



*University Community (Faculty, staff, students, donors & prospects)*

SUBJECT (R*)	EFFECTIVE DATE (R*)	POLICY NUMBER (O*)
DONATIVE NAMING POLICY	September 10, 2014	710.015

**POLICY STATEMENT (R\*)**

This policy governs the naming of University campuses, buildings, other physical spaces or structures, academic or departmental units, programs, endowed faculty positions, fellowships and other endowed funds, where appropriate, for naming opportunities associated with donor recognition. This policy applies to all donor naming opportunities, regardless of whether a donor is an individual, foundation or corporation. Honorary namings are not covered by this policy, and are reserved to the Board of Trustees.

**GENERAL REQUIREMENTS FOR NAMING OPPORTUNITIES**

1. The University may grant a donor permanent naming recognition in connection with a University building, academic unit, department, program, or faculty and/or student support endowment if the donor has satisfied the minimum philanthropic contributions as outlined in this policy, and if the recommended naming is consistent with the University’s reputation as a public entity and advances the University’s educational, research and public service missions.
2. Because of the public visibility and significance associated with such permanent naming recognition, the University should only recognize donors who have attained achievements of distinction and who have made a significant contribution to the community, their profession and/or the University. Individual donors should be of exemplary personal integrity, and corporate or foundation donors should have a high ethical standard of business and personal practice, as determined in the University’s sole discretion.
3. Naming recognition of any building shall be provided in accordance with all applicable laws, including but not limited to Board of Governors Regulation 9.005 and IRS requirements relating to naming opportunities for tax-exempt bond financed facilities. The naming of any building must be approved by the Board of Trustees as a noticed, non-consent agenda item.
4. All endowments created in connection with any naming opportunities shall be managed and administered by the FIU Foundation, Inc. in accordance with applicable law and the Foundation's investment and disbursement policies, as they may be amended from time to time.
5. Timeline for Naming: The naming recognition benefits conferred on a donor shall be provided after any requisite board approvals are obtained and no earlier than execution of the gift agreement and receipt of first payment. In the case of an irrevocable gift, when a building or facility will be named and the funds are not required for construction or renovation, naming recognition may be provided following execution of the gift agreement and receipt of requisite board approvals.
6. Minimums for naming opportunities are maintained in the Naming Opportunity Guidelines.

**REASON FOR POLICY (O\*)**

To create a standard for all donor naming opportunities throughout the University.

**DEFINITIONS (R\*)**

“Gifts” refer to contributions consisting of an unconditional transfer of cash or other assets such as securities, land, or personal property, without consideration (i.e. a bargained-for exchange). Certain gifts to qualified charitable entities are entitled to charitable contribution deductions under the Internal Revenue Code.

“Endowments” refer to assets donated with stipulations that they be invested to provide a permanent source of income.

“State Matching Funds” refer to funds appropriated by the State of Florida pursuant to challenge grant programs established to encourage private gifts to state universities, including funds provided pursuant to the Alec P. Courtelis University Facility Enhancement Challenge Grant Program, the University Major Gifts Program, the First Generation Matching Grant Program, or other similar challenge grant programs that may be established by the Florida Legislature from time to time.

“Honorary Namings” refer to non-gift related naming of a University Facility to individuals who have made significant contributions to the University or to the state of Florida or to the fields of education, government, science or human betterment and who are of recognized accomplishment and character. Consistent with Florida Board of Governors Regulation 9.005, Honorary Naming is not allowed for any active board member or employee of the Board of Governors or any active employee, student, or trustee of the university.

## PROCEDURES (O\*)

### I. SPECIFIC REQUIREMENTS FOR PERMANENT NAMING OF BUILDINGS AND FACILITIES

#### A. Existing Facilities:

1. Total cost of remodeling or 50% of the replacement cost of the facility, whichever is greater.

#### B. New Facilities:

1. For facilities constructed with a combination of state and donated funds: The Donor’s gift, plus any associated state matching funds, if any, should equal 50% or more of the cost of the project.
2. For facilities constructed solely with donated funds: Lead Donor’s gift, plus associated state matching funds, if any, must equal 50% or more of the cost of the project.
3. For University or DSO debt-financed facilities: The IRS imposes strict limitations and compliance requirements on naming opportunities for facilities financed with tax-exempt bonds (i.e. athletics-related facilities). If the University believes a naming opportunity is likely to materialize for any given project, the gift levels for such naming recognition must be determined in consultation with the University Treasurer and bond counsel prior to the BOT’s approval of the issuance of any debt, so as to permit the financing structure for the project to be developed in a manner that complies with all applicable bond-related requirements.

