

POL 03.00.01

Facility and Program Naming Policy of the University of North Carolina at Pembroke

**Authority:** Board of Trustees

**History:**

- First Issued: September 21, 2012
- Last Revised: November 20, 2015

**Related Policies:**

- [UNC Code Appendix 1 Section VI \(Property and Buildings\)](#)
- [UNC Code Appendix 1 Section XVI \(Auxiliary Enterprises, Utilities and Miscellaneous Facilities\)](#)

**Additional References:**

- Facility and Program Namings

**Contact Info:** Vice Chancellor for University Advancement (910.521.6184)

**1. PURPOSE**

1.1 This policy sets forth the criteria and procedures for naming The University of North Carolina at Pembroke facilities and academic programs.

**2. DEFINITIONS**

2.1 The term "facilities" includes buildings, rooms, interior spaces, exterior spaces (gardens, courts, plazas, memorials, markers, etc.), streets, athletic fields, open spaces, forests, and all other tangible and relatively permanent features owned, operated or controlled by The University of North Carolina at Pembroke.

2.2 The term "program" includes colleges, departments, institutes, centers, and other units associated with university functions.

**3. REVIEW**

3.1 This policy shall be reviewed periodically by the Office of University Advancement with all recommended changes requiring approval by the chancellor and Board of Trustees.

**4. RESPONSIBILITIES**

4.1 Board of Trustees

4.1.1 The act of naming a facility or program shall be that of the Board of Trustees, acting after receiving the recommendation of the chancellor. Benefactors or honorees should be informed

throughout the naming discussions that final naming approval for all university facilities and programs rests with the Board of Trustees.

#### 4.2 Chancellor

4.2.1 Subject to the responsibilities of the Board of Trustees, the chancellor shall have responsibility and authority with respect to, and is an essential participant in, all naming actions.

4.2.2 No facility or program may be named without the early knowledge and prior approval of the chancellor. The chancellor shall endeavor to determine that the proposed action is consistent with the interests of the university, to assure that the amount of any contribution warrants the action proposed, and to maintain equity in the relationship of donations for similar naming actions.

4.2.3 The chancellor may recommend exceptions to any of the following naming policies, subject to approval of the Board of Trustees and after consultation with university leadership when appropriate.

#### 4.3 Special Committee on Donor Naming

4.3.1 The committee shall review proposals requesting the naming of facilities and/or programs to honor donors who have made substantial contributions to the university in accordance with pre-approved naming minimums and within the guidelines for naming of facilities and programs at UNC Pembroke and make recommendations to the vice chancellor for university advancement.

##### 4.3.2 Membership

4.3.2.1 Assistant Vice Chancellor for University Advancement – Chair

4.3.2.2 Vice Chancellor for University Advancement

4.3.2.3 Provost and Vice Chancellor for Academic Affairs

4.3.2.4 General Counsel

4.3.2.5 Assistant Vice Chancellor for Facilities Management

4.3.2.6 Executive Director for University Communications and Marketing

4.3.2.7 Director of Development

4.3.2.8 Chair of the Board of Trustees Public Affairs and Advancement Committee

#### 4.4 Special Committee on Honorary Naming

4.4.1 The committee shall review proposals for naming facilities and/or programs in recognition of (a) individuals who have attained achievement of extraordinary and lasting distinction or (b) for organizations, events or dates, places or programs pertinent to the university's activities or history and make recommendations to the vice chancellor for university advancement.

#### 4.4.2 Membership

4.4.2.1 Vice Chancellor for University Advancement – Chair

4.4.2.2 Vice Chancellor and Provost for Academic Affairs

4.4.2.3 Vice Chancellor for Finance and Administration

4.4.2.4 SGA President

4.4.2.5 Associate Vice Chancellor for Academic Affairs

#### 4.5 Terms

4.5.1 All members are permanent members of the committees and serve as long as they hold their positions with UNCP.

#### 4.6 Meetings

4.6.1 Each committee shall meet at such times and places as required to efficiently perform its duties. Meetings shall be called by the chair. A simple majority of the membership of the committee shall constitute a quorum. No proxy shall be recognized in any meeting of the committee.

