

1 **Florida State University Policy 8-2**

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TITLE OF POLICY: NAMING POLICY
Responsible Executive: Vice President of University Advancement
Approving Official: Vice President of University Advancement
Effective Date: 03/08/2013
Revision History: New:
Revised:

10 **I. INTRODUCTION**

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12 The following requirements apply to all Florida State University campuses, all satellite
13 facilities and programs, all direct support organizations and governs the naming of
14 academic units, physical structures, or parts of physical structures, administrative
15 positions, faculty positions, excellence funds, athletic coaching positions, scholarships,
16 fellowships, internships, and lectureships. Academic units include academic programs,
17 centers, institutes, departments, schools and colleges. Physical structures include
18 buildings, building additions, collections of buildings, monuments, fields, open-air
19 courtyards, streets, alleys, and other outdoor areas. Portions of buildings (such as
20 classrooms, auditoriums, foyers, libraries) shall be governed by the Naming
21 Opportunities Guidelines.

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

25 These rules shall be applicable for all naming opportunities, regardless if the donor is an
26 individual, corporation, or foundation.

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29 **Definition of Terms:**

30 President President of The Florida State University.
31 Vice President Vice President, University Advancement, and President, FSU
32 Foundation.
33 Unit Head Dean of an academic unit, dean or head of a satellite campus,
34 president or head of a direct support organization, vice presidents
35 of the University, president of the student body.
36 Committee The Committee on Campus Names
37 Nameable Space A structure or space that may bear the name of an honoree.
38 Philanthropic Cost Total fundraising goal of a project.
39 Naming Cost Square footage of the nameable space multiplied by the net square
40 footage cost multiplied by any weighting factors.

41 **II. POLICY**

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43 **A. GENERAL REQUIREMENTS:**

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- 45 1. When a naming opportunity is presented, strong preference shall be given to persons who
46 have had long, close and valued associations with the University as teachers, administrators,
47 or distinguished and supportive alumni and friends.
 - 48 2. Donor recognition does not need to be tied directly to a gift for a specific building or
49 improvement, academic unit or endowment. Donors who support such projects may make
50 their gifts “unrestricted” to the university or to the unit responsible for the private fund-
51 raising. Significant unrestricted gifts can be recognized through naming opportunities.
 - 52 3. If fundraising exceeds the philanthropic costs, the additional funds may be applied toward
53 programmatic initiatives within the unit.
 - 54 4. Donors should fulfill pledges in seven years or less. Naming will be considered when 50
55 percent of a pledge is received. A lower percentage or a longer period can be granted in cases
56 where a written gift agreement is binding on the donor’s estate, and based on the previous
57 history of the donor.
 - 58 5. Once a building, program, or endowment has been named, the name shall not be changed
59 unless there are unusual or compelling reasons for changing the name. The University,
60 through the sole and absolute discretion of its Board of Trustees, may exercise this option if a
61 designated name, in its judgment, should bring discredit upon the University. Failure to
62 complete a pledge shall constitute a reason for changing the name. In the event of such re-
63 naming, the University shall have no financial responsibility, despite anything that may be
64 stated or implied to the contrary.
 - 65 6. At no time should promises or commitments regarding naming be made in advance of final
66 approval by the appropriate University entities.
 - 67 7. Exceptions to this policy may be made only by the President of the Florida State University,
68 with final approval from its Board of Trustees.
 - 69 8. The Florida State University policies on naming shall follow all statutory requirements
70 (*current statute: 267.062*).

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72 **B. SPECIFIC REQUIREMENTS - NAMING PHYSICAL STRUCTURES:**

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- 74 1. Where an individual, corporation or foundation contributes essentially 50% or more of the
75 private philanthropy costs (including both governmental and non-governmental matching
76 gifts) associated with a physical structure or essentially more than 50% of the value of an
77 existing facility, or parts thereof, a name suggested by such contributor for that project will be
78 given serious consideration. If for any reason, the matching gift is not received, the donor is
79 responsible for contributing the full 50% of the cost before naming becomes a consideration.
 - 80 2. Where a physical structure already exists or when funding has already been secured for a new
81 construction project, market benchmarks or other factors shall be used to determine the
82 required contribution for naming.
 - 83 3. Temporary naming of physical structures may be considered based on the length of period of
84 naming and an assessment of market value associated with the structure.

