



Florida State University Policy 8-2

TITLE OF POLICY: NAMING POLICY
 Responsible Executive: Vice President for University Advancement
 Approving Official: Vice President for University Advancement
 Effective Date: On Approval
 Revision History: New: 3/8/2013 Revised: 9/22/2017, 11/16/2018, 6/4/2020, _____

I. INTRODUCTION

The following requirements apply to all Florida State University campuses, all satellite facilities and programs, all direct support organizations and governs the naming of academic units, non-academic units, physical structures or parts of physical structures, administrative positions, faculty positions, excellence funds, athletic coaching positions, scholarships, fellowships, internships, and lectureships and all other endowed funds.

Academic units include academic programs, centers, institutes, departments, schools and colleges. Physical structures include buildings, building additions, collections of buildings, monuments, statues or sculptures depicting actual persons, fields, open-air courtyards, streets, alleys, and other outdoor areas. The Florida State University Naming Opportunities Guidelines shall govern portions of buildings (such as classrooms, auditoriums, foyers, libraries).

Any name recommended for consideration under these guidelines must be one that would bring distinction or honor to the University and must be consistent with the values, mission and traditions of the University.

These policies shall be applicable for all naming opportunities, regardless of whether the donor is an individual, corporation, foundation, or other organization.

Definition of Terms:

- President President of Florida State University.
- Vice President Vice President for University Advancement and President, FSU Foundation
- Unit Head Dean or director of an academic unit reporting to the Provost, dean or head of a satellite campus, president or head of a direct support organization, vice presidents of the University, president of the student body.
- Committee The Committee on Campus Names
- Nameable Space A structure or space that may bear the name of an honoree.
- Philanthropic Cost Total fundraising goal of a project.

II. POLICY

A. GENERAL REQUIREMENTS:

1. When a naming opportunity is presented, strong preference shall be given to persons who have had long, close and valued associations with the University as teachers, administrators, or distinguished and supportive alumni and friends. The following factors shall also be considered in approving recognition of any person, living or dead:
 - a. Is a prominent legacy of the namesake (honoree) fundamentally at odds with the current values or the mission of the University?
 - b. Was the relevant prominent legacy significantly contested in the time in which the namesake lived or was most active?
 - c. Does the building or other recognition play a substantial role in constructing or dismantling community at the University?
2. Donor recognition does not need to be tied directly to a gift for a specific building or improvement, academic unit or endowment. Donors who support such projects may make their gifts "unrestricted" to the university or to the unit responsible for the private fund-raising, while being recognized for the gift by naming an available space. Significant unrestricted gifts can be recognized through naming opportunities.
3. If fundraising exceeds the philanthropic costs, the additional funds may be applied toward programmatic initiatives within the unit.
4. Donors should fulfill pledges in five years or less. Naming will be considered when 50 percent of a pledge is received. A lower percentage of pledge fulfillment or a longer period can be granted in cases where a written gift agreement is binding on the donor's estate and based on the previous giving history of the donor.
5. Once a building, program, or endowment has been named, the name shall not be changed unless there are unusual or compelling reasons for changing the name with a strong preference toward maintaining a name or recognition. The University, through the sole and absolute discretion of its Board of Trustees, may exercise this option if a designated name, in the President's judgment, should bring discredit upon the University. Failure to complete a pledge shall constitute a valid reason for changing the name. In the event of such re-naming, the University shall have no financial responsibility to the donor or to the academic unit, despite anything that may be stated or implied to the contrary. Factors to be considered in such decision include:
 - a. Did the University, at the time of a naming, honor a namesake for reasons that are fundamentally at odds with the current values or mission of the University?

- b. Were the reason(s) provided as justification for honoring the namesake reasonably substantiated based on the records and information available at the time? Since then, have new records of relevance been discovered that discredited, contextualized, and/or
- c. Shed new light on the information previously available and/or the justification for the recognition? Given that history, do the contributions of the namesake to the University justify the recognition that currently exists?
- d. Is the honorific recognition of the namesake having a significantly adverse impact on members of our current University community or the community at large?
- e. Does the way the recognition is currently being displayed provide sufficient historical contextualization to advance the University's educational mission?
- 6. At no time should promises or commitments regarding naming be made in advance of final approval by the appropriate University entities.
- 7. Exceptions to this policy may be made only by the President of Florida State University, with final approval from its Board of Trustees.
- 8. The Florida State University Naming Policy shall follow all statutory requirements (current statute: s. 267.062, F.S.).

