# University of Cincinnati and UC Foundation FACILITY AND ACADEMIC UNIT NAMING GUIDELINES

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# INTRODUCTION

The University of Cincinnati (UC) and UC Foundation recognizes the significant role of philanthropy and service in advancing its mission of education, research and community engagement. This manual outlines the procedures for naming university facilities and academic units in recognition of individuals, organizations or foundations who have made substantial contributions to UC's growth and success.

# NAMING COMMITTEE

The Naming Committee ("the Committee") exists to determine whether honorific, administrative/functional and commemorative naming proposals are appropriate, responsible and consistent with the established criteria for the University of Cincinnati. The Committee reviews all requests for facility naming opportunities for both interior and exterior spaces and for academic units. The Committee makes recommendations to the UC Board of Trustees for final approval. Voting committee members include:

- President, UC Foundation and Vice President for University Advancement (Co-Chair)
- Associate Vice President of Planning + Design + Construction (Co-Chair)
- Director, Environmental Graphic Design
- Representative of the University President
- Representative of the Provost for Baccalaureate and Graduate Education
- One Dean
- Two faculty, elected by the Faculty Senate
- One undergraduate student
- One graduate student
- Representative of Marketing and Communications
- Representative of Auxiliary Services

# **GUIDING PRINCIPLES**

 Integrity: Naming opportunities should be granted ethically and transparently, reflecting the values of the University and, where relevant, the donor.

- Impact: Naming should recognize significant philanthropic or other contributions that advance the University's mission and strategic priorities.
- Sustainability: Naming agreements should be carefully considered and reviewed to ensure long-term viability and alignment with the University's evolving needs.
- Consistency: Naming guidelines should be applied consistently across all colleges, units and departments.

# **TYPES OF NAMING**

- Functional or Administrative: Related to a building's use or location includes retail or auxiliary spaces. (i.e. "Chemistry Building")
- Honorific: Honoring or memorializing a member of the University community
  for distinguished service or extraordinary academic contributions not related
  to a gift. When proposing an honorific naming recognition for a member of the
  faculty or staff, be aware that this type of naming may be considered only for
  individuals separated from active university service for five years or more.
- Commemorative: Acknowledging a private gift from an individual, corporation or foundation.

Naming opportunities may be granted for:

- Facilities: Entire buildings (new or existing).
- Spaces: Classrooms, laboratories, libraries, performance halls, faculty offices and other significant spaces within buildings.
- Academic Units: Non-facility units (centers, institutes, colleges, schools, departments, programs, etc.) which a donor would like to name in recognition for a philanthropic gift.

# **NAMING PROCESS OVERVIEW**

Generally, there are three steps in the Naming Process:

 Assignment of Naming Value: Each identified space is evaluated and assigned an appropriate minimum naming value or amount. NOTE: Generally, negotiations should not take place between a representative of the University or UC Foundation and a potential donor for a naming **opportunity before the minimum naming level has received prior approval from the Committee.** Naming requests not tied to a gift must confirm with the Committee that the desired space is currently available to be named.

- 2. Approval by the Naming Committee: An approved recommendation to name a space must be formally obtained from the Committee. For donor recognition, i.e. signage, this step cannot be completed until all gift agreements have been finalized or the gift has been received.
- 3. Final Approval by the UC Board of Trustees: Recommendations for naming a space are submitted to the UC Board of Trustees for final review and approval.

# **GENERAL CRITERIA**

University facilities and academic units may be named to recognize benefactors (individuals, corporations and private foundations) or other parties who have made substantial financial contributions to the University. Facilities and academic units may also be named to honor individuals who have made significant non-financial contributions to the University. Naming opportunities are limited to spaces or programs already existing or under construction. Generally, recognition cannot be granted retroactively for gifts made in the past.

### **Individual Donors**

University facilities or academic units named after donors will require the donor to contribute a gift equivalent to or greater than the minimum naming level approved by the Committee. The donor's name shall remain in place for the useful life of the University Facility or Academic Unit. At the expiration of the useful life of the University Facility, the University is not obligated to continue the name, nor shall it be obligated to name any new construction intended to replace the facility or any part of the facility after the original facility donor.

The UC Board of Trustees shall have the authority to revoke the name of a University Facility or Academic Unit in the event that the donor for whom the facility or unit was named:

- Is later convicted of a felony; or
- Engages in conduct which the UC Board of Trustees determines, in its sole discretion, to be contrary to the mission, values, reputation or the best interests of the University.