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C. SPECIFIC REQUIREMENTS – NAMING ACADEMIC UNITS:

1. Where an individual, corporation or foundation contributes significantly in 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.

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 \$25,000 is required to create an endowed fund at Florida State University.
3. Minimum endowment amounts do not include matching funds or grants
4. Endowment Levels: Minimums for endowed facilities and positions are maintained in the Florida State University Naming Opportunity Guidelines.

E. ADMINISTRATION OF THIS POLICY:

The Vice President for University Advancement shall administer this policy and reference it as appropriate in any written agreement or understanding regarding naming. Schools and units proposing naming thresholds and names for consideration under this policy should present a proposal in writing with sufficient background information to the Vice President for University Advancement. A committee, here named The Committee on Campus Names, shall advise the Vice President for University Advancement at the Vice President’s discretion. Approval thresholds are listed under the procedure section of the policy. 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 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. The naming of a building, road, bridge, park, recreational complex or similar facility for an existing State University System employee 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 naming committee, 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

- 129 naming committee and the president with the exception of prominent public spaces which will
130 require Board of Trustee approval. Prominent public spaces are defined as those with high
131 visibility, heavy usage, or those linked to significant University traditions.
- 132 3. Namable space with a philanthropic cost less than \$100,000 shall require approval of the unit
133 head.
- 134 4. Unit heads will maintain a list of naming opportunities—both available and successfully
135 designated—that are a part of their unit. The Vice President will maintain a master list of all
136 naming opportunities with proposed gift amounts and identification of the appropriate
137 approval entity.

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139 **G. THE COMMITTEE ON CAMPUS NAMES:**

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141 When requested by the Vice President for University Advancement, naming proposals may be referred to
142 The Committee on Campus Names. This committee shall be composed of the Vice President for Faculty
143 Development and Advancement (Chair), the Senior Vice President for Finance & Administration, the
144 Provost & Executive Vice President for Academic Affairs, the Vice President for University Relations,
145 the Associate Vice President for Facilities, an appointee of the Faculty Senate, the President of the
146 Student Body, and an external member appointed by the President. When so requested, the Committee
147 determines the appropriateness of proposals and prepares recommendations to be considered by the Vice
148 President for University Advancement. Recommendations shall be provided within 30 days of the
149 request for submission to the President.

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

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153 The Florida Statutes, Title XVIII, Chapter 267, statute 267.062 provides that in regard to naming
154 of state buildings and other facilities:

155 (1) Except as specifically provided by law, no state building, road, bridge, park, recreational
156 complex, or other similar facility shall be named for any living person.

157 (2) The division shall, after consulting with the Florida Historical Commission, recommend
158 several persons whose contributions to the state have been of such significance that the division
159 may recommend that state buildings and facilities be named for them.

160 (3) Notwithstanding the provisions of subsection (1) or Florida Statutes, Title XVIII, Chapter
161 1013, statute 79, any state building, road, bridge, park, recreational complex, or other similar
162 facility of a state university may be named for a living person by the university board of trustees
163 in accordance with regulations adopted by the Board of Governors of the State University
164 System.

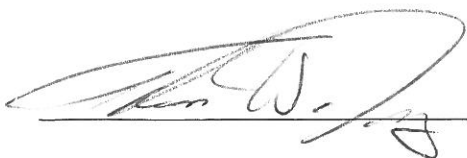
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166 The Vice President for University Advancement shall be responsible for review of the provision
167 of this policy and for making any necessary revisions every three years

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(signature of Approving Authority, date)