SUBJECT: Naming of Campus Buildings and Facilities Policy

WHEREAS, the District of Columbia law (D.C. Official Code § 1201.01(a) provides for the Board of Trustees of the University of the District of Columbia to adopt, prescribe, amend, repeal, and enforce such bylaws, rules, and regulations as it may deem necessary for the governance and administration of the University; and

WHEREAS, pursuant to 8B DCMR §512.1, University Campus Facilities shall be named by the Board of Trustees; and

WHEREAS, the Board of Trustees has determined the need to establish more specific policies to provide guidance for the naming of campus facilities; and

WHEREAS, the Board of Trustees seeks to generate contributions and revenue from donors and commercial entities by providing naming opportunities for facilities and subdivisions thereof;

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees of the University of the District of Columbia hereby approves and adopts the Naming of Campus Buildings and Facilities Policy as attached.

Submitted by the Academic and Student Affairs Committee November 6, 2014

Approved by the Board of Trustees

____________________________________  ______________________________________
Date                                          Elaine A. Crider
                                            Chairperson of the Board
Attached for your consideration is a proposed building naming policy. Currently there is no policy or regulation for naming facilities at the University of the District of Columbia. Forty-three years after creation of the University buildings are designated by numbers. This situation is often commented on by visitors and students.

Other universities have traditionally used naming of facilities as an opportunity to raise funds as part of a capital campaign offering the naming of new buildings or renovated facilities as a philanthropic opportunity for Alumni, Corporations and wealthy donors that support various activities at the University. New athletic facilities are often the targets for naming related funding, but academic and research facilities also benefit. As part of a capital campaign, a variety of campus facilities have benefited.

With the pending opening of the new Student Center in 2015 there is a great opportunity to raise funds for the University by marketing the Student Center as a naming opportunity. The proposed policy would provide the framework for naming buildings on campus both for legacy purposes and commercial and philanthropic purposes. With respect to both donor and commercial naming prospects the proposed policy requires a determination of the market value of the naming rights for a particular building. While some university naming policies cite a specific percentage of the value of construction for new buildings, or the value of a building renovation as the target for a naming gift or sponsorship, there is evidence that a number of the building naming projects resulted in a much lower percentage of the building value for the right to name a facility. For instance a review of 29 building naming projects, primarily athletic facilities, over the last decade with a construction value of $40 million to $517 million dollars, indicates that the value of the naming donation ranged from 4.2% to 24.61% of the construction cost.\(^1\) The naming right for Coastal Carolina University’s new on-campus arena and student recreation center is valued at $3.61 million over 20 years. The cost of construction was $35 million dollars. The donation will therefore be $175,000 per year or 10% of the construction cost.\(^2\)

Since 2004, the business of naming rights has grown nationally from about $4 billion to $10 billion, today according to Dig in Research, an Ontario-based firm that tracks corporate giving.

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\(^2\) Ryan Young, HTC's naming rights deal for new CCU arena valued at $3.61 over 20 years, MyrtleBeachonline.com
A growing number of companies are being offered naming rights for donations to public institutions and nonprofit groups in need of a financial boost for ambitious projects.

In Virginia, company names appear on facilities ranging from laboratories at a community college in Roanoke to a municipal auditorium in Richmond.³ Virginia public facilities have benefited from corporate naming donations of $31 million from Walmart and 13 naming gifts of $2 million or more since 2012.⁴ SECU, the Lithicum, MD, based credit union will pay $4.75 million dollars ($475,000 annually) over the next 10 years to have Towson University’s new basketball facility called SECU Arena.⁵

Research on naming projects suggests that a more viable strategy for building naming donations is to focus on a method that assesses the market value for the project. Universities and public building owners have engaged building naming marketing consultants to represent them in marketing to prospective donors. The consultant’s role includes identifying prospects and negotiating the naming agreement.

Existing buildings may also be marketed and the value of the naming opportunity will be determined by the President on recommendation of the Vice President for University Advancement.

