



**Cleveland State University Foundation**  
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**CLEVELAND STATE UNIVERSITY NAMING GIFT OPPORTUNITIES:  
GUIDELINES AND OPERATING PRINCIPLES**

**This document replaces the “Guidelines for the Naming of Endowments” and  
“Guidelines for the Naming of Academic Programs and Physical Structures”  
approved by the CSU Board of Trustees on March 18, 2005.**

## TABLE OF CONTENTS

A. PURPOSE .....	1
B. GENERAL.....	1
C. FACILITIES.....	2
D. NAMING RELATED TO THE BERT. L. AND IRIS S. WOLSTEIN CONVOCATION CENTER .....	3
E. OTHER PHYSICAL FACILITIES .....	3
F. ACADEMIC OR OTHER MAJOR UNIVERSITY UNITS .....	3
G. FACULTY POSITIONS .....	4
H. DISTINGUISHED SCHOLARS AND LECTURE SERIES .....	5
I. SCHOLARSHIPS AND FELLOWSHIPS .....	6
J. OTHER NAMING OPPORTUNITIES.....	6
K. REMOVING NAMES.....	7
L. REVIEW PROCEDURES.....	7

## **A. Purpose**

These policies and procedures set forth university-wide guidelines for naming gift opportunities at Cleveland State University (“CSU” or the “University”).

## **B. General Information**

Significant gifts to the University through the Cleveland State University Foundation (the “Foundation”) will provide opportunities for donors to name a program, facility, space, unit, scholarship, faculty fund, etc. in honor of the donor/s or another person/s recommended by the donor/s. Each naming gift must be accompanied by a gift agreement approved by the donor/s or his/her representatives, the Foundation, and the college, school, department, or program that is to benefit from the gift and including the requisite signatures.

The funding amount is determined on a case-by-case basis, but governed by the principles set forth in this document. The dollar amounts listed below are minimums, unless stated otherwise. Prior to discussing the proposed gift amount with the donor/s, the specific naming gift amount must be approved by the Vice President of University Advancement and Executive Director of the CSU Foundation as well as the appropriate executive administrator, Provost, Vice President and/or Dean/Director.

The University President brings suggestions for naming to the Board of Trustees along with either a proposed philanthropic investment or a justification as to why a particular college, school, center, institute, academic or other program, structure, or space should be named in honor of an individual or company. In addition to the specific guidelines detailed in this document, the CSU Board of Trustees may also take into consideration non-quantifiable factors such as location, architecture, and general character of the facility or space, the use of the facility or space, and/or how its function ties in with the University community and the general public.

In the event the donor is endowing an academic program or position, an approval process led by the Provost must occur before the acceptance of the gift. Any exceptions to these guidelines must be approved in writing by the Vice President, University Advancement & Executive Director, CSU Foundation.

If the project is being “reserved” for a donor who is making provisions through a future deferred gift arrangement, an appropriate amount may be added to the required gift minimum for inflation in anticipation of the future estate commitment expectancy. “Seed money” for a named project or program will be accepted only if there is a reasonable expectation that full funding can be achieved through some combination of sources and a written, binding agreement is executed between the donor/s and the University.

Naming will not take place until the University and the Foundation have a signed gift commitment in hand. Endowed funds have five years to reach the minimum funding level

established in the gift agreement. For endowment commitments that do not reach the minimum level within the five-year period, the donor/s or other representative persons connected to the gift will be consulted to determine the most useful course of action, which may include a pledge extension or the transfer of the fund to the General Endowment Fund. In the event the pledge by a donor is not fulfilled, the naming opportunity at the University may be forfeited.

These policies apply to buildings or structures owned by the University or a related entity, or built on University owned land by the private sector through a lease or other arrangement. Facilities, rooms and spaces within facilities, courtyards, and other public spaces are typically named in perpetuity or as long as the structure or space is in use by Cleveland State University.

The CSU Board of Trustees has final approval for all naming opportunities at the University. However, to expedite the approval process, the Board authorizes the President and Vice President, University Advancement & Executive Director, CSU Foundation to do the following:

- Coordinate gift agreements and naming designations on their behalf and to inform members of the University community affected by such gifts.
- Make decisions regarding naming opportunities for gifts of \$500,000 and under.
- Make recommendations to the Board of Trustees with regard to naming opportunities for gifts over \$500,000.

### **C. Facilities**

Specific dollar amounts to name facilities and select spaces therein will be determined on a case-by-case basis; however, the following general guidelines will be used.

