

University of Louisiana Lafayette

Policy and Procedures for Naming Facilities and Programs

APPENDIX C

Erecting Plaques, Monuments and Markers Guidelines

Naming of Benches, Fountains, Flag Poles, Trees and Similar Items

Donors who wish to provide funding to name items such as benches, fountains, flag poles, trees or other similar items may choose from a list of opportunities (existing items or those planned for as part of the campus Master Plan) maintained by the Office of Facilities Management. In all cases, the University will determine what items will be offered for potential funding and naming, will determine where the items will be located and the materials to be used, and will designate vendor sourcing for the items. No donor may contribute these types of items without having gone through appropriate University processes, nor may they contract with artists, construction firms, or other vendors to create or install an item without proper University authorization. Unless there are extenuating circumstances that require funding above and beyond the cost of an item and the funds to maintain the item over time (such as a need to re-route electrical wiring or utilities, or to excavate the ground in order to install the item), the cost to name an item will be based on 1.5 times the cost to purchase the item. The additional funds will be pooled with other, similar funds to assist with ongoing maintenance and repair costs.

Erecting Plaques, Monuments, and Major Markers

Requests for landscape features such as plaques, monuments and markers shall be forwarded to the Naming Advisory Committee for final approval of the location of and plans and designs for all plaques, monuments, and major markers throughout the University, including exterior and interior permanent, commemorative, and honorific or decorative works such as art installations, portraits, memorials, class gifts, donor walls and sculptures. All such features must comply with University branding standards and guidelines and should be approved by the Office of Communications and Marketing. They must also comply with the University Master Plan.

The following steps are required:

1. Submit proposal to Dean, Department Head or Director
2. If approved, forwards to Provost or Athletics Director, depending on respective area
3. If approved, forwards to Vice President for University Advancement
4. After review, forwards to Communications and Marketing for branding approval
5. If approved, forwards back to Vice President for University Advancement to submit to Naming Advisory Committee for final approval, with consent from
 - a. Foundation rep of donor name accuracy, if applicable

- b. Campus Planning rep of architectural appropriateness (e.g., scale, location) in relation to the University Master Plan

Definitions:

A **plaque** is any ornamental or engraved flat or low relief plate, slab or disc that can be affixed to a base, indoor or outdoor building surface or other object.

Monuments or memorials can be either permanent pieces of indoor or outdoor art, sculpture, landscape enhancements or other improvements whose primary purpose is to honor a person, group, event or other significant contribution to the University. Some examples include, and are not limited to, a plaque, tree, bust, sculpture, statuary or fountain, a landscape feature such as a garden or grove, or a building or similar architectural feature. (*See also* Gifts of Artwork section)

Major markers include signage requested by University units, which departs from the established University signage standards.

Gifts of Artwork (not displayed in a traditional gallery setting)

In all cases, donors will be asked to provide curating costs required for maintenance and repairs.

Commissioning of an Artist: Gifts of artwork to a University facility that involve commissioning of an artist for a work which is not in existence at the time of proposing the gift shall be handled according to procedures similar to those established arts councils, in that several artists will compete for the commission. One artist may be proposed by the donating group; at least two others will be proposed by the Committee. The Naming Advisory Committee shall review and approve the names of the artists submitted and shall seek the assistance of University Purchasing to issue a request-for-proposal to the three artists selected as finalists.

The donating person or group shall be prepared to pay a nominal fee to the artists for their preparation of a marquette of the proposed gift. The choice of the marquette, hence the choice of the artist, shall be made by a selection committee composed of the following: one person selected by donating person or group, one person selected by the Committee, a representative of the University unit housing the work, and a representative of the Hilliard University Art Museum, which is the caretaker of the artistic piece. The decision of the selection committee is final.

Donor Gift of Commissioned Artwork: If an outstanding artist is commissioned by a donor who wishes to donate the artwork to the University, the donor must consult with the CEO of the University Foundation. In these instances, the CEO of the Foundation shall also consult with the Naming Advisory Committee and the Director of the Hilliard University Art Museum.

Donor's Outright Gift of Artwork: If a donor wishes to donate an outright gift of artwork to the University, the donor must consult with the CEO of the University Foundation who in turn shall consult with the Director of the Hilliard University Art Museum.