### **5. NAMING CRITERIA**

5.1 The University of North Carolina at Pembroke will name facilities and programs according to the following criteria.

5.1.1 To recognize individuals who have attained achievements of extraordinary and lasting distinction. Generally, these will be individuals who have had direct, substantial, and active association with the university. For individuals who have not had such an association with the university, selection may be based on the individual's record of scholarship, creativity, leadership, humanitarian service or public service.

5.1.2 To recognize organizations, events/dates, places, or programs significant to the life and/or history of the university. Examples: To recognize an organization with historical and exceptional ties to the university; an event or date significant in the university's history; a place with significant meaning for or ties to the university; or a program, activity, function, or symbol pertinent to the life of the university.

5.1.3 To recognize benefactors who have made substantial financial contributions to the university. The term “benefactors” includes individuals, corporations and other organizations.

5.2 Efforts to secure private resources arising from a college or departmental unit seeking to honor an individual by recommending naming an existing facility or definable portion of an existing facility after the individual must be accompanied by a plan for fundraising approved by the vice chancellor for university advancement, the provost and the chancellor, unless an exception is made by the chancellor. The fundraising goal associated with the facility or portion of the facility should be commensurate with the nature of the space to be named.

## **6. NAMING FACILITIES**

6.1 Naming opportunities may include (1) new facilities that are to be constructed or acquired, (2) existing facilities that are undergoing major or minor renovations, or (3) existing facilities that are not undergoing renovations.

6.2 Facilities will not be named for current members of the university faculty or staff, current members of the Board of Trustees, current members of the Board of Governors, the Governor, elected officials, or state employees concerned with the functions, oversight or control of the university, so long as the relationship exists. A three year break in service is required prior to consideration.

6.3 Selection of facility names should take into account the university's Master Plan that identifies components (e.g., streets, buildings, and open spaces) and organizes these components into a hierarchy. Each facility should be considered in relation to the component of which it is an element and its place in the overall hierarchy. Recommendations of the college/school, department or division that occupies the facility being considered for naming will be considered. Normally, the name should be that of an individual who gained distinction in the area or areas related to usage of the facility. Exceptions may occur in cases of persons of unusual eminence or singular contributions to the university as a whole.

6.4 "Character areas" such as campus neighborhoods and open areas should be designated by names linking persons, events, places, or activities with appropriate references to location and activities to be conducted on the site or land form.

6.5 Corporate or other organization names may be used to name any university facility. As with individuals honored with facility naming at the university, corporations or organizations proposed for facility naming should have a positive image and demonstrated integrity.

6.5.1 In the instance of corporate or organizational naming of facilities, additional due diligence should be taken to avoid any appearance of commercial influence or conflict of interest.

6.5.2 Signage reflecting a corporate or organizational naming of a facility must conform to all university signage guidelines and may not include the organization logo or other components of branding.

6.6 A gift for naming a facility ordinarily should equal:

6.6.a. at least one-fourth of the total project cost for constructing or acquiring the new facility; or

6.6.b. at least one-fourth of the total project cost for renovating an existing facility; or

6.6.c. at least one-fourth of the portion of the total project cost that is to be raised from the private sector if State or other funds are funding a portion of the project cost for a new or renovated existing facility; or

6.6.d. at least one-fourth of the replacement cost of an existing facility not undergoing renovation. Typically, but not always, three-fourths of a gift to name an existing facility not undergoing renovation will be in the form of endowment, preferably unrestricted, to the university unit.

6.7 Financial contributions resulting in the naming of an existing facility may be made to the UNCP Foundation, Inc., but if the university is constructing or renovating a facility, then funds will be transferred to the university.

## **7. NAMING PROGRAMS**

7.1 Corporate or other organization names will generally not be used to name a university program.

7.2 A gift for naming a program ordinarily should:

7.2.a. be in the form of endowment, of which at least three-fourths is unrestricted for the benefit of that program;

7.2.b. be determined by the size, operating budget, national ranking, and visibility of the program, as well as naming amounts of peer programs in the discipline or on the university campus when available; and

7.2.c. be substantial and significant, even transformative in nature, enabling the program to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit.