- New facilities: Minimum of 25% of construction costs.
- Existing facilities: Addressed on a case-by-case basis. An appropriate value should be established at the time renovation plans are considered to add a donor's name to an existing facility.

Naming opportunities involving facilities must be approved by the CSU President and the CSU Board of Trustees based upon the recommendations of the following:

- Vice President, University Advancement & Executive Director, CSU Foundation.
- Provost or other appropriate Vice President and/or Dean/Director.

A proposal to name a facility should be approved formally by the President before the proposal is delivered to a prospective donor.

In all cases, a minimum contribution of \$1,000,000 is required to name a facility.

#### **D. Naming Related to the Bert L. and Iris S. Wolstein Convocation Center**

The external naming of items such as external gate signs are governed by this naming policy and fall to the Division of Athletics and Campus Support Services.

External Gate Signs: A minimum of \$75,000 per year for any one of the four outside entrances originally designated as Gates A through D is required. This amount will be reviewed on an as-needed basis and may be modified with approval by the Board of Trustees. External Gate Signage will have a naming duration of three to five years after which time the area becomes marketable again. Any charges associated with creating the external gate signs will be taken from the original gift amount. After those charges are paid, fifty percent (50%) of the remaining revenue from this source shall be returned to Campus Support Services to be placed in the Convocations Center's capital reserves.

#### **E. Other Physical Facilities and Spaces**

- Large Laboratory: \$250,000
- Mid-Size Laboratory: \$100,000
- Small Laboratory: \$50,000
- Lecture Hall (Large): \$250,000
- Lecture Hall: \$100,000
- Large Classroom: \$250,000
- Mid-Size Classroom: \$100,000
- Small Classroom: \$25,000
- Dean/Department Office Suite: \$100,000
- Conference Room: \$50,000
- Benches, fountains, works of art, outdoor plantings, other outdoor structures or areas: handled on a case-by-case basis

Naming opportunities for other spaces within a building should be defined by the unit head and approved by the Vice President, University Advancement & Executive Director, CSU Foundation.

Funding amounts will be based on location, structure, and function. Gift funds must cover the entire cost of the structure or installation. If significant ongoing costs will be incurred to maintain the space/structure, an endowment sufficient to cover these annual costs may also be required.

#### **F. Academic or Other Major University Units**

- College: \$10,000,000

- School: \$5,000,000
- Department: \$500,000
- University-wide Center/Institute: \$1,000,000
- Program and Other Center/Institute: \$500,000

The dollar amounts shown are minimums. Some colleges, schools, departments, institutes, centers, and programs may require larger gift amounts for naming.

Any private gift associated with the naming of any of the above should be at a level that will enable reaching a level of excellence that would have been extremely difficult using state or university funds alone. The gift should be in the form of an endowment. Income from the endowment should be used to provide a margin of excellence for the unit and should not replace other funds previously made available.

### **G. Faculty Positions**

The gift amounts indicated below are the minimum amounts to name faculty positions. Individual colleges, schools, and departments, in consultation with the Provost, may require amounts above these minimums. Variables would include whether or not the position is new or a replacement hire and the nature of the profession involved given there are significant ranges required depending on discipline. Earnings from endowed faculty positions may fully or partially fund the occupant's salary and may also be used to provide related program funding, professional development, continuing education, release time for research and writing, and other academic needs.

- Chair (Endowed): \$1,000,000
- Chair (Term): \$250,000 or \$50,000 per year for at least five years
- Deanship (Endowed): \$1,000,000
- Deanship (Term): \$250,000 or \$50,000 per year for at least five years
- Distinguished Professorship/Directorship (Endowed): \$500,000
- Distinguished Professorship/Directorship (Term): \$125,000 or \$25,000 per year for at least five years
- Faculty Scholar (Endowed): \$250,000
- Faculty Scholar (Term): \$62,500 or \$12,500 per year for at least five years

Named chairs will be faculty positions to be filled by a truly outstanding scholar and teacher - as judged by rigorous, nationally accepted standards—who can help transform a department or discipline. The title “Endowed Chair” is among the highest honors Cleveland State University may award to a faculty member. The reputation of the individual appointed to an Endowed

Chair will reflect a special understanding of their particular field of study. Endowed Chair holders at Cleveland State University will constitute a small cadre of exceptionally gifted professors whose names evoke immediate acknowledgement and respect in academic circles. This award typically supplements existing budgeted salaries and operating revenues. Areas such as science, engineering, or other academic programs, which require laboratory equipment, may require additional funding.

