2026

**History**

**Initial Approval:** Unknown

**Review Dates:** Unknown prior to September 2022;

**Amended:** 9/29/2022;