

<p><b>Responsible Official (Title):</b> Vice President for University Advancement <b>Responsible Office:</b> Office of the Vice President for University Advancement <b>Responsible Division:</b> President</p>
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## **Naming of California State University Facilities and Properties**

### **1. Policy**

The policy of California State University, Fresno on the naming of facilities and properties on campus is governed by the policy of the Board of Trustees of The California State University (CSU).

**Policy 15501.00, Naming of California State University Facilities and Properties**, of the Board of Trustees of The California State University, dated February 1, 2014, follows:

#### **1.1 Policy Objective**

The California State University (CSU) Board of Trustees retains authority for naming all California State University facilities and properties; i.e., all buildings; major portions of buildings; university or college streets or roads; stadium and athletic fields and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties.

The CSU Board of Trustees delegates to the Chancellor the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The Chancellor is also delegated authority to approve temporary namings for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. The Chancellor may sub-delegate this authority, as he or she deems appropriate (California State University, Board of Trustees RIA 07-99-09). The Chancellor sub-delegated this authority to the presidents via Executive Order 713.

#### **1.2 Policy Statement**

##### **100 PURPOSE**

This policy is intended to encourage private support through opportunities to name university facilities and properties and only under extraordinary circumstances should facilities and properties be named without private support.

##### **200 SCOPE**

This policy governs state university facilities and properties whether at the main campus or satellite locations. Facilities and properties with state university ground leases, such as student unions and recreations centers, are also subject to the policy. Facilities and properties controlled by a joint powers agreement require mutual consent of the interested parties. Auxiliary organization facilities on auxiliary organization owned property are exempted from this policy.

### **300 AUTHORITY**

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer.

### **400 CONSIDERATIONS**

Each proposal for naming a CSU facility or property shall be considered on its own merits, including compatibility with the mission and values of the university. No commitment for naming shall be made prior to CSU Board of Trustees approval of the proposed name.

The name of a CSU facility or property presented for CSU Board of Trustees approval must honor an individual or an organization and must meet the following criteria:

#### **401** When a donor gift is involved:

- The gift should benefit the realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs.
- The gift should provide "substantial" benefit to the CSU. The term "substantial" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. The value should be appropriate to the size, visibility and exclusivity of the facility or property.
- The gift should provide funding for that portion of the total cost which would not have been available from any other source (such as federal or state loans or appropriations, student fees, and bond issues).
- The naming may be for the useful life of the facility or for a period of years.

#### **402** When a commercial contract is involved:

- The revenue should benefit realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs.
- The revenue should provide "substantial" benefit to the CSU. The term "substantial" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits. The value should be appropriate to the size, visibility and exclusivity of the facility or property.
- The arrangement should not imply endorsement of any product, service or opinions of the organization by the CSU Board of Trustees or any university employee or entity.
- The naming should be limited to a period of years.

**403** In a rare instance, when a naming honors service to the CSU:

- It should honor a person who has achieved unique distinction in higher education and other significant areas of public service; or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to a CSU campus or the system which warrant special recognition; or who has served the CSU in an administrative capacity and made extraordinary contributions to a CSU campus or the system which warrant special recognition.
- Recognition of an individual who has served in a CSU academic or administrative capacity shall not be made until the individual has been retired or deceased for at least two years.
- No more than one facility or property in the system shall be named after any one individual.

**404** No facility or property will be named after seated, elected or appointed officials currently in office.

#### **500 WAIVER**

In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria.

**15501.00 Effective Date: 2/1/2014**

## **2. Authority**

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer. (*Policy Statement 1.2, 300 Authority, above.*)

## **3. Scope/Applicability**

This policy governs state university facilities and properties whether at the main campus or satellite locations. Facilities and properties with state university ground leases, such as student unions and recreations centers, are also subject to the policy. Facilities and properties controlled by a joint powers agreement require mutual consent of the interested parties. Auxiliary organization facilities on auxiliary organization owned property are exempted from this policy. (*Policy Statement 1.2, 200 Scope, above.*)

## **4. Exclusions**

- 4.1. Programmatic name changes (i.e., not related to a donation, or recognition of an individual(s) or organization) do not require CSU Board of Trustees approval and are exempted from this policy. Questions regarding the procedural process for programmatic name changes should be referred to the Associate Vice President, Facilities Management, or their designee.
- 4.2. Auxiliary organization facilities on auxiliary organization owned property are exempted from this policy. (*Policy Statement 1.2, 200 Scope, above.*)

- 4.3. In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria. (*Policy Statement 1.2, 500 Waiver, above.*)

**5. Supersedes – N/A**

**6. Definitions**

- 6.1. Naming – In this policy “naming” pertains to recognition of an individual(s) or organization.

**7. Procedures of California State University, Fresno**

- 7.1. The final decision on a recommendation to the Board of Trustees of The California State University to name a specific facility or property 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 facility or property on the California State University, Fresno campus.

- 7.2. 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:

- 7.2.1. The request must be in writing and shall be forwarded to the Vice President for University Advancement for preliminary review.
- 7.2.2. The request must comply with the policy of the Board of Trustees (see Section 1.).
- 7.2.3. The request must succinctly state reasons for the proposed name.
- 7.2.4. The request must identify the campus constituent group(s) proposing the request.
- 7.2.5. The request must include complete biographical data if the naming is to honor an individual.
- 7.2.6. Confidentiality is to be maintained on all requests submitted.

**7.3. REVIEW BY THE VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT:**

- 7.3.1. Upon receipt of a written request, the Vice President for University Advancement 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 Vice President for University Advancement may request further information prior to consideration.
- c) When a request is complete, including accompanying data, the Vice President for University Advancement shall consult with the Executive Committee of the Academic Senate.

- d) After consideration by the Vice President for University Advancement and consultation with the Academic Senate:
  - (1) If the request is denied by the Vice President for University Advancement, s/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 Vice President for University Advancement shall be forwarded to the President.

**7.4. REVIEW BY UNIVERSITY ADVISORY BOARD:**

- 7.4.1. 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 matters which relate to the advancement of the University in its relationship to the community.
- 7.4.2. The President, at his discretion, may forward all documentation to the University Advisory Board for the recommendation.

**7.5. REVIEW AND RECOMMENDATION OF THE PRESIDENT:**

- 7.5.1. 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.
- 7.5.2. It is recognized that several requests to name a specific facility or property may be forwarded to the President with affirmative recommendations. The decision of the President shall be final and binding on the University.
- 7.5.3. 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.

***Procedures Effective Date: March 1996***

**8. Related Policies, Procedures, Information, Forms**

- 8.1. CSU Executive Order 713. Related to Delegation of Authority to presidents to name minor properties and facility features.
- 8.2. California Education Code §89720. Authority to accept gifts.
- 8.3. Fresno State Advancement Services Policies and Procedures Manual – Gifts, Endowments, Naming (MAPP Policy No. F-01)

**9. Contact Information**

If you have any questions related to this policy and procedures, please contact the Executive Director for Advancement Services at 559.278.8570.

**10. Key Search Words**

Name, naming, donor, gift, facilities, properties

**11. History/Revision Dates:**

Approved:	January 1985
Revised:	September 1988
Revised:	March 1996
Revised:	July 8, 1999
Updated CSU Policy 15501.00:	February 2014

**12. Next Evaluation Date:** February 1, 2019

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