Does not fulfill the gift commitment.

Financial considerations and donor agreements are reviewed under the guidance of the UC Foundation. Exceptions to minimum gift amounts may be authorized by the Naming Committee, as the Committee deems appropriate.

# **Corporate and Foundation Donor Naming Guidelines**

The appropriateness of a corporate or foundation name in a public context should be taken into consideration when naming a space. The University of Cincinnati will not name an academic building or an academic unit after a corporate or foundation donor, but for special circumstance recommended by the Naming Committee and approved by the Board of Trustees, interior spaces of buildings may be named in recognition of corporate or foundation support.

Should a corporation or foundation's name change after a space has already been named, the original recognition name will remain unless a change is recommended to the Committee. The Committee will evaluate the appropriateness of the organization's new name and will make a recommendation to the Board of Trustees. The UC Board of Trustees will decide if it is appropriate to rename the space with the new organization's name or retain the original donor recognition name.

In the event that any of the officers or directors of the corporation or foundation are later convicted of a felony or incur civil sanctions in their capacity as officers or directors of the corporation or foundation, the UC Board of Trustees has the sole discretion to revoke their naming of a space. Likewise, if the Board deems continued name association between the corporation or foundation and the University would be contrary to the mission, values, reputation or the best interests of the University, the Board, in their sole discretion, may revoke the naming recognition.

The use of corporate or foundation indicia (logo or other distinguishing marks) will be permitted on gift recognition plaques and/or signage at the discretion of the Committee and UC's Office of Planning + Design + Construction.

Naming requests included in corporate or foundation *sponsorships* (defined as one-time funding for a predetermined time period, such as a five-year naming sponsorship of the career services center) require recommendation for approval from the Committee to the UC Board of Trustees.

# **GIFT COMMITMENTS FOR NAMING**

Outright and Deferred Gifts accepted for the purpose of naming facilities and academic units must adhere to the gift requirements below. Exceptions may be authorized by the Committee, as the Committee deems appropriate.

# **Acceptable Gift Types**

- Cash or securities.
- Irrevocable pledge commitments payable within five years.
- Irrevocable commitments via a planned gift.
- Realized estate gift, with the donor receiving posthumous recognition.

The types of gifts listed below may have additional requirements to be considered prior to acceptance and will require additional documentation specific to the type of gift:

- Outright gifts to the University, such as publicly traded stock.
- Nonmarketable assets such as closely-held stock, personal property, or real estate that is not easily sold.
- Term charitable remainder trusts and deferred gift annuities will be considered on a case-by-case basis.

# **Outright Gifts**

### **Minimum Gift - Facilities**

Donors are required to commit to a minimum of 50% of the cost of construction or the equivalent cost of major renovations (rounded to the nearest \$5000). If a naming opportunity applies to an existing building or space without associated construction or renovation costs, the gift may be directed toward establishing an endowment for general use or scholarships benefiting the department or unit that primarily utilizes the space. If the donor is pledging the funds for naming, the pledge commitment must be irrevocable and paid over no longer than a five-year pledge term.

### Minimum Gift - Academic Units

Donors must commit to a minimum gift that establishes an endowment, with the payout intended to generate income for the named unit with a target of 10% of the unit's General Funds expense budget at the time the gift is finalized, based on the then-current endowment payout rate (currently 4%). The President of the University of Cincinnati may approve gifts generating less than 10%. If the donor is pledging the funds for naming, the pledge commitment must be irrevocable and paid over no longer than a five-year pledge term.

NOTE: Since the minimum naming level for an academic unit is based on an endowment generating income that meets a certain percentage of the unit's budget, Gifts-In-Kind cannot be used to name an academic unit.

### **Qualifying Endowment Gifts**

Facilities may be named to recognize a donors' endowment gift(s) if:

- The total gift is at least 50% of the original estimate of the cost for construction or renovation of the named space; and,
- The gift is either unrestricted or for overall faculty/student/staff support for the University and/or the college or unit involved. The donor may not also name the endowment fund.

# **Documentation Requirements**

• Signed irrevocable gift agreement or pledge form, as defined in the Gift Acceptance Policy

An exception to this requirement applies if the donor plans to contribute funds to the University through a donor-advised fund, as such funds cannot be used to fulfill personal pledges. In cases where the donor would like to be recognized for a gift from a donor-advised fund, UC will withhold the naming recognition until the pledge has been fully satisfied.