7.3 Financial contributions resulting in the naming of a program may be made to the UNCP Foundation, Inc.

## **8. PROCEDURES**

8.1 Proposals for naming facilities and programs shall be forwarded to the vice chancellor for university advancement who shall review the proposals and forward them to the appropriate naming committee for review and recommendation.

8.2 Proposals for facility naming shall be accompanied by sufficient documentation of the gift, along with a completed facility naming agreement.

8.3 The vice chancellor for university advancement shall receive and review all recommendations prior to forwarding naming proposals to the chancellor. The chancellor, as he or she deems appropriate, may make recommendations to the Public Affairs and Advancement Committee of the Board of Trustees. The Public Affairs and Advancement Committee shall review recommendations from the chancellor and select those to be recommended to the Board of Trustees for final approval.

## **9. STATUS OF CONTRIBUTION AT THE TIME OF NAMING**

9.1 When a facility or program is to be named in consideration of a financial contribution, the gift shall have been received by the university or affiliated foundation, or its future receipt shall be assured through the appropriate signed gift agreement, before a naming action shall be taken, as follows.

9.1.1 Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of facilities and programs when a signed pledge payment agreement for the total gift amount is in hand.

9.1.1.1 If the pledged donation is to name new construction, renovation, or other projects with cash flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.

9.1.2 Irrevocable planned gifts may generate current naming of facilities and programs if current cash flow considerations are not an issue for the requesting facility or program. Irrevocable planned gifts will be credited at their face value with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.

9.1.3 Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under the right circumstances. Each combination request must be explained fully to the committee and a case made for the appropriateness of the naming given the specifics of a particular gift. Particular emphasis will be given to the cash flow requirements of the requesting facility or program, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.

## **10. DURATION AND MODIFICATION OF NAMING**

10.1 The duration of a benefactor's or honoree's name on any facility or program ordinarily continues for as long as the facility or program is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, repurposing, or similar modification of a named facility or program, the university may deem that the naming period has concluded.

10.1.1 The appropriate university representative will make all reasonable efforts to inform in advance the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.

10.1.2 The university may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.

## 10.2 Renaming

10.2.1 When the benefactor's or honoree's naming period has concluded, the facility or program may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

## 10.3 Joint or Hyphenated Naming

10.3.1 In exceptional circumstances, additional names may be added to a facility or program in recognition of an additional gift even if the prior benefactor's or honoree's naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or program.

## 10.4 Term Naming

10.4.1 In appropriate instances, most often involving a corporate benefactor, a naming may be granted for a pre-determined fixed term. At the end of the term, the name of the facility or program shall expire but may be renewed with the same or a new name. The facility naming agreement should clearly specify the period of time for which the facility or program will be named.

## 10.5 Benefactor or Honoree Name Changes

10.5.1 If a benefactor or honoree requests a change to the name of a facility or program (e.g., due to divorce or corporate merger), the university will consider the request. If approved, all replacement signage and other related costs shall be at the donor's or honoree's expense.

## 10.6 Revocation of Naming Approval or Conferral

10.6.1 In certain circumstances, the university reserves the right, on reasonable grounds, 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.

10.6.2 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 interests 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 conferred a naming honor at an earlier age to have erred. A naming should not be altered simply because later observers would have made different judgments.

10.6.3 If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked after a pro rata period of time that reflects the number of pledge payments made, given the estimated useful life of the building or the term of years covered by the facility naming agreement, as applicable. In the event that a benefactor fails to maintain payments on a pledge, the chancellor shall report such instance to the Public Affairs and Advancement Committee of the Board of Trustees within a reasonable time period after default, not to exceed six (6) months. The chancellor, in consultation with the vice chancellor for advancement, shall recommend to the Public Affairs and Advancement Committee whether to modify the original gift agreement in extraordinary circumstances or to revoke the naming after the aforementioned pro rata period. The Public Affairs and Advancement Committee shall review the recommendation from the chancellor and shall make a recommendation to the Board of Trustees whether to modify the original gift agreement or to revoke the naming.

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

10.7 Any proposal to rename a facility or to add a second name in recognition of a gift shall be reviewed by the vice chancellor for University Advancement and general counsel of the university in which a recommendation will then be made to the chancellor.