



Category:
Philanthropy

Responsible Office:
[University Counsel](#)

Policy Title:

Naming Opportunities on State University Campuses, Policy

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This policy item applies to:
State-Operated Campuses

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Summary

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

Policy

General Guidelines

1. The naming of a physical or non-physical asset of the University is appropriate when a significant gift is received for the benefit of the University, directly or through a campus-related foundation, and to honor the character, service or other positive merits of the donor or the donor’s honoree.
2. A physical or non-physical asset may be named on behalf of an individual or legal entity.
3. The naming of a physical or non-physical asset in recognition of a donor or a donor’s honoree implies a promise to that donor that asset will be permanently maintained or, if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
4. All combinations of gifts, pledges, and irrevocable deferred gift arrangements are acceptable forms of philanthropy to support naming commitments. With respect to deferred gifts, while the naming commitment may be immediate, the required amount may be set higher because of the delay in the campus foundation receiving the gift.
5. Buildings, campus grounds or other physical facilities will not be named for individuals currently employed by the University or the State of New York, unless a donor other than the honoree provides a sufficient gift (as per the campus’ approved naming guidelines) in honor of that individual.
6. To support the naming of a non-physical asset (e.g. center, institute, program, academic unit) through the establishment of an endowment, the amount of the endowed gift should be sufficient to generate annual earnings (at a rate not less than 5%) that would be necessary to sustain the non-physical asset on a permanent basis.

7. To support the naming of annual term funds for faculty support, financial aid or other funding priorities, the donor should commit to providing an annual gift at least equivalent to the income from an endowment fund required to sustain the non-physical asset for a fixed period, typically three to five years.

Definitions

There are no definitions relevant to this policy.

Other Related Information

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

[Fundraising Reporting Instructions](#)

[Foundations Guidelines, Campus-Related](#)

Procedures

[Naming Opportunities on State University Campuses](#)

[Gift Acceptance Procedures](#)

Forms

There are no forms relevant to this policy.

Authority

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

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 policy:

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.
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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 policy.