#### C. Gifts shall be used for construction or to establish a general restricted endowment in support of the programs intended for the facility to be named or the maintenance and upkeep associated with the facility or program. This endowment will not be named in recognition of the donor.

#### D. Irrevocable planned gift commitments will be counted at their present value toward the minimum naming amount. Revocable deferred gifts are not eligible to be counted toward the minimum amount required to name a facility.

#### E. Gifts made to an endowment or for facility improvements shall be considered for the following naming opportunities. Gifts in these categories shall be used for construction, renovation, equipment, expansion, or endowment.

Wet Laboratory

Dry Laboratory

Programmatic Laboratory

Electronic Classroom, Case Room, or Auditorium

Large Classrooms (> 50 seats)

Small Classrooms ( $\leq$  50 seats)

Large Conference Rooms, Administrative Suites, Faculty Suites, Study Rooms, etc. (> 300 sq. ft.)

Small Conference Rooms, Administrative Suites, Faculty Suites, Study Rooms, etc. ( $\leq$  300 sq. ft.)

#### F. Naming of benches, fountains, outdoor gardens, donor walls, other structures and spaces shall be addressed on a case-by-case basis as set forth in the section titled Approval Process (see Procedures). The appropriate minimum gift level will be calculated based on a variety of factors, including but not limited to location, structure, scale and function. Gifts must cover the entire cost of construction, installation or replacement and, if required, an endowment sufficient to cover all anticipated maintenance costs, unless funds are otherwise identified by the University through a division, college, school or other unit.

G. Transfer of Naming Recognition:

If a named building has reached its useful life expectancy and is no longer used by the University and/or is demolished, gift agreements should contain language specifying that the naming rights on the building will not be transferred to another building or new facility. The original donor, successor or family will have first right of refusal to fund the new building.

**II. SPECIFIC REQUIREMENTS FOR NAMING DIVISIONS, COLLEGES, SCHOOLS, DEPARTMENTS, CENTERS, INSTITUTES AND PROGRAMS**

Gifts associated with the naming of any division, college, school, or other unit should transform the unit involved, enabling the unit to reach a level of excellence that would have been extremely difficult using State or University funds alone.

A. The appropriate minimum gift level will be calculated based on a variety of factors, including but not limited to market benchmarks, peer institutions, and profile of students. Naming opportunities are as follows:

- College, Independent School, or Division
- School within a College
- Independent Center, Institute, Program, or Department
- Center, Institute, or Program within a College or School

B. Other guidelines:

1. FIU Foundation shall have the latitude to approve a multi-year payment plan for the establishment of an endowment at the major gift level, as determined by the Foundation and the University, provided full payment is received within a reasonable period of time (most generally five years) from the execution of the gift agreement.
2. If the stated minimum is not achieved by that time, the donation will be expended according to the designated use until the funds are depleted or it may be placed in another endowment with a similar purpose, consistent with the gift agreement terms. All gift agreements shall contain language specifying that permanent naming recognition is contingent on satisfaction of donor's payment obligations.
3. Each college, school or department may establish named fund opportunities to support the particular activities of its programs so long as the minimum standards stated above are observed.
4. Establishing such named endowments requires the approval of the area Dean, or Director, as well as the CEO of the FIU Foundation, Inc.

C. State Matching Funds:

The State of Florida does not guarantee matching funds. Therefore, the minimum gift level required for naming must be achieved through philanthropic contribution and state matching funds only when received. Any matching funds received as a result of a donor's gift will be applied to the program/purpose of the gift as described in the gift agreement.

D. Transfer of Naming Recognition:

If the purpose for or academic unit for a named Faculty or Student support endowment ceases to exist, the Dean or Director, and University Advancement will work with the original donor, successor or family, if available, to find an appropriate use for the endowment that is most closely aligned to the donor's expressed intent and the institution's goals. If a donor cannot be located, the CEO of the FIU Foundation, Inc., with the concurrence of the Foundation Board of Directors, shall take all appropriate steps to modify a gift's restrictions in accordance with applicable law.

