

University Relations Committee  
Council of Trustees

**Cheyney University of Pennsylvania**

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**Action**

**Item No. 1:** Cheyney University Naming Policy

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**BACKGROUND:**

The impending addition of new facilities on the campus of Cheyney University has provided the impetus for updating the policy that governs the naming of facilities and programs. The naming of buildings or programs is an honor reserved for individuals, organizations, associations, businesses and corporations whose contributions and/or service exemplify Cheyney University Pride and Spirit. That is, they have profoundly influenced the lives of students and/or the growth and destiny of Cheyney University.

Establishing financial and/or in-kind criteria for naming opportunities should integrate both prevailing best practice and the state of the economy and of the institution's donor base and target markets. Current best practice can be derived from examining naming policies of various publicly funded institutions. When comparing the naming price of a building as a percentage of the construction cost of the building, the prevailing data provides a minimum of 25%, e.g. \$10 million to name a building that costs \$40 million to construct. For privately funded buildings, that percentage can be as high as 50%. Data also suggests that the total value of all of the naming opportunities associated with a building (rooms, floors, wings, lobby and the building itself) should equal 150% of the construction costs associated with that building. Thus, all of the naming opportunities associated with a building that costs \$40 million to construct should total \$40 million. Establishing criteria for named funds, such as scholarship, is based on current costs and assumes a 5% yield of the corpus to provide the funding.

In surveying current naming opportunities, Institutional Advancement scoured the websites of kindred state institutions including fellow PASSHE universities and approximately twenty HBCUs. This investigation reinforced the fact that the cost of naming rights of facilities is situational and negotiable based on the fact that very few of these institutions published the cost of facilities naming rights. Mississippi State University and Indiana State University were rare exceptions in providing detailed information for benchmarking purposes. The naming policy provided for review by the Council of Trustees reflects both best practice cited above as well as relevant data gleaned from the research mentioned.

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**RECOMMENDED**

**ACTION:** The University requests that the Council of Trustees approves the Cheyney University Naming Policy.

SUBMITTED BY	DIVISION	DATE
Mr. Larry Green	Institutional Advancement	March 15, 2011

Cheyney University Policy IA-2010-2015

[Policy on Naming of Facilities and Programs](#)

Approved by: University Relations Council/President's Cabinet

History: Revised -- 2-17-2009

Related Policies: ACT 188, PASSHE BOG Policy 1997:03

Additional References: n/a

Statement of Policy

Approval of the naming of facilities is vested with the Council of Trustees. The administration of this policy is delegated to Cheyney University's president. The President's Cabinet will receive all naming requests and make recommendations to the president. The president will forward naming requests to the Council of Trustees for their action. Naming opportunities offered to donors as part of a campaign to raise private support are to be coordinated through the University's Office for Institutional Advancement. At no time should promises or commitments regarding naming be made in advance of final project approval by the President's Cabinet and, when appropriate, by the Council of Trustees (projects in excess of \$1 million). Written agreements will be signed by the University and the donor(s) outlining the terms of all naming arrangements.

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Reason for Policy

This document describes the policies and general procedures governing the naming of University facilities, including new buildings, centers, laboratories, and the interior and exterior spaces associated with them. These guidelines are developed to support, coordinate, and manage the process to ensure consistency and uniformity in naming these structures and spaces on the Cheyney University campus.

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Who Should Know This Policy

- Council of Trustees
- President
- President's Cabinet
- PASSHE Chancellor's Office

Exclusions

Any exception to this policy will require the consideration and approval of the President's Cabinet and the Council of Trustees.

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Procedures

***Naming Process for Facilities Funded with Private Gifts:***

The naming of buildings or programs is an honor reserved for individuals, organizations, associations, businesses and corporations whose contributions and/or service exemplify Cheyney University Pride and Spirit. That is, they have profoundly influenced the lives of students and/or the growth and destiny

of Cheyney University. To name a new building, donors are expected to provide the leadership gift of the total fund-raising cost of constructing or renovating the facility. The amount of the gift will vary with each individual situation. The donor may ask that the building bear his or her name or the names of family members or others the donors may wish to honor, subject to the approval of the President's Cabinet and the Council of Trustees.

