

**POLICY AND PROCEDURES FOR NAMING CALIFORNIA STATE UNIVERSITY  
COLLEGES, SCHOOLS, AND OTHER ACADEMIC ENTITIES**

**Policy**

This policy is intended to encourage private support through opportunities to name colleges, schools, programs, centers, and institutes. The Board of Trustees of the California State University retains authority for naming all CSU colleges, schools, programs, centers, and institutes. There are a finite number of these naming opportunities on the campuses. Opportunities to name these programs are for fund-raising purposes only.

Each proposal for naming a CSU college, school, program, center, and institute shall be considered on its own merits. No commitment for naming shall be made prior to Trustee approval of the proposed name.

A name of a CSU college, school, program, center, or institute presented for Trustee approval must meet the following criteria:

1. It shall honor an individual or an organization.
  - 1.1 It is desirable for the CSU to name colleges, schools, programs, centers, and institutes in honor of significant contributors of funds to the university.
  - 1.2 The Board will take into consideration the significance and amount of the proposed current gift and future potential giving with regard to the academic prestige and recognition of the proposed college, school, program, center, or institute.
2. In special circumstances, the Board of Trustees may waive any and all of the above criteria.

**Procedure**

The following procedure will be observed when submitting a proposal for naming a CSU college, school, program, center, or institute.

1. The request to name specific college, school, program, center, or institute shall have the approval of the President of the campus. The President shall forward the request to the Vice Chancellor for University Advancement.

Each naming request must:

- 1.1 Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
- 1.2 Demonstrate compliance with Board of Trustees' policy.
- 1.3 Succinctly state reasons for the proposed name.
- 1.4 Name the constituent group(s) or individual(s) proposing the request. Name constituent group(s) or individual(s) recommending that the campus President approve the request. Confirm that the President has consulted, in a timely manner, with the executive committee of the campus Academic Senate.
- 1.5 Include complete biographical data about the individual or organization.
- 1.6 Ensure that all participants involved in this process remember that strict confidentiality is required.

- 1.7 Identify the "special circumstances" when requesting a waiver of policy, if any.
2. Upon receipt of the naming request, the Vice Chancellor for University Advancement will convene a review panel. The panel shall consist of:
  - 2.1 Executive Vice Chancellor and Chief Academic Officer  
Vice Chancellor for University Advancement  
President of a campus (appointed by the Chancellor)  
President submitting request or his/her designee  
Chair of the Statewide Academic Senate
  - 2.2 After the panel's review, the Vice Chancellor for University Advancement presents the request to the Chancellor. If the Chancellor approves the requests, the University Advancement staff will prepare an agenda item for presentation at the next Board of Trustees' meeting as follows:
    - 2.2.1 The brief will be prepared for inclusion in the agenda for the Committee on Institutional Advancement.
    - 2.2.2 An agenda item will be prepared for presentation at a meeting of the Committee on Institutional Advancement of the Board of Trustees.
3. Confidentiality is to be maintained on all requests submitted.

## II. PROCEDURES FOR CALIFORNIA STATE UNIVERSITY, FRESNO:

- A. The final decision on a recommendation to the Board of Trustees of The California State University to name a specific college, school, program, center or institute is vested with the President of the University, and the President is the only person authorized to forward to the Board of Trustees of the California State University a request to name a specific college, school, program, center or institute on the California State University, Fresno campus.
- B. Faculty, administrative personnel, support staff, students, and members of the community, or groups of such persons, may submit requests to name a specific facility or property on the campus in the following manner:
  1. The request must be in writing and shall be forwarded to the Provost and Vice President for Academic Affairs for preliminary review. The Provost will review all gift considerations with the Vice President for University Advancement.
  2. The request must comply with the policy of the Board of Trustees (see Section I above).
  3. The request must succinctly state reasons for the proposed name.
  4. The request must identify the campus constituent group(s) proposing the request.
  5. The request must include complete biographical data if the naming is to honor an individual.
  6. Confidentiality is to be maintained on all requests submitted.

### III. REVIEW BY THE PROVOST AND VICE PRESIDENT FOR ACADEMIC AFFAIRS:

1. Upon receipt of a written request, the Provost and Vice President for Academic Affairs shall review the request and accompanying data.
  - (a) If the request does not comply with the policy and procedures, the request shall be denied and the originator of the request shall be notified and shall be furnished with an appropriate explanation.
  - (b) If the request is inadequate, the Provost and Vice President for Academic Affairs may request further information prior to consideration.
  - (c) When a request is complete, including accompanying data, the Provost and Vice President for Academic Affairs shall consult with the Executive Committee of the Academic Senate.
  - (d) After consideration by the Provost and Vice President for Academic Affairs and consultation with the Academic Senate:
    - (1) If the requested is denied by the Provost and Vice President for Academic Affairs, he shall notify the originator of the request.
    - (2) If the recommendation is in the affirmative, the request, all documentation, and the written recommendation of the Provost and Vice President for Academic Affairs forwarded to the President of the University.

### VI. REVIEW BY UNIVERSITY ADVISORY BOARD:

1. The California State University, Fresno Advisory Board consists of twelve community leaders who are interested in the welfare of the University and who advise the President of the University in matters which relate to the advancement of the University in its relationship to the community.
2. The President, at his discretion, may forward all documentation to the University Advisory Board for its recommendation.

### V. REVIEW AND RECOMMENDATION OF THE PRESIDENT:

1. After receipt of all documentation and recommendations, the President shall decide whether to make a request to The California State University for forwarding to the Board of Trustees.
2. It is recognized that several requests to name a specific college, school, program, center or institute may be forwarded to the President with affirmative recommendations. The decision of the President shall be final and binding on the University.
3. The President shall notify the originator of the request whether or not the request is being forwarded to The California State University and the Board of Trustees for consideration.

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Approved July 1999