

## *Naming Facilities and Programs Policy*

This form shall be used for the adoption, revision or withdrawal of all “university-wide” policies at the University of Louisiana at Lafayette. Any policy developed or revised in any format (print or online) that is inconsistent with this format is not an official UL Lafayette policy.

✦ To begin the policy development and adoption process, the policy originator is to replace the *italicized* text below with proposed policy information. This form along with a policy development routing form (Appendix “B”) must then be submitted to the appropriate authority.

Check the appropriate classification

<input checked="" type="checkbox"/> Policy Adoption	<input type="checkbox"/> Policy Revision	<input type="checkbox"/> Policy Withdrawal	<input type="checkbox"/> Interim Policy
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Check the appropriate Functional Field

<input type="checkbox"/> Academic Affairs	<input type="checkbox"/> Communications & Marketing	<input type="checkbox"/> Human Resources	<input type="checkbox"/> Research
<input type="checkbox"/> Administration & Finance	<input type="checkbox"/> Enrollment Management	<input type="checkbox"/> Information Technology	<input type="checkbox"/> Safety & Risk Management
<input checked="" type="checkbox"/> Advancement	<input type="checkbox"/> Facilities Management	<input type="checkbox"/> Purchasing	
<input type="checkbox"/> Athletics	<input type="checkbox"/> General University	<input type="checkbox"/> Student Affairs & Academic Support <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate	

**Policy #**

***Naming Facilities and Programs Policy***

**Responsible Executive:**

Liz Landry

University

**Responsible Office:**

Advancement

**Originally Issued:**

August 19, 2014

**Revised:**

## I. Policy Statement

Facilities at the University of Louisiana at Lafayette are named upon the recommendation of the University President, with the approval and authority of the University of Louisiana System Board of Supervisors, in accordance with applicable statutes.

A facility (exterior) may be named to honor the contributions and/or achievements of an individual, individuals, or a non-government entity. Naming of any facility in honor of an individual, individuals, or a private entity must be approved by the Board of Supervisors. Only the provision of functional names (e.g., Band Building, Maintenance Building) for facilities, in which the name of an individual, individuals, or a private entity is not involved, is left to the discretion of University President.

In accordance with Louisiana law, naming public buildings, etc., in honor of a living person is prohibited. [RS 42:267] Moreover, no facility or program shall be named for an individual person (persons) until such person (persons) to be honored has (have) been deceased for at least two years.

Careful consideration must be given to associating any name with the excellence and reputation of the University of Louisiana at Lafayette. Therefore, the University has established policies and procedures for naming facilities and programs, as well as financial guidelines when the naming opportunity is connected to a philanthropic gift. The policy is designed to ensure proper vetting and consultation before making naming decisions.

## II. Purpose of Policy

This policy sets forth the criteria and procedures for naming University of Louisiana at Lafayette facilities and programs.

## III. Applicability

This policy applies to all facilities and programs owned, operated or controlled by the University of Louisiana at Lafayette.

Naming opportunities may include (a) new facilities that are to be constructed or acquired, (b) existing facilities that are undergoing major or minor renovations, or (c) existing facilities not undergoing major or minor renovations.

## IV. Definitions

*“Facilities”* include buildings, rooms, interior space, exterior spaces (gardens, courts, plazas, memorials, markers, etc.) streets, bike paths, athletic fields, open spaces and all other tangible and relatively permanent features owned, operated or controlled by the University of Louisiana at Lafayette.

*“Programs”* include colleges, departments, institutes, centers, and other units and functions associated with the University.

*“Honorific Naming”* is naming a facility or program for unparalleled scholarly distinction or other exceptional non-monetary contribution to the University, and should generally be done only if that name being recognized will bring honor to the University.



“*Philanthropic Naming*” is naming a University facility or program for a donor, who has provided significant funding to build or renovate buildings, guided by a formulaic approach.

## V. Policy Procedure

The act of naming a facility or program shall be that of the President, after receiving the Naming Advisory Committee’s recommendation from the Vice President for University Advancement.

### **Naming Advisory Committee**

The President appoints the Naming Advisory Committee to review proposals requesting honorific or philanthropic naming of facilities and/or programs. In order to honor donors, substantial contributions to the University must be in accordance with pre-approved minimums and within the guidelines for naming of facilities and programs. The committee shall be composed of: two (2) tenured senior faculty members from different colleges who have at least 10 years at the University, each serving terms of four years staggering in classes of two years; two (2) students from different colleges; one (1) division representative (e.g., either Provost or Athletics Director, or his/her designee, when naming opportunities are being considered for facilities and programs under their authority); the CEO of the Foundation, or his/her designee; one (1) Campus Planning Committee representative. The Vice President for University Advancement will serve as chair and vote in the event of a tie. The committee shall meet no less than two (2) times per academic year. The Committee shall review the naming policy periodically. Any recommended changes require approval by the President.

