



PROCEDURE P-7500

BUILDING AND PROGRAM NAMING

Policy Category: Facilities

Area of Administrative Responsibility: Facilities Management, Institutional Advancement

Board of Trustees Approval Date: May 14, 2019

Effective Date: May 15, 2019

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Contents:

- [Summary](#)
- [Process](#)

SUMMARY

This policy sets forth the process of and costs associated with the permanent naming of a building or facility, other physical asset or program on campus.

PROCESS

1. A proposal to name a building, physical facility or program, or to endow a program or an organizational unit of the College, shall be directed to the President when a significant gift is received, as outlined in the Table of Giving attached hereto.
2. The President will establish a campus-wide Naming and Plaque Honoring Committee to consider proposals. Prospective donors' names will be held in strict confidence during the pendency of the review and approval process. A thorough review of the credentials, character and reputation of the potential donor shall be undertaken in order to determine whether the proposed donation would further the goals of the College, and not compromise the mission and values held central by the College as a public institution of higher education.
3. Each naming opportunity will also be reviewed carefully for compliance with all applicable laws, including those related to prohibited gifts and ethical principles, especially where there is some direct or indirect business or continuing relationship between the donor and the College, its officers or employees. Upon completion of the review, a recommendation is made to the President who, after approval, will prepare a proposal for presentation to the Board of Trustees.

4. The naming of a space or funded endowment in recognition of a donor or honoree implies to the donor/honoree that the space, facility, endowment fund or other form of tangible recognition will be permanently maintained. If change is unavoidable, then an alternative means of recognizing the donor or honoree will be found. In extraordinary circumstances when, based on information unavailable at the time of the naming, the continued use of the name would compromise the public trust and reflect adversely upon the College, removal of the naming may take place by the action of the Board of Trustees.
5. Buildings, campus grounds, programs or other facilities will not be named for individuals currently employed by the College or the State University of New York System, unless a donor(s) other than the honoree provides a sufficient gift (as per the Table of Giving) in honor of that individual.
6. In the case of employee candidates, naming proposals will generally be made on the earlier of (1) three years after retirement or other separation from the College or from appointed or elected office or (2) three years after the individual's death.
7. All naming opportunities are subject to the approval of the Board of Trustees.

Table of Giving

<u>Building Naming</u>	<u>Minimum Amount</u>	<u>Approx. Annual Yield at 4%</u>
Buildings on campus	\$1,000,000 or more depending on particular building and on its size and purpose	
Rooms or a particular space within a building	\$25,000 and up, depending on size and purpose of room	
<u>Faculty Endowments*</u>		
Vice President's, Dean's or Distinguished Chair	\$3,000,000	\$120,000
Chair	\$2,000,000	\$80,000
Professorship	\$1,500,000	\$60,000
Excelsior Professorship	\$500,000	\$20,000
<i>*These faculty positions are minimum amounts, and higher amounts may be sought if warranted</i>		
<u>Student Endowments</u>		
Named, Endowed Scholarship	\$25,000	\$1,000
Undergraduate Student Research Fund	\$250,000	\$1,000
Named, Endowed Full Scholarship — room, board, tuition, fees	\$375,000	\$15,000
<u>General Endowments</u>		
Named Lecture or Symposium Fund	\$100,000	\$4,000
Named Memorial or Honor Fund	\$25,000	\$1,000
Named, Endowed Library Fund (for libraries to purchase books and/or materials)	\$25,000	\$1,000