Named deanships help the University attract and retain outstanding scholars and administrators to lead its academic programs. This award typically supplements existing budgeted salaries.

Named professorships/directorships will be occupied by exceptionally gifted scholars and teachers, whose accomplishments indicate potential for national and international leadership and distinction in their field, as evidenced by superior records of research, other scholarly activity, and teaching.

Named faculty scholars recognize faculty members who show exceptional promise as scholars and teachers.

The annual allocation of funds to support these positions will be authorized by the dean of the school or college with which the funded position will be associated, subject to the approval of the University Provost and in accordance with University policy.

#### **H. Distinguished Scholars and Lecture Series**

- Distinguished Scholar (Endowed): \$750,000
- Distinguished Scholar (Term): \$200,000 or \$40,000 per year for at least five years
- Presidential Lecture Series (Endowed): \$250,000
- Presidential Lecture Series (Term): \$75,000 or \$15,000 per year for at least five years
- Visiting Lecture Series (Endowed): \$100,000
- Visiting Lecture Series (Term): \$37,500 or \$7,500 per year for at least five years

Named distinguished scholars are persons in the forefront of their disciplines who become a part of the University community for a specified period of time.

Presidential lecture series will bring to the University a variety of outstanding individuals with broad experience and expertise whose presentations will have University-wide, community, and interdisciplinary appeal.

Approval for distinguished scholars and presidential lecture series must be granted by the President based on recommendations of the Provost, Vice President, University Advancement & Executive Director, CSU Foundation, and the appropriate Vice President and/or Dean/Director.

Visiting lecture series will bring to the University, for short stays, a variety of individuals with experience and expertise relevant to the special interests of particular colleges, schools, departments, or other units.

Approval for visiting lecture series must be granted by the Provost based on recommendations of the Vice President, University Advancement & Executive Director, CSU Foundation and the appropriate Vice President and/or Dean/Director.

### **I. Scholarships and Fellowships**

- Scholarships (Endowed): \$25,000
- Scholarships (Term): \$10,000 or \$2,000 per year for at least five years
- Graduate Fellowships (Endowed): \$100,000
- Graduate Fellowships (Term): \$25,000 or \$5,000 per year for at least five years

Scholarships help make it possible for talented and deserving undergraduate students to earn Cleveland State University degrees. Scholarships may be awarded based on a mix of criteria including academic merit and financial need. While specific criteria for eligibility for scholarships may be established, flexibility contained in the gift agreement will allow the University to be most successful in recruiting students with the greatest potential.

Fellowships are a form of financial aid typically reserved for capable and deserving graduate students.

### **J. Other Naming Opportunities**

- Fund for Excellence (Endowed): \$50,000
- Fund for Excellence (Term): \$12,500 or \$2,500 a year for at least five years
- Teaching, Service, Research and Staff Awards (Endowed): \$25,000
- Teaching, Service, Research, and Staff Awards (Term): \$10,000 or \$2,000 a year for at least five years
- Library Fund (Endowed): \$25,000
- Library Fund (Term): \$10,000 or \$2,000 a year for at least five years

Funds for excellence may be established in support of a college, school, department, academic discipline, or other University program. Such funds may be used to enhance the selected programs in a variety of ways, including support for research, faculty development, scholarly travel, and/or for other educational enrichment activities.



Teaching, service, research, and staff awards will recognize outstanding performances by faculty members and professional/administrative staff members. The college, school, department, or unit typically will choose recipients.

Library funds may be established to support the purchases of monographs, journals, electronic databases, subscriptions and other materials.

Other funds that support faculty development, classroom enhancements, etc. may be established by individual colleges, schools, departments, or units.

### **K. Removing Names**

The University reserves the right to remove the names of donors or designees who make gifts that allow them to take advantage of one or more of the above naming opportunities and who are subsequently convicted of felonies. The same applies to other persons whose names are attached to one or more of the above naming opportunities. The Cleveland State University Board of Trustees must approve any such decisions, based on a recommendation from the President, Provost and Vice President, University Advancement & Executive Director, CSU Foundation.

### **L. Review Procedures**

The, Vice President, University Advancement & Executive Director, CSU Foundation is responsible for reviewing these guidelines and operating principles as needed—but at least every five years—and presenting recommended revisions to the Cleveland State University Foundation Executive Committee and then to the President for approval and, if necessary, to the CSU Board of Trustees.