E. Name Withdrawal or Removal:

Any legal impropriety on the part of the donor will make the gift and naming subject to reconsideration by the Foundation and University.

**III. SPECIFIC REQUIREMENTS FOR NAMED FACULTY AND STUDENT SUPPORT ENDOWMENTS**

The following are classified as Named Endowments. These endowments are listed because of their broad appeal to most donors.

1. Distinguished Chair: The Distinguished Chair supports projects determined by the President and related to institutionally defined priorities.
2. Deanship: The Endowed Dean's Chair is to be occupied by an individual serving as Dean of a school or college.
3. Eminent Scholars Chair: The Eminent Scholars Chair is to be occupied preferably by an individual with the rank of full professor.
4. Chair: The Chair is to be occupied preferably by an individual with the rank of full professor.
5. Distinguished Professorship: This position is to be occupied preferably by an individual with the rank of full professor.
6. Distinguished Visiting Professorship: This position is to be occupied by a prominent scholar or other distinguished person on a rotating basis generally not to exceed one year in duration.
7. Professorship/Lectureship
8. Graduate Fellowship: A fellowship is awarded to a student who is working toward an advanced degree in any graduate program (and this may include an assistantship, for which the student may perform teaching or research duties).
9. Research Fund: The spendable income from the endowment may be used to support a research program, technology enhancements, publication or presentation expenses, or other research-related expenses.
10. Scholarship: An endowed scholarship may be awarded to an undergraduate, graduate, or professional school student on the basis of need, academic merit, or other guidelines set forth in the gift agreement.
11. Student Support Fund

#### **IV. APPROVAL PROCESS**

- A. A naming of any kind requires approval, as required herein, prior to any commitment with the donor.
- B. The naming of any building (new or existing), college or independent school as the result of a private gift, must be approved by the Senior Vice President for University Advancement, the Executive Vice President and Provost, and the Senior Vice President and Chief Financial Officer. The recommendation must then be submitted for final approval to:
  1. The President.
  2. The FIU Foundation Board of Directors.
  3. The FIU Board of Trustees (approval for naming of buildings is required as a noticed, non-consent agenda item).
- C. The naming of a portion of a building, such as classroom or auditorium, as a result of a private gift, must be approved by the following:
  1. The appropriate area Vice President, Dean or Director.
  2. The Senior Vice President for University Advancement in concurrence with the Executive Vice President and Provost and the Senior Vice President and Chief Financial Officer.
  3. The President.
- D. The naming of a division, department, a school residing within a college, center, institute or program requires approval of:
  1. The area Vice President and Dean/Director.
  2. The Senior Vice President for University Advancement in concurrence with the Executive Vice President and Provost.
  3. The President.
- E. The FIU BOT, upon recommendation from the President, retains the right to approve or disapprove any naming, or to return a gift to a donor, in serving the best interests of the University.

F. Requests for approval of naming opportunities shall be transmitted to the Senior Vice President for University Advancement via memorandum or proposal draft outlining the name, gift amount and possible terms, how the funds will be used and the rationale for extending recognition through a naming opportunity.

#### **HISTORY (R\*)**

Adopted by Foundation Board of Directors on June 7, 2014.  
Adopted by University Board of Trustees on September 10, 2014.

#### **RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT (R\*)**

Division of University Advancement/  
FIU Foundation, Inc.

#### **RESPONSIBLE ADMINISTRATIVE OVERSIGHT (R\*)**

University Advancement/FIU Foundation, Inc.  
11200 S.W. 8th Street – MARC 531  
Miami, Florida 33199  
Telephone: (305) 348-3758

The University Policies and Procedures Library is updated regularly. In order to ensure a printed copy of this document is current, please access it online at [www.policies.fiu.edu](http://www.policies.fiu.edu).

For any questions or comments, the “Document Details” view for this policy online provides complete contact information.

#### **FORMS/ONLINE PROCESSES (O\*)**

BOG Regulation 9.005  
Naming Opportunities Guidelines  
Link to the above referenced Form(s) available in the "Document Details" Section of the online version of this policy document.