The Board of Trustees in UDC Resolution 12-06 reserved unto its self the authority to name University facilities pursuant to D.C. Official Code 38-1202.6. We submit these proposed policies because we believe that the opening of the new student center presents an excellent opportunity to market and solicit donations for the building. We request that the Academic and Student Activities Committee review the policies and vote to recommend the adoption by the Board of Trustees at its November 18, 2014 meeting.

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³ Gary Robinson, Your Name Here: Corporate naming rights becoming common on nonprofit buildings, Virginia Business
⁴ Ibid
⁵ Baltimore Sun, July 31, 2013
I. OVERVIEW

The University of the District of Columbia will name buildings, facilities and properties in honor of persons or entities that have made important contributions to enable the teaching, research and public service mission of the University. This policy is intended to encourage private support through opportunities to name campus buildings and facilities. All naming in recognition of a donor must be consistent with the University’s role as a publicly funded institution. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related University policies and guidelines.

The University of the District of Columbia seeks to recognize the generosity and commitment of individuals, corporations, foundations, trusts and other organizations that support the mission of the University. The proper recognition of donors for their support of the University is important in the advancement process. Effective donor recognition can encourage additional gifts and prompt others to contribute. In addition to the Foundation, donor recognition activities are the responsibility of numerous Departments and Colleges of the University.

II. Definition of Terms

The University of the District of Columbia (hereafter, “the University”) seeks to recognize the efforts and contributions of individuals, corporations, foundations and organizations by the naming of buildings and campus facilities.

The terms "facility" and "facilities" refer to any University building, structure, plaza, open space, recreational field, landscaped area, major pedestrian walkway, area of major assembly and activity or high visibility and circulation, or other physical improvements or natural features of the University campus or other property under the administrative control of the University.

The term “facility” does not include interior spaces such as classrooms, labs, conference rooms, hallways, libraries, etc. Naming of interior spaces maybe done separately from the building naming. Naming possibilities may be for any person or legal entity, referred to in this policy statement as “individual(s),” “corporation(s),” “foundation(s)” or “organization(s).”
III. Naming Buildings/Facilities

All naming recognition must be consistent with the University’s mission, overall strategic direction, vision and values. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.

The University considers the naming of a building, facility or other property in honor of an individual or organization to be one of the highest distinctions that it can bestow. In view of the importance and magnitude of this honor, the following guidelines shall apply to the naming of all facilities on all property owned or leased by the University.

A. Eligible Entities

Naming shall be made for an individual, family, corporation, non-profit foundation, business or organization.

B. Naming Exclusions

No building or facility shall be named for a religious or political organization, cult, service organization, or a special interest group of any type.

C. Functional Names

Where possible, buildings and facilities will be given functional names that describe and identify their principal activity or purpose. Special use buildings shall bear the functional name in combination with the donor’s name.

D. General Names

University facilities will be given general names if, because of frequently changing or multiple functions, a functional name could be misleading, cumbersome, or inappropriate.

E. Names in Honor of Specific Individuals

The official name of a building or facility named for an individual shall include the full name of the individual for whom it is named.

The last name of the individual so honored may be used in referring informally to the facility and may be used on the name plaque affixed to the facility.

G. Naming when no donor gift is involved

The naming of the University’s facilities and programs is a valuable tool to recognize significant philanthropy and we believe that naming items, without an appropriate donation,
should be an unusual occurrence. In the rare instance, when no donor gift is involved we recommend the following:

i. It should honor a person who has achieved unique distinction in higher education and other significant areas of public service, or who has served University of the District of Columbia in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to the University of the District of Columbia in an extraordinary manner that warrants special recognition, or who has served the University in an administrative capacity and who, during administrative service, made extraordinary contributions to the University which warrant special recognition. The extraordinary service should be recognized as such throughout the District of Columbia and such service should be recognized by the University’s many constituents.

ii. When a proposal for naming in honor of an individual involves service to the University in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased for at least five years.

iii. No more than one facility or property at the University should be named after any one individual unless they are donors.

iv. No facility or property should be named after seated, elected or appointed officials.

H. Names in Honor of Specific Corporations

In the case of corporations or businesses, the University shall use a shortened name sufficient to recognize the business.