Minimum contributions for naming opportunities are suggested by the Vice President for Advancement and the Vice President for Finance and Administration, to meet funding requirements. Pledges must be fulfilled within five years. Facilities and programs cannot be named through deferred gifts or life insurance policies.

The price for naming a new building should be approximately 25% of the construction costs associated with that building. The purpose and frequency of use of the building may be used to help determine the required giving level. It is suggested that the total value of all of the naming opportunities associated with a building be structured so as to equal 150% of the construction costs associated with that building. Again, contributions and/or service may be factored into determining the cash amount that would be required.

To name rooms, laboratories, centers, or areas within facilities, or external spaces such as entryways or gardens, donors must provide the minimum specified level of private gifts as determined by the appropriate school/department and approved by the President's Cabinet.

It is suggested that an endowment fund also be obtained for the continuing operations and maintenance and the permanent repair and rehabilitation costs for gift-funded facilities. In the event that the area(s) to be named involve multiple schools, divisions, or departments, the heads of all associated organizational units must be in agreement on naming opportunities and levels prior to submission to the President's Cabinet.

It is important that naming opportunities for facilities that will derive some or all of their funding from private sources be defined and approved prior to the launch of the fund-raising effort. The most significant gifts will be solicited at the outset of the fund-raising campaign, and clarity and consistency with lead donors on the opportunities and policies is essential.

An initial list of the proposed naming opportunities for any new facility or renovation project is to be submitted to the President's Cabinet. This list may be revised as planning proceeds and the fund-raising plan is developed in conjunction with the Office of Institutional Advancement.

Once 50 percent of the gifts and pledges have been committed, the Vice President for Institutional Advancement will inform fellow members of the President's Cabinet so that the proposed project may be assessed for feasibility (including necessary modifications) prior to committing University funds. This initial list of proposed naming opportunities is to include a description of the size and function of all spaces proposed for naming, as well as a plan for the display or physical presentation of the names. A Naming Opportunities Policy developed by the Office of Institutional Advancement will be reviewed and endorsed by the President's Cabinet in order to ensure best practices.

***Naming of Facilities Based on Service:***

A recommendation may be made to name a facility in honor of the service of an individual to Cheyney University, either as a member of the faculty/staff or as a volunteer. Such recommendations must be submitted to the President’s Cabinet by the senior administrator of the school, department, or unit along with justification and any explanatory materials.

In the case of a facility for which private support will be sought, the justification must explain how recognition for lead gifts will be handled and/or the fact that no gifts that would qualify for naming are expected.

***University Regulations Regarding Named Facilities:***

The naming of a facility is considered a permanent act, and it is expected that the designated name will not change except under certain circumstances. Any proposed name change or removal must be formally submitted to the University and approved in writing by the Council of Trustees. All corporate naming requests must go to the University Relations Committee of the Council of Trustees for approval. Labs may be named for a term of years.

The President’s Council must approve the plan for display of the names of the individual(s) being recognized, be it on an interior plaque or by incorporation into the exterior signage or design of the facility. Planning and cost estimates for all such displays should be coordinated through the Facilities office.

***Groundbreaking and Dedication Events:***

Any facility, including laboratories, classrooms, and units within a facility, must have appropriate and consistent recognition for donors or honorees. Processes must be approved by the University advancement office. All facility events and gift announcements are to be organized by the Office for Institutional Advancement, unless otherwise approved.

***Related Funds Management Issues:***

Guidelines and processes regarding gift-funded construction projects, including account establishment, cash flow management, maintenance funding, and Business Office reporting requirements are established and administered by the Vice President for Finance and Administration.

***Additional Cheyney University Naming Opportunities (subject to periodic review):***

Endowed Scholarship Funds	\$ 25,000+
Academic Endowment Funds	
1. University-wide Center/Institute	\$2,500,000
2. Departmental Center/Institute	\$1,000,000
3. Chair	\$1,000,000
4. Professorship	\$750,000
5. Lectureship	\$250,000
6. Research and Travel Fund	\$100,000
7. Guest Symposium Fund	\$50,000