

# BUFFALO STATE COLLEGE

## DIRECTORY OF POLICY STATEMENTS

Policy Number: V:09:00

Date: November 2009

**Subject: SUNY Policy on Campus Naming Opportunities**

### **Summary**

In accordance with New York State Education Law [Ed. L. 355 (2)(m);Ed. L. 356 (3)(f), this procedure establishes general guidelines for the permanent “naming of things” in recognition of philanthropy on campuses of the State University of New York (University). This policy pertains to state-operated campuses but is considered a “best practice” and thus is suggested for adoption by statutory and community colleges.

### **A. Process**

This procedure establishes general guidelines for the permanent “naming of things” in recognition of philanthropy on campuses of the State University of New York (University). Each campus through its foundation shall submit proposed guidelines for campus naming opportunities and gift acceptance policies to the chancellor on a regular basis (at least every five years). The Chancellor shall review, propose revisions, and then approve the guidelines. In principle, the following guidelines shall apply:

1. All permanently named building and grounds must be approved by the campus president and campus council, and all other facilities, programs or endowed funds must be approved by the campus president and campus council and/or campus foundations, where appropriate, subject to the approval requirements below:
  - a. All naming gifts of \$1 million or more shall be approved and recognized by the chancellor and the SUNY Board of Trustees.
  - b. All naming gifts of less than \$1 million shall be approved and recognized by the campus president, foundation board, and college council.
2. All naming requests, *that differ from the campus’ approved naming guidelines*, whether with regard to physical facilities (e.g., buildings, grounds, rooms) or non-physical items (e.g., scholarships, programs, institutes), shall be approved as follows:
  - a. If the value of the related gift is \$1 million or more, by the chancellor and the Board of Trustees;
  - b. If the value of the related gift is between \$100,000 and \$1 million, by the chancellor or designee;
  - c. And if the value of the related gift is \$100,000 or less, by the president.
3. 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 campus before approval has been given);
4. The naming of space or endowed funds in recognition of a donor or honoree implies a promise to that donor or honoree that the space, facility, endowment fund or other form of tangible recognition will be permanently maintained or, if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found;
5. Each campus is responsible for maintaining a record of named rooms, buildings, grounds and other spaces in addition to endowed funds; and will provide this record to University on an annual basis.

6. Each gift and naming commitment should be reviewed carefully for full compliance with applicable laws 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. Refer questions about the applicability of state or federal laws on conflicts of interest or other ethical considerations to the Office of University Counsel. Chief advancement officers with questions or concerns should contact the University Office of Philanthropy and Alumni Affairs. Refer to the national guidelines of CASE (Council for Advancement and Support of Education) for definitions of philanthropy and naming gifts and grants.
7. 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 donors’ intent does not otherwise breach SUNY policy.

#### **B. Types of Gifts for Naming Commitments**

All combinations of gifts, pledges, and irrevocable deferred gift arrangements are acceptable for 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 campus foundation receiving the gift.

#### **C. Guidelines for Naming Physical Facilities**

Buildings, campus grounds or other campus facilities will not be named for individuals currently employed by the University system or the State of New York, unless a donor(s) other than the honoree provides a sufficient gift (as per the campus’ approved naming guidelines) in honor of that individual.

#### **D. Guidelines for Naming Academic Programs**

In order to name a center, institute, program, academic unit or scholarship, the amount of money should be proportional to the amount of endowment (principal x 5% annual payout) that would be necessary to sustain the program on a permanent basis. Typically, to name most distinguished programs would require at least \$2.5 million in order to generate \$125,000+ for expenditure.

Donors may also wish to establish named annual term funds for faculty support, financial aid, or other funding priorities. Under such an arrangement, the donor commits to providing an annual gift equivalent to the income from an endowment fund for a fixed period, typically three to five years.

The chancellor or designee will update these guidelines on a regular basis and include other naming opportunities as appropriate.

#### **Forms**

There are no forms relevant to this procedure.

#### **Related Procedures**

There are no related procedures relevant to this procedure.

#### **Other Related Information**

There is no other related information relevant to this procedure.

#### **Authority**

State University of New York Board of Trustees Resolution 2005-21, adopted January 25, 2005, which repeals Board of Trustees Resolution 97-18.

## **History**

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.

Memo to Presidents from 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 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.