



Category:
Philanthropy

Responsible Office:
[University Counsel](#)

Procedure Title:

Naming Opportunities on State University Campuses

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9252

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March 23, 2010

This procedure item applies to:
State-Operated Campuses

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Summary

This procedure establishes general guidelines for the permanent “naming of things” on campuses of the State University of New York (University).

Process

1. At least every five years, each campus shall submit to the Chancellor for approval guidelines for campus naming opportunities.
2. All permanently named building and grounds must be approved by the campus president and college council, and all other physical assets and non-physical assets must be approved by the campus president and college council and/or campus foundation, as appropriate.
3. All naming opportunities that involve gifts of \$1 million or more shall be approved by the Chancellor and the State University Board of Trustees.
4. All naming opportunities that involve gifts of less than \$1 million shall be approved by the campus president and college council and/or campus foundation, as appropriate.
5. All naming opportunities that are inconsistent with the campus’s naming opportunity guidelines shall be approved as follows:
 - i. If the value of the related gift is \$1 million or more, by the Chancellor and the State University Board of Trustees;
 - ii. If the value of the related gift is between \$100,000 and \$999,999, by the Chancellor or designee;
 - iii. And if the value of the related gift is less than \$100,000, by the campus president.
6. Each naming opportunity should be reviewed carefully for compliance with applicable law, including law related to prohibited gifts and ethical principles, especially where there is some direct or indirect business or other continuing relationship between the donor and the State University of New York, its officers or employees. Questions concerning applicable law should be referred to the Office of University Counsel. Chief advancement officers with other questions or concerns should contact the University Office of Philanthropy and Alumni Affairs.
7. All proposed names should be held in confidence during the review and approval process (there should be a minimum of communication about the proposed naming of things on a

campus before approval has been given).

8. Each campus shall maintain a record of all named physical and non-physical assets and provide a copy of the record to the University annually.

9. Should a naming opportunity have been promised by a campus sometime in the past for a future or planned gift, such a gift and naming opportunity might be considered, "grandfathered", from these policies if the campus can prove the gift and naming opportunity was accepted and documented in good faith and that compliance with the donor's intent does not otherwise breach SUNY policy.

Forms

There are no forms relevant to this procedure.

Related Procedures

In support of this procedure, the following links and/or references to related procedures are included:

[Gift Acceptance Procedures](#)

Other Related Information

In support of this procedure, the following links and/or references to additional resources for related information are included:

[Naming Opportunities on State University Campuses. Policy](#)

[Foundations Guidelines. Campus-Related](#)

[Fundraising Reporting Instructions](#)

Authority

Where applicable, this section contains links and/or references to the authority governing this procedure:

State University of New York Board of Trustees Resolution 2010-022, adopted March 23, 2010, which repeals Board of Trustees Resolution 2005-21.

History

This section contains links and/or references to the history relevant to this procedure:

Memo to Presidents from the office of University counsel dated June 1, 2005 regarding "Establishment of Administrative Guidelines" for naming opportunities on State University of New York campuses issued by the chancellor on May 26, 2005.

Amended – January 25, 2005:

- State University Board of Trustees Resolution 2005-24 expanded naming opportunities authorized the Chancellor to promulgate more specific implementation administrative guidelines and recommendations at the administrative level. In addition, the Chancellor was authorized to approve naming guidelines for a campus which differ from the naming policy in order to address specific needs or circumstances of the

campus.

Memo to Presidents from the chancellor

dated December 19, 2002 provided guidelines for naming opportunities on campuses of the University while encouraging increased philanthropic support.

Amended – January 28, 1997:

- State University Board of Trustees Resolution 97-18 provided that buildings or grounds be named after prominent persons either living or deceased who have made a significant contribution for the benefit of the University either direct or through a campus-related foundation

Amended – January 23, 1980:

- State University Board of Trustees Resolution 80-8 allowed the Board of Trustees to consider requests for exceptions to the naming policy in the event that a local council deems it appropriate to honor a living local or state person or organization responsible for a substantial gift made for the benefit of the University either directly or through a campus related foundation.

Repealed - July 10, 1969:

- State University Board of Trustees Resolution 69-222 repealed Board of Trustees Resolution 50-122 and allowed the Board of Trustees, upon local Council request, to name buildings and grounds after living local or state persons who have made a substantial gift to the University.

Established – November 2, 1950:

- State University Board of Trustees Resolution 50-122 established comprehensive plan for the renaming of state-operated institutions of the University after deceased local or state persons in accordance with standard nomenclature.

Appendices

There are no appendices relevant to this procedure.