B. SPECIFIC REQUIREMENTS - NAMING PHYSICAL STRUCTURES:

- 1. Where a donor contributes gifts valued at 50% or more of the private philanthropic costs (including governmental and non-governmental matching gifts) associated with a physical structure or more than 50% of the value of an existing facility, or parts thereof, a name suggested by such contributor for that project will be given serious consideration. If for any reason, the matching gift is not received, the donor is responsible for contributing the full 50% of the cost before naming becomes a consideration.
- 2. Where a physical structure already exists or when non-philanthropic funding has already been secured for a new construction project, market benchmarks or other factors shall be used to determine the required contribution for naming.
- 3. Temporary naming of physical structures may be considered based on the length of period of naming and an assessment of market value associated with the structure.
- 4. Colleges and Units that undertake fundraising campaigns to pay for buildings shall develop a list of proposed naming prices for the facility and parts thereof. The list of naming prices must be approved by the Vice President prior to the start of soliciting funds for the building. The proposed naming prices should be submitted with sufficient background information, floor plans, peer benchmark data, etc. to show the rationale for selecting the proposed naming prices.

C. SPECIFIC REQUIREMENTS - NAMING ACADEMIC UNITS:

1. Where an individual, corporation or foundation contributes significantly to defraying the annual operating costs of a program, center, institute, department or college, a name suggested by such contributor for that project will be given serious consideration.
2. Market benchmarks and other factors shall be used to determine the required contribution for naming.
3. Naming prices for academic units shall require advance approval of the Provost and the Vice President

D. SPECIFIC REQUIREMENTS-NAMING ENDOWMENTS:

1. The permanent endowment of a position is a significant and important investment in the long-term viability and strength of a unit. Gifts that establish these endowments can support either administrative or faculty positions, scholarships, fellowships, etc. In addition to supporting the teaching, research and service activities of the unit, funding may cover research expenses.
2. A minimum gift of \$30,000 is required to create an endowed fund [for naming] at Florida State University.
3. Minimum endowment amounts do not include matching funds or grants.
Endowment Levels: Minimums for endowed facilities and positions are maintained in the Florida State University Naming Opportunity Guidelines. Colleges and units may establish additional thresholds above those minimum levels to meet the needs and opportunities of that unit.

E. ADMINISTRATION OF THIS POLICY:

1. The Vice President shall administer this policy; Development Officers and University officials shall reference the policy, as appropriate in any written agreement or understanding regarding naming.
2. A committee, here named The Committee on Campus Names, shall advise the Vice President at the Vice President's discretion
3. When appropriate, the President shall forward all positive recommendations to the Board of Trustees for final approval. Notification of naming opportunities that do not require Board of Trustee approval will be shared, for information purposes, with the Board annually in the fall during its regularly scheduled meetings. Naming of a physical structure or academic unit, or an endowment must appear as a non-consent item on the Board of Trustees' agenda.
4. The naming of a building, road, bridge, park, recreational complex or similar facility for an existing State University System employee or FSU student must receive the additional approval of the Board of Governors following approval by the Board of Trustees.

F. PROCEDURES-NAMEABLE SPACE

1. Nameable space with a philanthropic cost of \$1 million or greater shall require approval of the Committee on Campus Names, the president, and the Board of Trustees.

2. Namable space with a philanthropic cost of \$100,000 to \$999,999 shall require approval of the Committee on Campus Names and the president except for prominent public spaces which will require Board of Trustee approval. Prominent public spaces are defined as those with high visibility, heavy usage, or those linked to significant University traditions.
3. Namable space with a philanthropic cost less than \$100,000 shall require approval of the Unit Head.
4. Unit heads will maintain a list of naming opportunities-both available and successfully designated-that are a part of their unit. Unit Heads will update the list at least annually and provide a copy to the Vice President.
5. The Vice President will maintain a master list of all naming opportunities with proposed gift amounts and identification of the appropriate approval entity.

F. THE COMMITTEE ON CAMPUS NAMES:

When requested by the Vice President, naming proposals may be referred to The Committee on Campus Names. This committee shall be composed of the Vice President for Faculty Development and Advancement (Chair), the Vice President for Finance & Administration, the Provost & Executive Vice President for Academic Affairs, the Senior Associate Vice President for Facilities, an appointee of the Faculty Senate, The Vice President and Director of intercollegiate Athletics or his/her designee, the Vice President for Student Affairs or designee, the President of the Student Body, and an external and an internal member appointed by the President. This external member shall be an alumnus with an ethnic or racially diverse background. When so requested, the Committee determines the appropriateness of proposals and prepares recommendations to be considered by the Vice President. Recommendations shall be provided within 30 days of the request for submission to the President.

III. LEGAL SUPPORT, JUSTIFICATION, AND REVIEW OF THIS POLICY

Section 267.062, Florida Statutes provides that the Board of Governors shall have primary authority regarding naming of state buildings and other facilities. The Board of Governors has delegated naming authority to the university boards of trustees consistent with BOG Regulation 9.005.

The Vice President shall be responsible for review of the provision of this policy and for making any necessary revisions every three years

Approved by BOT June 4, 2020.