### **Procedures for Naming Facilities and Programs**

1. For honorific naming opportunities for a facility or a program in memory of an individual, per UL System policy, the University will be guided by the following criteria. An individual for whom a facility or program would be named should:
  - a. Have made substantial contributions to his/her field of endeavor or to society in general;
  - b. Have had some significant connection with the University, either as a student, an alumnus, a faculty member, an administrator, a donor, or a supporter;
  - c. Have made significant contributions to the development of the University or the State of Louisiana in education, the arts, public life, or some other appropriate field of endeavor;
  - d. Be of such outstanding character and distinction that naming a facility after him/her would honor the University as well as the individual.

When possible, the name of a facility should be that of an individual who gained distinction in the area or areas related to usage of the facility.

2. Naming for an organization or corporation will require that the entity:
  - a. Make a notable donation to the University, per this policy;
  - b. Have an honorable reputation;
  - c. Agree in writing that the naming does not imply a marketing or product endorsement, nor will the naming be so used by the organization or corporation. Announcements about the naming will be approved by the University’s Office of Communications and Marketing.

- d. Be named for a specific time period as outlined in the gift agreement, in accordance with this policy.

Facilities may be named for an organization or corporation for a negotiated period of approximately ten (10) years or less. Exceptions may be granted in extraordinary situations. A private entity naming agreement should be independent of any sponsorship agreement.

3. For philanthropic naming opportunities involving contributions to the institution, considerations may include costs factors (actual project costs, current market value, and state support). A gift for naming a facility should equal:
  - a. A minimum of one-half (50%) of the total project cost, plus a gift of endowment support for operations and maintenance equal to twenty-five (25%) percent of the building value, for constructing or acquiring the new facility.
  - b. A minimum of seventy-five percent (75%) of the total project cost for renovating an existing facility.
  - c. A minimum of one-half (50%) of the portion of the total project cost is to be raised from the private sector, if state monies or other resources are funding a portion of the project cost for a new or renovated existing facility.
  - d. A minimum of one-half (50%) of the replacement cost or current facility market value, whichever is greater, of an existing facility *not undergoing renovation*.
  - e. A minimum of three-fourths (75%) of a gift to name an existing facility *not undergoing renovation*, will be in the form of unrestricted capital endowment, or an irrevocable financial commitment, to the University unit.  
(See Appendix A, Procedures for Naming Opportunities)  
(See Appendix B, Naming Valuation Guidelines)

4. A gift for naming a program will:

- a. Be in the form of endowment, of which at least three-fourths (75%) is unrestricted for the benefit of the program;
- b. Be determined by the size, operating budget, ranking, and visibility of the program, as well as, naming amounts of peer programs in the discipline or on the University campus when available;
- c. Be substantial and significant, even transformative in nature, enabling the program to improve its competitiveness or distinction.

5. Duration and Modification of Naming Opportunities

The facility naming agreement should clearly specify the period of time for which the facility or program will be named.

- a. Naming for a benefactor may be granted for a pre-determined fixed term. At the end of the term, the name of the facility or program shall expire, but may be renewed with the same or a new name.
- b. The duration of an honoree's name on any facility or program may continue for as long as the facility or program is used in the same manner or for the same purpose for which the naming occurred.

Upon demolition, replacement, substantial renovation, re-designation of purpose, or similar modification of a named facility or program, the University President may deem that the naming period has concluded.



The University's Vice President for University Advancement will make all reasonable efforts to inform in advance the original benefactors or honorees, or their surviving family members, when the naming period is deemed to have concluded.

#### 6. Renaming

The University may, but is not required to, provide for the appropriate perpetuation of the original or historical name. Perpetuation of the original or historical name in an equivalent naming is not required. Appropriate perpetuation of original or historical names may include, for instance, a plaque inside, or adjacent to, new renovated facilities.

In the case the benefactor's or honoree's naming period has concluded, the facility or program may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

#### 7. Joint or Hyphenated Naming

In exceptional circumstances, additional names may be added to a facility or program in recognition of an additional gift even if the prior benefactor's or honorees naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or program.

#### 8. Benefactor or Honoree Name Changes

If a benefactor or honoree requests a change to the name of a facility or program (e.g., due to divorce or corporate merger), the University will consider the request. If approved, all replacement signage and other related costs would be at the donor's or honoree's expense.

#### 9. Revocation of Naming Approval or Conferral

- a. The University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.
- b. If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the University's standards, or otherwise be contrary to the best interests of the University, the naming may be revoked.
- c. If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked after a pro rata period of time that reflects the number of pledge payments made, given the estimated useful life of the building or the terms of years covered by the facility naming agreement, as applicable.
- d. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

## VI. Enforcement

Compliance with this policy is expected from all University administrators, faculty, staff, and students. Facilities managers shall not install any naming signage without confirmation from the Office of the Vice President for University Advancement.

