Donor Recognition and Naming Standards

- Naming of Facilities and Programs Policy

Naming of Facilities and Programs Policy

1. Purpose

The Arkansas State University System Board of Trustees retains unto itself the right to name facilities and programs at all institutions in the ASU System. The board names facilities and programs to honor the achievements and contributions of individuals associated with the ASU System.

2. Arkansas State University System Naming of Facilities and Programs Policy

The Arkansas State University System Board of Trustees names facilities and programs at ASU System institutions under two circumstances:

A. A person or entity has provided long-term service and exceptional leadership to the university; or

B. A person or entity has made significant monetary contribution to construction, operations, academics, activities, or other programs of the ASU System.

It is intended that the naming of facilities or programs shall be in perpetuity; however, the board retains the right to alter the naming in the event of significant alteration or demolition to the facility, significant alteration or elimination of the program, circumstances surrounding the honoree which would bring disrespect to the ASU System, requirements of applicable law, or changes in the policies, procedures, or strategic objectives of the board.

If appropriate, when the naming is altered, attention will be given to other forms of recognition in substitution for the original honor which may include transferring the name to another facility, displaying a plaque or nameplate from the previous facility at an appropriate alternate location, adding the honoree’s name to a permanent recognition registry in a prominent location, or other suitable recognition.

3. Definitions

Facilities include buildings, rooms, foyers, lobbies, labs, patios, gardens, or any subdivision of the physical plant of a campus. Programs include colleges, departments, courses of study, deanships, chairs, professorships, fellowships, lectureships, performances, or any other subdivision of or activities sponsored by the institutional or academic units of a campus. Student scholarships are not considered programs within the meaning of this policy and are established and managed by the ASU System Foundation, Inc.

4. Criteria

In the circumstance where the board names a facility or program for a person or entity in the absence of monetary contribution, the following criteria shall be considered before such naming shall be bestowed:

A. The length and quality of the contribution of the individual or entity and the overall long-term impact the individual or entity has had on the history of the institution; and

B. The significance of the relationship of the individual or entity to the program to be operated in the facility.

In the circumstance where the board names a facility or program for a person or entity based on monetary contribution, the following criteria shall be considered before such naming shall be bestowed:

A. For the naming of a facility, the contribution should be
1. One-half the cost of any construction or renovation; or
2. An amount sufficient to endow one-half of the operations cost.

B. For the naming of a program, the contribution should be
1. An amount sufficient to fund annually an amount equal to one-fourth of the operations of a college, department, program of study, or other institutional or academic unit;
2. An amount sufficient to fund annually an amount equal to one-fourth of the salary and benefits of a dean, chair, professorship, or other employment position; or
3. An amount sufficient to fund annually an amount equal to one-fourth of the total expenses for fellowships, lectureships, performances, or other activities.

C. In conjunction with an organized capital campaign, monetary contributions sufficient to support the naming of a facility or program shall be as set out in a schedule approved by the board.

The board retains the right to exercise its discretion to name facilities or programs under criteria different than above when such naming is determined to be in the best interest of the university.

5. Process

Any individual, group, or entity may propose the naming of facilities or programs to the chancellor for the campus on which the facility or program is located. The chancellor shall conduct a due diligence review of the person or entity in whose honor the naming is proposed. The chancellor shall confirm that no conflict of interest or ethical prohibition exists to the proposed naming, that the above criteria has been met, and that the naming is in the best interest of the university. If the chancellor agrees with the proposal, he or she will

submit a written recommendation to the president of the system with supporting information. If the president agrees with the proposal, he or she will present the proposal to the Board of Trustees for consideration.
(Adopted by Board of Trustees Resolution on October 5, 1994; Revised December 12, 2008, Resolution 08-82)

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