

# ARKANSAS TECH UNIVERSITY

## BOARD POLICY

Policy Number: 404

Subject: Facilities and Properties Naming Policy

Date Adopted: 03/10

Revised: \_\_\_\_\_

### **Introduction**

The Board of Trustees of Arkansas Tech University retains authority for naming all Arkansas Tech University facilities and properties, i.e. all buildings; major portions of buildings; university streets or roads; stadium, coliseum, basketball court, baseball and softball fields and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties. The Board delegates to the President the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The President is also delegated authority to approve temporary naming for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. The President may sub-delegate this authority, as he or she deems appropriate.

This policy is intended to encourage private support through opportunities to name campus facilities and properties and only under extraordinary circumstances should facilities and properties be named without a gift.

Each proposal for naming an Arkansas Tech University property shall be considered on its merits. No commitment for naming shall be made prior to approval by the Board of Trustees of the proposed name.

All artist renderings, construction models or other plans should be identified as conceptual and not a literal depiction of what the facility or property will ultimately be. In negotiating with donors, the Vice President for Development should ensure that donors understand that even when a space will be named for them, they do not control the details of construction, furnishing, etc.

### **Criteria**

A proposed name for an Arkansas Tech University facility or property presented for Board of Trustee consideration must honor an individual or an organization and must meet the following criteria:

1. When a donor gift is involved:
  - a. The Board of Trustees has determined as a matter of policy that it is desirable for Arkansas Tech University to name facilities and properties in honor of significant contributors of funds to the university.

- b. The Board will take into consideration the significance and amount of the proposed gift as either or both relate to the realization or completion of a facility or property or the enhancement of a facility or property's usefulness to the university.
- c. Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting Arkansas Tech University. The term "substantial gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility.
  - i. The following guidelines are provided to assist with valuing a naming opportunity:
    - While each gift may be judged on its own merits, the expectation is that the gift will equal at least 10 percent of new capital improvement costs or 10 percent of the appraised value of an existing building or property. For a new facility, research by the Council for Advancement and Support of Education indicates an industry best practice of 50 percent of the construction costs of a new facility and 30 percent of the replacement cost of an existing facility. Payment of the gift should be realized in full within five years of the commitment.
- d. A donor gift can provide the funding for that portion of the total cost which would not have been available from any other source (such as federal or state loans or appropriations, student fees, bond issues, etc.).

2. In a rare instance, when no donor gift is involved:

- a. It should honor a person who has achieved unique distinction in higher education and other significant areas of public service, or who has served on the Arkansas Tech University Board of Trustees, or in an academic capacity, and has earned a national or international reputation as a scholar, or has made extraordinary contributions to Arkansas Tech University which warrant special recognition, or has served Arkansas Tech University in an administrative capacity and who, during administrative service, made extraordinary contributions to Arkansas Tech University which warrant special recognition.
- b. When a proposal for naming in honor of an individual involves service to the university in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
- c. No facility or property will be named after seated, elected, or appointed officials.

**Transfer of Names**

When a facility is named for an individual, the facility shall retain that name for the life of the facility. The function of structures on any university campus is fluid, depending on many factors. If the named facility has reached its life expectancy, the name will generally not be transferred. At the time of the replacement, the original donor will have first right of refusal to provide a new gift to continue the naming opportunity. When the facility has been named for an endowed gift, the preferences of the donor, the donor corporation or its successor or the donor family will be solicited.

### **Name Withdrawal**

Any legal impropriety on the part of the donor will make the gift and name subject to reconsideration by the university, which may include removal of the name from the facility.

### **Signage**

In approving the plan for naming of a facility or property, the campus-wide standard for signage shall be followed.

### **Procedure to submit proposal**

The following procedure will be observed when submitting a proposal for naming an Arkansas Tech University facility or property:

1. Each naming request must:
  - a. Be submitted in writing to the Vice President for Development at least six weeks prior to the Board of Trustees meeting at which the item is to be presented.
  - b. Demonstrate compliance with this policy.
  - c. Succinctly state reasons for the proposed name.
  - d. Name the constituent group(s) or individual(s) proposing the request.
  - e. Include complete biographical data about the individual or organization.
  - f. Ensure that all participants involved in this process remember that strict confidentiality is required.
  - g. Identify the "special circumstance" when requesting a waiver of policy, if any.
2. Upon receipt of the naming request, the Vice President for Development will convene a review panel. The panel shall consist of:
  - a. Vice President of Administration and Finance  
Vice President of Development  
Executive Assistant to the President  
Vice President for Academic Affairs

- b. After the panel's review, if the proposal is recommended for approval, the Vice President for Development shall present the request to the President. If the President approves the request, the Vice President for Development will prepare an agenda item for presentation at the next Board of Trustees meeting.

3. Confidentiality is to be maintained on all requests submitted.

Requests for naming facilities and properties should be submitted to:

Vice President for Development  
Arkansas Tech University Development Office  
1509 North Boulder Avenue  
Admin. Building, Room 218  
Russellville, AR 72801  
(479) 968-0400