

**Cleveland State University
BOARD OF TRUSTEES
March 18, 2005**

Background

Guidelines for the Naming of Academic Programs and Physical Structures

General Information

a. Colleges, Schools, Centers, Institutes, Academic and other Program Operations

The funding amount is determined on a per-case basis. Under special circumstances, naming opportunities are considered on this scale where specified, endowment gift criteria are met in agreement between the donor, the executive administration of the University, and the University Board of Trustees.

The University President brings suggestions for naming to the Board along with either a proposed philanthropic investment or a justification as to why a college, school, center, institute, academic or other program operation should be named in honor of an individual.

Note: If the project is being “reserved” for a donor who is making provisions through a future will arrangement, an appropriate amount may be added for inflation in anticipation of the future estate gift 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 and a written, binding agreement is executed between the donor and the University.

b. Physical Structures

This policy applies 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. Buildings, rooms within buildings, 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.

Given the significance of the naming decision, the final decision is made by the University Board of Trustees. The University President brings suggestions for naming to the Board along with either a proposed philanthropic investment or a justification as to why a structure or space should be named in honor of an individual.

As guidelines to aid in making this decision, some quantifiable minimum levels of philanthropic support are established below. Gifts can either be placed into an endowment and the donor may direct how the endowment’s income should be used, or the gift can be placed in a building fund to be used to assist in the construction or rehabilitation of the structure to be named. Gifts that are provided to name facilities, including endowment gifts, may be required to direct that a portion of the endowment principal be segregated for future support and maintenance of the named facility.

The Board of Trustees should also take certain non-quantifiable factors into consideration as a particular naming decision is being made. These non-quantifiable factors are also outlined below.

Quantifiable Factors

- a. For free standing buildings, a minimum gift commitment of \$1,000,000 is the guideline. In addition to this minimum, the Board of Trustees establishes as a guideline that the gift commitment is equal to 25% of the construction or renovation cost of the building. However, in exceptional circumstances, the Board of Trustees can vary these requirements.
- b. For rooms within buildings, courtyards and other public spaces the Board of Trustees establishes as a guideline that the gift commitment is equal to 25% of the construction or renovation cost of the space. However, in exceptional circumstances, the Board of Trustees can vary these requirements.

Non-Quantifiable Factors

- a. The location, architecture and general character of the building or space
- b. The use of the building or space and how its function ties in with the University community and the general public

c. Naming Rights in and on the Bert L. and Iris S. Wolstein Convocation Center

The responsibility for naming rights in and on the Cleveland State University Convocation Center falls to two parties as follows:

- a. The internal arena sponsorship areas are assigned to the Campus Support Services. Temporary “day of event” sponsorships for Convocation Center organized sports activities and other events are handled by the Convocation Center staff on case-by-case basis. However, revenue from Department of Athletics game day related sponsorships are generated by and forwarded to Athletics.
- b. The external naming of items such as external gate signs are governed by this naming policy and fall to the Division of University Advancement working in coordination with the Department 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. This amount will be reviewed from time to time and may be modified with approval by the Board of Trustees. External Gate Signage will have 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 Convocation Center’s capital

improvement fund. Fifty percent (50%) will be directed to the Department of Athletics.

Alternatives and Consequences

The University does not have a written policy regarding the naming of colleges, schools, centers, institutes, academic and other program operations.

The University does have a naming policy for buildings that states a minimum of a flat 10% of cost of construction regardless if it's new construction or an addition to an existing structure or renovation project. It also states that a building name will not be placed without a minimum of \$1 million regardless of the 10% of construction figure. It also states that rooms, labs, etc. may be named for 51% of the cost of furnishing or equipping the space.

If the Board of Trustees does not establish these guidelines the University will continue to operate without a stated procedure as to how programs or facilities are named and without a set of updated, quantifiable and non-quantifiable factors for such naming. This could lead to potential confusion and missed opportunities with future donors.

Specific Recommendations

The administration recommends these guidelines be adopted.

Timetable & Action Required

At its March 18, 2005 meeting, the Financial Affairs, Development and Physical Facilities Committee of the Board of Trustees should discuss and approve or amend then approve guidelines for the naming of academic programs and physical structures. The full Board of Trustees should then approve or amend the same at its March 18, 2005 meeting.

**Cleveland State University
BOARD OF TRUSTEES**

**FINANCIAL AFFAIRS, DEVELOPMENT AND PHYSICAL FACILITIES
COMMITTEE
March 18, 2005**

Resolution

BE IT RESOLVED that the Financial Affairs, Development and Physical Facilities Committee recommends to the full Board of Trustees the adoption of the Guidelines for the Naming of Academic Programs and Physical Structures.

Cleveland State University
BOARD OF TRUSTEES
March 18, 2005

Resolution

Guidelines for the Naming of Academic Programs and Physical Structures

WHEREAS, Cleveland State University has no stated policy on the naming of academic programs; and

WHEREAS, Cleveland State University has a current policy stating that to name a building a gift equal to 10 percent of construction cost is required with a minimum gift of \$1,000,000 regardless of the costs of construction (University Policy 9.15.12, effective April 20, 1977 and amended December 11, 1996); and

WHEREAS, the Board of Trustees recognizes that policies for the naming of academic programs and physical structures needs to be updated to make clear the Board of Trustees authority to make final approval of such naming and to establish the procedure for doing so including quantifiable and non-quantifiable factors; and

WHEREAS, the Financial Affairs, Development and Physical Facilities Committee has reviewed and approved guidelines for such naming;

NOW, THEREFORE, BE IT RESOLVED that the Board of Trustees hereby approves the recommended Guidelines for the Naming of Academic Programs and Physical Structures and directs that all future gift proposals to potential donors follow these guidelines.