

## **Naming Opportunities Policy and Procedure**

### **I. INTRODUCTION**

The State University of New York College of Technology at Canton (SUNY Canton) and its Canton College Foundation (Foundation) seek private funds to enhance the College's ability to meet the higher education needs of the community, particularly toward a level of excellence that would otherwise not be possible given state funding levels and restraints on student tuition and fees. To that end, the College should provide appropriate recognition to donors for their generosity. Although such recognition may take many forms, this policy establishes guidelines for the naming of facilities and programs as donor recognition.

The opportunity to place the name of an individual, family, or corporation on a building, room, center, institute, professorship, or scholarship at a college or university is a time-honored tradition among the more than 3,000 institutions of higher education in the United States.

Generally, the naming of facilities and academic programs recognizes an individual's high scholarly distinction, devotion, distinguished service, or a generous gift. The SUNY system has an approved set of general guidelines that provide parameters for the permanent naming of facilities, programs, and support funds. These SUNY Canton guidelines are designed to accommodate unpredictable situations and donor expectations while keeping the SUNY mission and policies at the fore in making decisions.

All naming opportunities are negotiable and the Foundation recognizes that notwithstanding this policy, the College Council retains its discretion to make exceptions or alter criteria or conditions as appropriate to the circumstances. There are innumerable ways the College may recognize the contributions of individuals, families, and corporations, just as there are many forms these contributions can take.

All permanently named building and grounds must be approved by the College President and College Council, and all other facilities, programs, or endowed funds must be approved by the College President, the College Council, and/or the Foundation, where appropriate, subject to the approval requirements below:

1. All naming gifts of \$1 million or more shall be approved and recognized by the Chancellor and the SUNY Board of Trustees.
2. All naming gifts of less than \$1 million shall be approved and recognized by the College President, the Foundation Board, and the College Council.

All naming requests, that differ from the campus' approved naming guidelines, whether with regard to physical facilities (e.g., buildings, grounds, rooms) or non-physical items (e.g., scholarships, programs, institutes), shall be approved according to the SUNY Guidelines.

## II. GENERAL PRINCIPLES

- 1) The naming of any physical or non-physical asset, campus grounds, or academic program is usually only appropriate when a significant gift is received as a way to honor the character, service, or other positive merits of the donor or the donor's honoree.
- 2) The naming of space or endowed funds in recognition of a donor or honoree implies a promise to that donor or honoree that the space, facility, endowment fund, or other form of tangible recognition will be permanently maintained or, if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
- 3) The merits of naming any physical facility, space, academic program, or endowed fund should be determined by carefully weighing one's high scholarship, devotion, or distinguished service, and should be able to stand the test of time.
- 4) The minimum needed to establish a named permanently endowed support fund is \$10,000 which pertains to scholarship funds, other similar student, faculty, and program funds. The timeframe for which a donor has to reach this minimum endowment level threshold is five years. Endowments that were established at the prior minimum of \$5,000 have been "grandfathered in" and continue to be considered endowed.
- 5) Donors may also wish to establish named temporary funds for faculty support, student scholarship, or other funding priorities. Under such an arrangement, the donor commits to providing an annual gift equivalent to the income from an endowment fund for a fixed period of time, at a minimum of three years.
- 6) All combinations of gifts, pledges, and irrevocable deferred gift arrangements are acceptable for naming commitments. With respect to deferred gifts, while the naming commitment may be immediate, the required amount may be set higher because of the delay in the campus foundation receiving the gift.
- 7) Buildings, campus grounds, or other campus facilities will generally not be named for individuals currently employed by the SUNY System, the State of New York, or the College, unless a donor(s) provides a sufficient gift in honor of that individual.
- 8) All proposed names should be held in confidence during the review and approval process (there should be a minimum of communication about the proposed naming before approval has been given).
- 9) The Advancement Division is responsible for maintaining a record of named rooms, buildings, grounds, and other spaces in addition to endowed funds; will provide this record to SUNY on an annual basis; and should be utilized in determining future naming opportunity values.
  - a) General guidelines in determining values beyond using prior naming gifts are:
    - i) Small meeting, classrooms, and gathering spaces - \$20,000 - \$50,000
    - ii) Larger classrooms, labs, and facilities - \$50,000 - \$300,000
    - iii) Prominent areas, lecture halls, courts, and fields - \$100,000 - \$2,000,000
    - iv) Program, Department, and School - \$100,000 - \$2,000,000
    - v) Buildings - \$400,000 - \$4,000,000
- 10) The Advancement Division will submit proposed guidelines for campus naming opportunities and gift acceptance policies to the chancellor on a regular basis (at least every five years). The Chancellor shall review, propose revisions, and then approve the guidelines.