

Responsible Organization:
Commonwealth University (CU)
Responsible Office: Advancement
Origination Date: XX-XX-XXXX
Last Amended Date: XX-XX-XXXX

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA COUNCIL OF TRUSTEES NAMING POLICY

Policy Statement

Naming opportunities exist to recognize the extraordinary generosity of philanthropic individuals and entities whose support and service are invaluable to the Commonwealth University of Pennsylvania's ("CU's") mission and community. This policy outlines the process and criteria for naming opportunities under the control of CU, and reflects the process through which a naming opportunity is recommended to and approved by the Council of Trustees (the "Council") and/or the University President.

Reason for Policy/Purpose

- Provide general guidelines for the approval of physical and non-physical naming opportunities at CU.
 - Affirm the authority and responsibility of the Council for the governance of naming opportunities.
 - Ensure consistent application of naming opportunities.
 - Serve as a reference document for University and affiliated Foundation staff.
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Who Needs to Know This Policy?

- Members of the Council of Trustees
- Advancement staff
- CU staff involved in the solicitation or discussion of gifts involving naming opportunities
- CU staff seeking to honor individuals for dedication or meritorious contribution
- CU president, vice presidents, senior leadership

NAMING POLICY

Policy

A. Philanthropic Naming Opportunities and Approvals

CU offers philanthropic (physical and non-physical) naming opportunities. Decisions regarding such recognition are made in accordance with this policy and other applicable CU guidelines, including the *CU Named Gift Threshold Guidelines*. If the gift does not meet these requirements, no naming opportunity will be offered to a donor(s) unless an exception has been made pursuant to exceptions noted in this policy.

All gift-related naming opportunities must meet minimum established thresholds outlined in the *Named Gift Threshold Guidelines* and be coordinated through the Advancement Office.

All potential impacts of a naming opportunity should be considered, including financial, reputational, and public trust considerations. CU reserves the right to decline any naming opportunity for any reason.

1. Philanthropic Naming of Physical Entities

Philanthropic naming of physical entities owned by CU such as facilities (e.g., buildings, wings, auditoriums, rooms, offices, conference rooms, and halls), structures, collections, grounds, landscapes, outdoor spaces (e.g., stadiums) and equipment, is subject to the following provisions:

- a. A signed gift agreement is required before any naming opportunity will be approved.
- b. Naming Authority:
 - i. *Naming of buildings or structures* must be approved by the Council.
 - ii. *Naming of interior spaces, objects, features, collections, or equipment* valued at \$1 million or more must be approved by the Council. For those valued under \$1 million, approval is required from the President.
 - iii. *Naming of CU's grounds, landscaping, or other outdoor structures* valued at \$1 million and over must be approved by the Council. For those valued under \$1 million, approval is required from the President.
- c. Funding and Recognition Protocol:
 - i. Public acknowledgment of naming may occur after the gift agreement is fully executed.
 - ii. Full funding completion is required for the ongoing maintenance of the recognition.
- d. Any combination of gift instruments may be used to meet the terms of the gift agreement, subject to the approval of the President (or designee). Deferred gifts generally do not qualify for a physical naming opportunity unless there are no new construction costs. Realized deferred gifts are eligible for a physical naming opportunity.

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2. **Philanthropic Naming of Non-Physical Entities**

Philanthropic naming for non-physical entities (e.g., colleges, schools, departments, centers, units, institutes, programs, department heads, lectureships, lecture series, awards, professorships, fellowships, etc.) must adhere to the following provisions:

- a. A signed gift agreement is required before any naming opportunity will be approved.
- b. Naming Authority:
 - i. Naming of colleges, schools, departments, units, and institutes must be approved by the Council.
 - ii. Naming of academic positions, including deanships, department heads, professorships, and fellowships must be approved by the President.
 - iii. Naming of programs, centers, lecture series, lectureships, department funds, and awards must be approved by the President.
- c. Funding and Recognition Protocol:
 - i. Public acknowledgment of naming may occur after the gift agreement is fully executed.
 - ii. Funds will be distributed once the minimum funding level, as specified in the gift agreement, is reached.
 - iii. If the minimum funding level is not met within the specified timeframe, the President (or designee), may extend the agreement or revoke the naming and reallocate any accumulated funds in a manner consistent with original donor intent.
 - iv. Any combination of gift instruments may be approved to meet the funding requirements. Consideration should be given to the value of the gift, when the gift will be realized, and the future naming thresholds.
- d. Additional Naming Opportunities:
 - i. Naming opportunities not specifically addressed in this policy that require a gift of \$1 million or more must be approved by Council.
 - ii. Naming opportunities requiring gifts under \$1 million must be approved by the President.
 - iii. All such naming opportunities are subject to the provisions of this policy.

B. Honorific Naming

In addition to recognizing philanthropic support, the Council may bestow honorific naming in recognition of the dedication or meritorious contribution of an individual.

C. Naming for Corporations, Foundations, or Other Organizations

To avoid any appearance of commercial influence or conflicts of interest, naming opportunities involving corporations, corporate foundations, or organizations will undergo due diligence. Physical signage for such namings may not display the university's logo or branding elements, except for time-limited corporate sponsorships specified in a written agreement.

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Named entities will retain their naming rights following restructurings, mergers, or acquisitions, provided the successor organization upholds the terms of the agreement and continues gift payments. Non-compliance with the agreement will result in rescission of the naming within 90 days.

Successor organizations may request signage updates to reflect a new name, subject to approval by the President or designee, with all associated costs to be borne by the requesting organization.

D. Permanence of Naming Opportunity

CU is committed to honoring the legacy and historical connection of donors and honorees. Naming rights for a gift shall generally last for the useful life of the building or structure. For schools, institutes, centers, programs, endowments, or similar entities, the naming will remain as long as the entity exists. Any exceptions or modifications will follow the terms outlined in the gift agreement.

Honorific naming's will have a duration specified and approved by the Council.

If the Council determine the original purpose of a gift can no longer be fulfilled, such as in the case of selling, closing, or discontinuing an entity, the Council will determine an alternative use of the funds, taking into consideration the original purpose of the gift. Efforts will be made to contact the donor or their heirs, if possible, before making changes.

Some naming rights may be granted for a fixed term. Once the term ends, the name will expire unless renewed with additional contributions. All agreements should clearly specify the duration of the naming period.

E. Revoking a Naming Opportunity

The entity who approved the naming (Council or President) may revoke naming rights for any of the following reasons:

1. The donor fails to meet the pledge obligations stated in the gift agreement.
2. The Council decides discontinuing the name is in the best interests of the University.
3. The Council determines it is in the best interests of the University to change or modify an honorific naming.

If naming rights are revoked under any of these conditions, CU may retain any previously received gifts as outlined in the gift agreement.

F. Changing a Naming at Donor Request

A donor may request a change associated with a physical or non-physical naming opportunity (e.g., due to marriage or corporate merger). If approved by the President, the donor will be responsible for the costs of replacement signage and other related costs.

G. Consistent Signage

Recognition signage is coordinated with CU's design standards while also allowing some flexibility based on the location of the sign. All donor and honoree recognition signage, including fabrication and installation, must be coordinated through the Advancement Office in collaboration with CU's Facilities Office.

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H. Approval Authority

The VP for Advancement (or designee) will review all naming requests before they are presented to the Council or President for approval. The VP for Advancement is also responsible for providing donors with guidance regarding naming policy regulations and expectations.

I. Exceptions

Any exception to this policy for honorific naming or gifts of \$1 million or more must be approved by the Council. Exceptions for gifts under \$1 million must be approved by the President (or designee).

J. Approval Process

All recognition and naming requests should be submitted to the Advancement Office for consideration. The Advancement Office will be responsible for maintaining a record of all CU physical and non-physical naming opportunities.

K. Rescission

This policy supersedes all other naming policies and shall not be rescinded or modified except by the action of the Council.