## VII. Policy Management

The Vice President for University Advancement is responsible for administering, reviewing and updating this policy and related procedures.

## VIII. Exclusions

The President may recommend exceptions to any of the naming policies, subject to and after consultation with the University Council when appropriate.

On a limited basis, portions of buildings, including, and not limited to, classrooms, auditoria, laboratories and lounges may be named after living persons, in accordance with UL System policy [C-VI Facilities Planning]. In order to avoid any appearance of a conflict of interest in such instances, current holders of elected public office, candidates for public office, current members of the Board of Supervisors, and current University administrators, faculty, and staff members are not eligible for consideration until two years after retirement from the State.

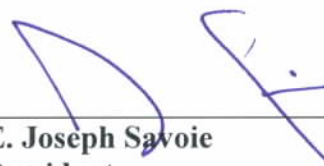
Items supplementary to this policy include exterior and interior permanent, commemorative, and honorific or decorative works. (See Appendix C, Erecting Plaques, Monuments and Markers Guidelines). The Campus Planning Committee must approve placement of works of art by University students.

## IX. Effective Date

This policy shall become effective on date of adoption.

## X. Adoption Date

This policy is hereby adopted on this 19th day of August, 20 14.



A handwritten signature in blue ink, appearing to read 'E. Savoie', is written over a horizontal line.

**E. Joseph Savoie**  
President

# University of Louisiana Lafayette

## Policy and Procedures for Naming Facilities and Programs

### APPENDIX A

#### Methodology Procedures for Naming Opportunities

Naming proposals shall be submitted to the appropriate Dean, Director, or Department Supervisor who may then recommend them to the Provost or Athletics Director, whichever is appropriate. If approved, the Provost or Athletics Director shall forward proposals to the Vice President for University Advancement, who shall document each proposal and forward it to the Naming Advisory Committee for review and recommendation.

Proposals for philanthropic naming of facility shall be accompanied by sufficient documentation of the gift, along with a completed facility naming form. Proposals for honorific naming of facility shall be accompanied by sufficient documentation of the distinction, along with a completed facility naming form.

#### **Status of Contribution at the Time of Naming:**

When a facility or program is to be named in consideration of a financial contribution, the University Foundation shall have received the gift, or its future receipt shall be assured through the appropriate signed irrevocable gift agreement, before a naming action shall be taken, as follows:

- Pledges to be paid over a period of time, up to five (5) years, are acceptable for current naming of facilities and programs when a signed pledge payment agreement for the total is executed.
- If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs
- Irrevocable planned gifts may be considered with current naming of facilities and programs if current cash flow is not a consideration for the requesting facility or program. Irrevocable planned gifts will be credited at their face value with emphasis being given to the predictability of the long-term value or the irrevocable deferred gift.
- Combinations of irrevocable planned gifts and cash may generate current naming opportunities under the right circumstances. The request must be accompanied with a financial summary and a case made for the appropriateness of the naming opportunity giving the specifics of the gift. Emphasis will be given to the cash flow requirements of the requesting facility or program, the predictability of the long-term value of the irrevocable deferred gift component and the predictability of its receipt.

**Acknowledgement of Naming:**

Benefactors or honorees are advised that approval is neither automatic nor guaranteed. They should be informed throughout the naming discussions that the final naming approval for all University facilities and programs rests with the President and, depending on the facility or program, could also require approval of the state or local governing bodies.

No public announcement of a naming should be made prior to University and System Board approval. Public announcements should be scheduled in coordination with the University President's Office to ensure proper representation from all respective parties. In cases where the gift is funding new construction or substantial renovation, the Board encourages institutions to consider having 50% of the gift in hand, or 75% for renovations, before a public announcement is made.

**Records:**

The Vice President for University Advancement, who also serves as chair of the Naming Advisory Committee, shall maintain an official list of all requests and approved proposals for namings. The Office of Facilities Management shall maintain a list of all University facilities and their approved functional/general or honorary names.



# University of Louisiana Lafayette

## Policy and Procedures for Naming Facilities and Programs

### APPENDIX B

#### Naming Valuation Guidelines

For philanthropic naming opportunities involving contributions to the institution, the following values of gifts for naming a program or portion of a facility should be considered:

- For a college or school, a contribution normally not less than \$10 million to the endowment for that unit.
- For an academic department, a contribution normally not less than \$5 million to the endowment for that unit.
- For an Institute, Program (degree or non-degree), or Center, a contribution normally not less than \$1million to the endowment of that unit.
- For a portion of a facility, a contribution of such amount as may be required to renovate or otherwise equip it for specified use.

Note: The amounts indicated above may be adjusted from time to time for inflation or other considerations upon approval of and at the discretion of the President.

# 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.



