



BOV POLICY # 14 NAMING POLICY

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Responsible Executive:	Vice President for University Advancement
Applies to:	University Community

POLICY STATEMENT

Institutions of higher education have long offered naming opportunities as an important part of their recognition and fund-raising efforts. Norfolk State University (NSU) recognizes the value of these commemorations, especially for those within the University Community who have rendered distinguished service to the University and/or made a substantial contribution to the University or a University-related foundation. Such naming actions should not detract from the University's values, integrity, or reputation, nor create a conflict of interest, or the appearance of a conflict of interest, or confer special privileges.

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PURPOSE

The purpose of this Policy is to define the requirements for making and receiving recommendations for the naming of facilities and spaces at (hereafter NSU). This Policy contains procedures to ensure a coordinated and equitable process for approving current and future naming proposals and for protecting the wishes of donors. The Division of University Advancement shall ensure that all nominees for naming recognition applications meet the established guidelines and requirements as set forth by the Board of Visitors.

DEFINITIONS

Substantial Contribution: means the target gift amount for naming that is established for (a) a current, approved project; (b) a future project; or (c) an existing facility or space. A substantial contribution toward a project as part of the project budget must be approved by the Board of Visitors.

Facilities and Spaces: means physical structures or parts thereof; buildings or portions of buildings (such as classrooms, auditorium, foyer, library, etc.); and colleges or schools, academic programs, centers, institutes, or departments, outdoor and interior areas, spaces, features, or objects.

CONTACT

The Vice President for University Advancement officially interprets this Policy and is responsible for matters pertaining to this Policy. The Vice President for University Advancement is responsible for obtaining approval for any revisions as required by [BOV Policy # 01 \(2014\) *Creating and Maintaining Policies*](#) through the appropriate governance structures. Please direct questions pertaining to this Policy to the Division of University Advancement.

COMMEMORATIONS IN GENERAL

This Policy applies to naming opportunities for both new and existing facilities and spaces. All new and existing naming commitments shall be memorialized in a written agreement prepared by the Division of University Advancement in accordance with the guidelines set forth in this Policy. No agreement shall detract from the institution's values, dignity, integrity, or reputation, nor shall it create a conflict, or the appearance of a conflict of interest or confer special privileges.

In the event that there are any inconsistencies or ambiguities between this Policy and other University Naming Rights rules or practices, this Policy shall take precedence. Substantial contributions may be made directly to the University or through University-related foundations or associations for the exclusive support of the University.



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Named designations may be removed at any time if the honored individual or entity is found to be in violation of the laws of the Commonwealth of Virginia, engages in activities that bring dishonor to the University or Commonwealth of Virginia, or impugns the values of the University or Commonwealth.

The University reserves the right, on reasonable grounds, to revise the form of or withdraw recognition in the event of changed circumstances.

Process for Naming Opportunities

Parties interested in naming opportunities should direct the request or proposal in writing to the Vice President of University Advancement or the President of the University. A written agreement, specifying the nature of the gift, its purpose and how the project or program will be implemented, must be signed by the donor or designee, the Vice President for University Advancement and the Foundation's Executive Director prior to a request for approval by the University's Board of Visitors. The Vice President of University Advancement (or designee) shall oversee and manage the process of the written agreement and work closely with the Office of the President on requests for naming opportunities.

The Strategic Finance Committee (or the standing committee on University Advancement) must pre-approve potential building/school or college naming opportunities while the Board of Visitors will review the final resolution. If the request or proposal conforms to the guidelines set forth in this Policy, the resolution shall be presented at the next meeting of the Board of Visitors for final approval. Any such agreement is not valid until approved by the Board and resolution passed.

The nominee shall be informed in writing and the appropriate university office(s) (e.g., University Events) shall take the necessary steps to prepare for the appropriate recognition ceremony or event if applicable.

Pledge Duration

Donors who pledge to donate funds and receive recognition benefits to name a facility or entity must commit to complete the payment no more than five (5) years from the date of the gift agreement. In some circumstances, and only with the authorization of the university's Vice President for University Advancement, a pledge payment schedule may exceed five (5) years.

Deferred Gift Commitments

Conditions for conferring a naming on the basis of a deferred-gift commitment vary, depending on whether a physical or non-physical entity is being named, and when the naming is to be conferred. Naming thresholds will increase over time. Future naming made on the basis of deferred gifts (e.g., bequests) will be conferred only if the gift meets the criteria in place for the specified purpose when



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the gift is eventually received, unless otherwise approved by the Vice President for University Advancement.

A present-day naming opportunity may be reserved and named based on a gift commitment that defers payment (i.e., with a will commitment or deferred-gift vehicle) to a date more than five years from the agreement date only when all of the following conditions apply:

- A) The donor appropriately documents that his or her commitment is irrevocable or makes a revocable gift in tandem with an outright gift, aligned with current naming levels.
- B) The gift is not required for immediate use by the university (e.g., to complete a construction project, or for the immediate expansion of the programs of the benefiting unit).
- C) Actuarial and financial calculations indicate the net present value of the donor's commitment (i.e., its value in today's dollars) will be no less than if an outright gift in the full amount of the naming value were received today.
- D) The Vice President for University Advancement determines the conditions of the gift are beneficial to the university.

Buildings, Physical Facilities, and Other Commemorations

The University will consider commemorative naming of facilities and spaces, and the erection of plaques, signs, and portraits as a tribute in appropriate instances where the University has significantly benefited from the relationship with the person or organization, and such naming brings no adverse reflection on the institution. No university facilities or spaces shall be named without a concomitant monetary gift agreement and a minimum of 75% of the pledge payment received (with the exception of approved bequest gifts) at the established naming opportunity level. Minimum levels of financial support to the University shall be established for most naming categories by the Division of University Advancement in conjunction with the Board's standing committee on University Advancement. Marketability and the visibility of a facility or space will also be considered when determining the appropriate amount for such a naming opportunity. Levels of financial support shall be maintained and periodically updated in an Inventory of Naming Opportunities publication. The levels of financial support are not exclusive and exceptions to this requirement may be made by the Board of Visitors or upon recommendation by the University Advancement committee of the Board or the President.

Facilities or spaces may be named for a person or family associated with the University community who has rendered distinguished service to the University or who has made a significant contribution to society, or for a donor to the University whose gifts represent a "substantial contribution" toward the project cost, provided that the individual or family or donor has a prominent relationship with the University and/or the region, with a positive image and demonstrated integrity.

Corporations or organizations are encouraged to be major donors to the University by recognizing, with naming opportunities, an organization or individual important to their success. The business entity shall have a prominent relationship with the University and/or the region, and have a positive



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image and demonstrated integrity. In the event of changed circumstances, the University reserves the right, on reasonable grounds, to revise the form of or withdraw recognition.

The name will appear on the building utilizing the appropriate signage as determined by the University, and on University maps and other documents in University approved lettering. No corporate logos will be permitted, except pursuant to the section, Athletics Facilities and Playing Fields Temporary Naming Rights Agreement. See page 4. Additionally, all names attached to facilities and/or spaces on the Norfolk State University campus are so attached for the useful life of the facility/space that bears the approved name. There is to be no assumed transferability of attached names from existing to new facilities/spaces on the Norfolk State University campus. However, the original donor will be given the first right of refusal to name the new facility/space at the approved funding level. Any naming from an existing facility/space to a new facility/space on the Norfolk State University campus is subject to review, discussion, and approval by the Norfolk State University Board of Visitors.

New and renovated facilities are imperative for the growth and success of the university. Donors may help NSU create an educational environment of excellence through facilities. The NSU policy for naming buildings is as follows:

- A new building with 100 percent private funding requires at least 50 percent of the construction cost.
- A new building with public or private funding component requires at least 50 percent of the private fundraising goal.
- An existing building may be named at the discretion of university leadership in accordance with costs associated with renovation. When a new facility will afford multiple naming opportunities, the University executive responsible for the facility or academic unit, should consult with the Vice President for University Advancement before the full range of naming opportunities and their respective giving levels are finalized.

In all cases, a gift of at least \$5 million is required to name a building at Norfolk State University.

Other Physical Facilities/Outdoor Structures

Gifts may enable donors to name spaces within buildings, such as lecture halls, laboratories, conference rooms, specialty classrooms, and regular classrooms not pursuant to the Athletics Facilities and Playing Fields Temporary Naming Rights Agreement.



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Minimum amounts are necessary to name facilities. They include:

FACILITY:	AMOUNT:
Laboratory	\$125,000 - \$250,000
Electronic Classroom	\$150,000
Distance Learning Classroom	\$75,000
Classroom/Offices	\$30,000 – \$125,000
Conference Room	\$50,000
Auditorium (with 150 or more seats)	\$400,000
Theater (with 150 or more seats)	\$1,000,000
Auditorium (with fewer than 150 seats)/Theater	\$200,000
Benches, fountains, outdoor plantings, memorial trees, other outdoor structures or areas	Varied costs – Contact University Advancement for more information

*If a structure is for a student memorial or a student project, the project costs is needed.

Athletics Facilities and Playing Fields Temporary Naming Rights Agreements

The University may enter into agreements with business entities to temporarily name athletics facilities or playing fields when the business entity makes a substantial contribution to the University's athletics program. An agreement to temporarily name an interior feature, object or space may also include the right to place a sign or signs, as deemed appropriate by the President, on the exterior of a building or in an outdoor area. A "substantial contribution" in this context means that facts and circumstances, including relevant market conditions, show that the business entity is making a substantial financial contribution to the University's athletics program.

Any such agreements must be reviewed and prepared by the Division of University Advancement in conjunction with the Athletics Department and University Counsel and presented to the Board's Strategic Finance Committee upon the recommendation of the President. Agreements for temporary naming rights shall be for a fixed term not to exceed 10 years. The Terms of the Agreement should be consistent with the contribution to the University and its Athletics Department.

Logos

The logo of a business entity may be included on the name temporarily affixed to an interior feature, object, space, building or outdoor area if the logo is part of a unique design created in part for the purpose of acknowledging the relationship between the University and the business entity.

Inclusion of a logo in a unique design on the name temporarily affixed to a building or outdoor area or affixed to an interior feature, object or space shall be approved by the Board of Visitors upon the recommendation of the President.

Academic and Major University Units

Contributions to name an academic or other major university unit must be able to transform the unit involved, enabling that unit to reach a level of excellence that cannot be achieved with state or university funds alone. At a minimum, 75% of a gift to name an academic unit should be in the form of



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endowment support (unless otherwise approved by the Vice President for University Advancement), with income from the endowment used to provide a margin of excellence for the unit. The gift should not replace state funds previously made available to that unit.

Minimum endowment levels for colleges, departments, centers, and institutes include:

- School, college, or division — \$10,000,000
- University-wide Center or Institute — \$1,500,000
- College-based or unit-based Center or Institute — \$750,000
- Department-- \$500,000

Endowed Faculty Positions

Naming opportunities for chairs or professorships are available throughout campus. Endowed chair designation is linked to a select faculty position filled by an outstanding scholar and teacher, as judged by rigorous, nationally accepted standards. Named professorships typically are held by faculty members whose accomplishments indicate potential for national and international leadership and distinction in their field, and whose current efforts are focused on honing teaching skills and/or establishing a superior record of research or other scholarly activity.

Minimum levels for endowed faculty positions are:

- Chair — \$1,000,000
- Professorship — \$500,000

Some colleges, schools or departments may require higher amounts.

Lectureships and Lecture Series

Norfolk State University encourages naming opportunities for distinguished lectureships, presidential lecture series and visiting lecture series.

A distinguished lectureship is a select position to be filled by a top scholar who becomes a part of the NSU community for a specified period, but who typically does not accept a permanent position on the faculty. A presidential lecture series will bring to the university a variety of outstanding individuals with broad experience and expertise for presentations that will have university-wide and interdisciplinary appeal, while a visiting lecture series brings a variety of individuals with experience and expertise relevant to the special interests of a particular college or school.

Minimum endowment levels for lectureships and lecture series are:

- Distinguished Lectureship — \$1,000,000
- Presidential Lecture Series — \$1,000,000
- Visiting Lecture Series — \$250,000



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Fellowships and Scholarships

Endowed fellowships and scholarships enable NSU to attract and retain the best and brightest students from throughout Virginia, the region, and the nation. Fellowships offer educational assistance primarily for graduate students and provide full or partial support that enables students to complete their educational experience at NSU. Scholarships primarily offer educational assistance for talented undergraduate students.

The Foundation offers two types of scholarships, those which may be funded and awarded annually, and those which are awarded based on earnings from an established endowment.

The established minimum endowment levels for fellowships and scholarships are:

- Graduate Fellowships — \$250,000
- Presidential Endowed Scholarships — \$250,000
- Endowed Scholarships — \$25,000
- Annual Scholarships (non-endowed) — \$1,000

Presidential Endowed Scholarships

Donors seeking to strengthen undergraduate scholarships may establish endowments through the Presidential Endowed Scholars Program. In addition to providing competitive, multi-year scholarships to talented incoming students, this program also affords mentoring opportunities for donors and students.

The Presidential Endowed Scholarships challenge outstanding students to excel academically and distinguish themselves through their studies and campus leadership roles. Recipients of these prestigious scholarships are among the most elite students in the nation, who come to Norfolk State for the opportunity to further their educational goals as they aspire to make their benefactors proud.

Endowments for Presidential Endowed Scholarships can be established with gifts of \$250,000 or more.

Other Naming Opportunities

Endowed funds of excellence and awards allow the university to recognize outstanding teaching, service, research, and staff performance. Naming awards is an outstanding way to commemorate the work ethic, success or lifetime achievements of an outstanding individual.

An endowed fund for excellence may be established in support of a college, school, department, academic discipline, or other university program of interest to the donor. Typically, earnings enhance the selected program by supporting research, faculty development and travel, or for other education enrichment activities. Endowed funds for teaching, service, research, and staff awards recognize outstanding performance in the classroom, in service to the university, and in research by



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faculty, other professionals or support staff members in the specified college, school or division.

Minimum levels for funds for Spartan excellence awards and other types of endowments have been established. These include:

- Endowed Fund for Spartan Excellence — \$25,000
- Teaching, Staff, Service and Research Awards — \$25,000
- Other Endowments — \$25,000

EDUCATION AND COMPLIANCE

The Division of University Advancement will educate faculty and administrators that will have a role in administering this policy including Norfolk State University Foundation, Norfolk State University Athletic Foundation and the Norfolk State University Research and Innovation Foundation staff. Education sessions will occur for those with roles that include soliciting and accepting philanthropic gifts for NSU.

As necessary, the Division of University Advancement will educate and train all stakeholders and appropriate audiences on the policy's content using virtual or face to face learning sessions. Participants are required to sign an NSU Naming Policy Training Acknowledgment Form.

Policy Compliance and Violations:

The Division of University Advancement will ensure conformity of the requirements of this policy. Violations of this policy will be reported to and addressed by the Vice President of University Advancement annually.

PUBLICATION

This Policy shall be widely published or distributed to the University community. To ensure timely publication and distribution thereof, the Responsible Office shall make every effort to:

- Communicate the policy in writing, electronically or otherwise, to the University community within 14 days of Board approval;
- Submit the Policy for inclusion in the online Policy Library within 14 days of Board approval;
- Post the Policy on the Board's Website; and
- Direct appropriate offices to educate and train all stakeholders and appropriate audiences on the Policy's content, as necessary.

Failure to satisfy procedural requirements does not invalidate this Policy.



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REVIEW SCHEDULE

- Next Scheduled Review: March 2024
- Approved by, date: Board of Visitors, March 19, 2021
- Revision History: April 27, 2016 review; May 6, 2005 (eff. July 1, 2004; approved June 16, 2004); April 27, 2016; May 6, 2016; September 15, 2017; November 13, 2023
- Supersedes: NSU Policy # 51. 005 Naming Policy (2021)

RELATED DOCUMENTS

There are no related documents associated with this policy and procedures.

FORMS

There are no forms associated with this policy and procedures.

ⁱ Note: This policy was adapted from the Virginia Polytechnic Institute and State University Policy No. 12005 Rev.: 4 (April 1, 2008), Policy on Commemorative Tributes and University of Washington Board of Regents Governance Policy No. 6 (February 9, 2012), Facilities and Spaces Naming Policy.