FACILITIES AND SPACES NAMING POLICY

Statement of Policy: Western Michigan University recognizes the importance of naming opportunities for its buildings, exterior spaces and interior spaces. Naming opportunities shall be granted to honor persons or entities that have made important contributions to the University’s mission.

Summary of Contents/Major Changes: This Policy has been revised to fit the proscribed University Policy format and to update the 2006 Board of Trustees Naming Policy. The revised policy delineates authority to name exterior and interior spaces.

Responsible Office and Responsible Enforcement Official: The Responsible Office is the Office of Development and Alumni Relations. The Vice President for Development and Alumni Relations is the Responsible Enforcement Official.

Classification:

X Board of Trustees Policy
☐ Board-delegated Policy

Categories:

University Organization and Authority

History:

a. Effective date of current version: April 24, 2019
b. Date first adopted: June 20, 1986
c. Revision history: July 14, 2006
d. Proposed date of next review: April 24, 2022
1. **Purpose of Policy**

   Western Michigan University recognizes the importance of naming opportunities for its buildings, exterior spaces and interior spaces. Naming opportunities shall be granted to honor persons or entities that have made important contributions to the University’s mission. This policy describes the limitations on and procedures for naming facilities, exterior spaces and interior spaces.

2. **Stakeholders Most Impacted by the Policy**

   The stakeholders impacted by the policy include Board of Trustees, Office of the President, Academic Affairs, Business and Finance, Development and Alumni Relations, and donors.

3. **Key Definitions**

   3.1. Facility. A facility is defined as a new or existing building or structure.

   3.2. Exterior Spaces. Exterior spaces include but are not limited to outdoor areas such as plazas, malls, gardens, courtyards and streets.

   3.3. Interior Spaces. Interior spaces include but are not limited to areas within buildings such as wings, floors, classrooms, lecture halls, conference rooms, offices, laboratories, galleries, studios, and lounges.

   3.4. Useful life. Useful life is the amount of time during which a facility, exterior space or interior space is in good enough condition to be used.

4. **Full Policy Details**

   4.1. **Authority to Name**

      4.1.1. The Board of Trustees shall be the sole authority allowed to name any university building or exterior space in recognition of individuals or organizations.

      4.1.2. Subject to the parameters set forth below, the President of the University is authorized to name interior spaces in recognition of individuals or organizations.

   4.2. **Term of Naming**

      4.2.1. The duration of a name association with any facility, exterior space or interior space, shall remain in place for the useful life of that named space.

      4.2.2. In that event that a facility, exterior space or interior space is removed or replaced at the expiration of its useful life, the University shall not be obligated to continue the name, nor shall it be obligated to name any new construction intended to replace the named space after the honoree. The University may seek other means to recognize the honoree after the building’s useful life has ended.
4.3. Naming in Recognition of a Gift

4.3.1. Facilities, exterior spaces or interior spaces may be named or renamed in recognition of a gift by a donor.

4.3.2. The Vice President of Development and Alumni Relations, in consultation with the President, will set the target gift amount for naming for each project in advance of soliciting donors. Generally, the desired goal for a naming gift is the cost to provide and equip the facility, exterior space or interior space.

4.3.3. Gift guidelines

4.3.3.1. For newly built, privately funded facilities, a gift must be at least one-half of the total project cost.

4.3.3.2. For newly built, state-funded facilities, a gift must be at least $5 million or one-half of the private funding required, whichever is greater.

4.3.3.3. For exterior spaces and interior spaces, the gift amount will be determined by the cost of the project or the on-going operations of the space.

4.3.4. When part of a funding plan for construction or renovation, gifts to name facilities, exterior spaces and interior spaces should be cash gifts or pledges. In special situations, with approval of the Vice President for Development and Alumni Relations and the Vice President for Business and Finance, unrestricted gifts or irrevocable deferred gifts may be designated to name facilities and spaces in recognition of the donor.

4.3.4.1. Pledges for space naming should be paid in full within five years of the commitment.

4.3.4.2. Naming signage will not be installed until the Donor pays at least one-third of a naming gift commitment.

4.3.4.3. Donors are encouraged to provide for long-term maintenance of named facilities and places by establishing endowed funds for that purpose.

4.3.4.4. If, in the future, a named facility is expanded or significantly renovated, the original naming donor may be offered the opportunity to make a gift to the project.

4.4. Naming for an Individual Not in Recognition of a Gift

4.4.1. Naming opportunities are generally reserved for donors; however, an individual’s name may be affixed to a facility, exterior space or interior space in posthumous recognition of unusually meritorious service to the University or to society at large.

4.4.2. A period of at least one year shall have elapsed between the individual’s death and the proposed naming.

4.4.3. Exceptions to the requirement of posthumous recognition may be granted only upon approval of the Board of Trustees.

4.5. Exceptions

In rare circumstances, the Board of Trustees may grant an exception to this policy. Factors for making an exception may include, but are not limited to, a donor’s giving history and/or service to the institution.
4.6. Implementation/Communication

4.6.1. The Vice President for Development and Alumni Relations shall notify the University community of this policy.

4.6.2. The Vice President for Development and Alumni Relations shall notify alumni, friends, and prospective donors of the existence of this policy.

5. Accountability

The Board of Trustees shall have authority to revoke the name of a University-named space in the event that the honoree for whom the space was named:

1. Is later convicted of a felony; or
2. Engages in conduct that, in the sole discretion of the Board of Trustees, is significantly detrimental to the reputation of the honoree, such that continued name association between such individual and a University space would be contrary to the best interest of the University.

6. Related Procedures and Guidelines

Procedures for Naming in Recognition of a Gift and Naming for an Individual Not in Recognition of a Gift may be found on the Office of Development and Alumni Relations website. (Links to be added)

7. Additional Information

N/A

8. FAQs

8.1. We are renovating space in our building and would like to seek donor support to offset the cost of renovations. Whom should we contact about working with donors?
   A: Please contact the Vice President of Development and Alumni Relations.

8.2. A faculty member in our department is retiring; can we name a room after that individual?
   A: Space naming is generally reserved for donors. A college may submit a request to have a space named in posthumous recognition of an individual with unusually meritorious service to the University.

8.3. I’m a potential donor and would like to make a gift to name a space. Whom do I contact?
   A: Please contact the Vice President for Development and Alumni Relations.

Related Policies:
Conflict of Interest Policy
References:

https://policies.uoregon.edu/vol-4-finance-administration-infrastructure/ch-7-property-facilities-planning-sustainability

https://policies.wayne.edu/administrative/01-9-private-facilities-support

https://vpap.berkeley.edu/space-planning/policies-and-guidelines/principles-naming


Certified by: Kristen R. DeVries

At the Direction Of: Kahler B. Schuemann

/s/________________________________ /s/________________________________
Vice President Secretary
Office of Development and Alumni Relations Board of Trustees
[Date] [Date]