The reason for this convention is to ensure that the use of the new name becomes commonplace within the lexicon of the University and to minimize exterior lettering, listings in directories, mailing addresses and the like.

I. Other Naming Conventions/Provisions

Proposed naming shall not include the use of parentheses or quotations.

Preferably, no more than one physical entity on campus will bear the same name.

No naming shall be permitted for any entity whose public image, products, or services may conflict with the University’s purpose and mission.

No naming will be approved or sustained that will call into serious question the public respect of the University.

J. Signage/Plaques
For ease in constructing signage, the length of proposed naming for physical entities will be no more than eight words. When proposed naming exceed six to eight words, the naming should easily translate into an acronym.

The text of all signage/plaques should be forwarded to the Vice President University Advancement for review and approval.

IV. Gift Requirements

Philanthropic naming of physical entities recognizes the generous support of individuals, corporations, foundations, and organizations who have supported the University over time, as well as those who are prepared to offer significant support over an identified period of time.

The Board of Trustees may make an exception to naming gift minimum upon recommendation of the President and Vice President of University Advancement.

A. New Buildings/Renovated /Facilities

Naming rights for new facilities or renovated will require a market study to determine the value of the naming right offered. The market study may be conducted internally or by external consultant.

C. Existing Buildings/Facilities

Facilities may be named in recognition of donors of major gifts to the University without specification of a level of contribution; in such instances, the President and Vice President of University Advancement will approve the level of contribution required on a case-by-case basis.

D. Named Laboratories, Classrooms and Lounges

While no hard and fast dollar amount can be proposed, the University should carefully consider developing naming opportunities in existing buildings based upon their visibility, importance, or cost. All such naming opportunities should be reviewed by the Vice President of Development to ensure consistency of methodology and reasonableness.

h. Other Features

Donor names proposed for fountains, ornamental buildings, landscaping, trees, benches and similar features should normally require a gift to cover the full cost of the project and a maintenance fund.
D. Payment

Payment of the facility naming gift should be realized in full within five (5) years of the commitment.

V. Naming Duration

A. Time Limits

A building or facility named in recognition of a donor will generally be effective for the useful life of the building/facility (so long as it remains in use and serves its original function).

If a building or facility must be demolished, substantially renovated or rebuilt, the University may retain the use of the name, name another comparable building/facility, discontinue the use of the name, or name the building/facility for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.

If the named structure has reached its life expectancy, as defined in the terms of the gift naming contract, the name will generally not be transferred. At the time of replacement, the original donor will have first right of refusal to provide a new gift to continue the naming opportunity.

At the discretion of the University, naming may be time limited.

B. Revocation of Naming

The University reserves the right to change a facility's name or to remove the naming right should a significant change in the circumstances of the donor occur.

Any legal or ethical impropriety on the part of the donor may make the gift and name subject to reconsideration by the University.

Naming shall be revisited and reconsidered in circumstances where a naming is no longer in the best interests of the University and/or the donor.

If a naming is deemed to no longer be in the best interest of the University or the donor, the naming will be revoked or rescinded by the Board of Trustees, the donor and/or the donor's family following consultation with the Vice President of University Advancement.
The revoking and/or rescinding of a naming must be approved by the Board of Trustees.

C. Renaming Facilities

Should a building be demolished and/or replaced and the former name is no longer appropriate, then a request for a new name will be considered by the Vice President of University Advancement will make every reasonable attempt to contact a family member and/or the appropriate contact person for the former namesake to inform them of the decision to demolish or replace the facility.

VII. Ownership

The naming of a building or facility neither implies nor constitutes legal ownership by the donor for whom it has been named.

VIII. Flexibility

The guidelines set forth in this policy statement are not to be deemed all-inclusive. The President and/or Board of Trustees reserve the right to consider any and all factors regarding the privilege of name association with the University.

IX. Records

The University Advancement office and Board office will maintain an official list of all university facilities and their approved names.

Complete files and records of all background data and proceedings leading to the assignment or change of the name of any facility will be maintained by the Institutional Advancement office and Board office.

HISTORY/REVISION DATES:
Originating Office: Office of University Advancement
Origination Date:
Last Amended Date:
Next Review Date: