



BOV POLICY # 14 (2015) NAMING POLICY FOR FACILITIES AND SPACES

Policy Title: Naming Policy for Facilities and Spaces
Policy Type: Board of Visitors
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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 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.

TABLE OF CONTENTS	PAGE NUMBER
Purpose	2
Definitions	2
Contact.....	2
Commemorations in General	2
Publication	5
Review Schedule.....	5
Related Documents	5
Forms.....	5



BOV POLICY # 14 (2015) NAMING POLICY FOR FACILITIES AND SPACES

PURPOSE

The purpose of this Policy is to define the requirements for making and receiving recommendations for the naming of facilities and spaces at Norfolk State University.¹ 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) future project, or (c) existing facility or space. A substantial contribution toward a project as part of the project budget must be approved by the Board of Visitors in the early stages of project development.

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 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.



BOV POLICY # 14 (2015) NAMING POLICY FOR FACILITIES AND SPACES

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.

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 and spaces shall be named without a concomitant monetary gift 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. 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 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.

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



BOV POLICY # 14 (2015) NAMING POLICY FOR FACILITIES AND SPACES

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 University Advancement 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 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.

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. The Vice President of University Advancement (or designee) shall oversee and manage the process and work closely with the Office of the President on all requests for naming opportunities. If the request or proposal conforms to the guidelines set forth in this Policy, a presentation shall be prepared and presented at the next meeting of the Board of Visitors.

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 honoree and the Vice President for University Advancement and the President prior to submission of a resolution for approval by the University's Board of Visitors. Any such agreement is not valid until approved by the Board and resolution passed.

The Board of Visitors will only review proposals that conform to this Policy. 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.



BOV POLICY # 14 (2015) NAMING POLICY FOR FACILITIES AND SPACES

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.

REVIEW SCHEDULE

- Next Scheduled Review: September 2020
- Approved date: May 6, 2016; September 15, 2017
- Revision History: April 27, 2016 review; May 6, 2005 (eff. July 1, 2004; approved June 16, 2004)
- Supersedes: NSU Policy # 51. 005 Naming Policy (2005)

RELATED DOCUMENTS

Campus Investment Opportunities Brochure (2016)

FORMS

There are no forms associated with this policy and procedures.

¹Note: 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.