**\*R = Required \*O = Optional**



## Naming Opportunities Guidelines

Office of Donor Relations and Stewardship

**For naming divisions, colleges, schools, departments, centers, institutes and programs:**

<b>Naming Opportunity</b>	<b>Description</b>	<b>Suggested Minimum</b>
College, Independent School, or Division		\$20,000,000
School	within a College	\$5,000,000
Independent Center, Institute, Program, or Department		\$2,500,000
Center, Institute, or Program	within a College or School	\$1,000,000

**For naming facilities:**

<b>Naming Opportunity</b>	<b>Description</b>	<b>Suggested Minimum</b>
Wet Laboratory	Wet laboratories are laboratories where chemicals, drugs, or other material or biological matter are handled in liquid solutions or volatile phases, requiring direct ventilation, and specialized piped utilities (typically water and various gases).	\$500,000
Dry Laboratory	dry lab is a laboratory where computational or applied mathematical analyses are done on a computer-generated model to simulate a phenomenon in the physical realm whether it be a molecule changing quantum states, the event horizon of a black hole or anything that otherwise might be impossible or too dangerous to observe under normal laboratory conditions.	\$250,000
Electronic Classroom, Case Room, or Auditorium	Electronic classrooms integrate computer, multimedia, audio-visual, and network technologies in the teaching and learning process. Case rooms provide a more intimate location for academic activities in	\$250,000

	which lecture halls, libraries, etc. are too large. An auditorium is a large building or hall used for public gatherings, typically speeches or stage performances; it can also be part of a theater, concert hall, or other public building in which the audience sits.	
Large Classrooms	> 50 seats	\$100,000
Small Classrooms	≤ 50 seats	\$50,000
Large Conference Rooms, Administrative Suites, Faculty Suites, Study Rooms, etc.	> 300 sq. ft.	\$25,000
Small Conference Rooms, Administrative Suites, Faculty Suites, Study Rooms, etc.	≤ 300 sq. ft.	\$10,000

**For naming faculty and student support endowments:\***

<b>Naming Opportunity</b>	<b>Description</b>	<b>Suggested Minimum</b>
Presidential Endowment	Supports projects determined by the President and related to institutionally defined priorities.	\$3 million
Endowed Deanship	To be occupied by an individual serving as Dean of a school or college.	\$2.5 million
Eminent Scholars Chair	To be occupied by an individual with the rank of full professor.	\$2 million
Chair	To be occupied by an individual with the rank of full professor.	\$1.5 million
Distinguished Professorship	To be occupied by an individual with the rank of full professor.	\$1 million
Distinguished Visiting Professorships	To be occupied by a prominent scholar or executive on a rotating basis generally not to exceed one year in duration.	\$500,000
Professorship/Lectureship	Awarded the position of professor with such responsibilities, i.e. lecture series, more than one lesson taught, etc.	\$250,000
Graduate Fellowship	Awarded to a student who is working toward an advanced degree in any graduate program including an assistantship, for which the student may perform teaching or	\$250,000

	research duties.	
Research Fund	To support program efforts, technology enhancements, research and publication or presentation expenses.	\$150,000
Scholarship	Awarded to an undergraduate, graduate, or a professional school student on the basis of need and/or academic merit.	\$25,000
Student Support Fund	Awarded to areas that give our students the most opportunities to excel and ensure that we have the skills and knowledge to continue to serve and support our students at the highest level, i.e. student services, student activities, advisors, etc.	\$25,000
General Endowment Minimum	Includes program and lecture endowments.	\$25,000

**For naming faculty and student support accounts (non-endowed):**

<b>Naming Opportunity</b>	<b>Description</b>	<b>Suggested Minimum</b>
Professorship/Lectureship	Awarded the position of professor with lesser responsibilities than that of an endowed professorship, i.e. a single lecture, etc.	\$100,000
Program	Awarded to an undergraduate, graduate, or professional school student on the basis of need and/or academic merit; university programs and activities may include, but are not limited to, employment, admissions, recruitment, financial aid, academic programs, student treatment and services, counseling and guidance, discipline, classroom assignment, grading, recreation, athletics, etc.	\$15,000
Scholarship	Awarded to an undergraduate, graduate, or a professional school student on the basis of need and/or academic merit.	\$5,000

\* To remain in perpetuity as a named endowment, the corpus of the endowment must grow to a minimum of \$25,000 within five years.