### **Deferred Gifts**

### **Minimum Gift - Facilities**

Irrevocable deferred giving vehicles can be used to name existing University buildings or parts of buildings provided there is no current need of funds for building renovations or expansion and that the face value of the gift is at least 75% of the replacement value of the building. The pledge commitment must be irrevocable.

Donors who would like to be recognized for an estate gift using a revocable gift will be recognized when the revocable gift is received.

### **Minimum Gift - Academic Units**

Donors must commit to a minimum gift that establishes an endowment, with the payout intended to generate income for the named unit with a target of 25% of the unit's General Funds expense budget at the time the gift is finalized, based on the then-current endowment payout rate (currently 4%). The pledge commitment must be irrevocable.

### **Documentation Requirements**

Acceptable gift agreement documentation for deferred gifts:

- Signed Deferred Pledge Agreement
- Executed Trust Document
- Executed Gift Annuity Agreement

Review the UC Foundation Gift Acceptance Policy for more information on deferred gift vehicles. Based on the type of deferred gift used there may be additional documentation required. Please contact the UC Foundation's Office of Gift Planning to assist in situations where a donor is using a deferred gift for a naming opportunity.

# **NAMING PROCEDURES**

# **Naming Levels**

The Naming Committee must review and approve proposed naming levels for specific spaces prior to Foundation staff discussing naming opportunities with a prospective donor. A facility-naming opportunity included as a recognition within a gift proposal must be approved by the appropriate UC Foundation Vice President for Development before the solicitation takes place.

Office of Planning + Design + Construction (PDC) and the UC Foundation determines the formula for calculating the minimum naming levels for facilities and academic units.

Marketability: Spaces such as prominent lobbies, plazas and gardens, state-of-theart laboratories, office suites, large classrooms and conference rooms may be more attractive naming opportunities than faculty offices, student meeting rooms or storage spaces. Units may request that the Committee approve a larger minimum naming level for premium space.

The Committee may make exceptions to accept a naming gift that is lower than the minimum naming level under extraordinary circumstances but will generally decline to recommend naming a space for a gift that does not meet the minimum calculated gift threshold.

Private fundraising goal: If a unit must raise all the funding for new construction or a major renovation project through private philanthropy before the project can move forward, the naming levels for the building and all spaces within the building must be set appropriately to meet the fundraising goal. For example, if a renovation project costs \$5,000,000 and the funding needs to be raised through private sources (no University money) before the project can move forward, then the naming opportunities being offered should total at least the project cost of \$5,000,000. It is recommended that the aggregate volume of naming opportunities represent 150-200% (in this example, \$7.5-\$10 million) of any project that is dependent solely on private support.

Naming levels approved by the Committee should be reviewed and updated every two years to reflect changes in current market values.

# **Approval by the Naming Committee**

Generally, all communication with the Naming Committee begins with the UC Foundation President's Office which will work with individuals to prepare materials for the Naming Committee.

# **Naming Committee Timeline**

(Weeks before UC Board of Trustees Meeting)

### 12 Weeks

- UC Foundation President's Office (UCF PO) issues a call for naming submissions.
- Individuals seeking naming approval must submit the appropriate Naming Request Form.

• Submissions must confirm that the gift meets or exceeds the approved naming level and that the appropriate facilities representative for the college/unit have verified the space's availability for naming.

### 10 Weeks

- Submission deadline: Send requests to <a href="mailto:presidents.office@foundation.uc.edu">presidents.office@foundation.uc.edu</a>
- Submissions must be reviewed by the relevant Vice President but do not require signatures from the Provost, Senior VP of Administration & Finance, or Director of Athletics, at this time.
- The UCF President's Office reviews submissions and works with the submitter to finalize the documents.
- After approval by Naming Committee co-chairs, UCF President's Office gathers necessary signatures.

### 7 Weeks

• UCF President's Office distributes agenda and materials to Naming Committee members for review.

### **6 Weeks**

Naming Committee meeting held virtually.

### **5 Weeks**

- Meeting minutes prepared and approved by PDC Director, Environmental Graphic Design, and VP for University Advancement.
- PDC sends Board of Trustees agenda items for approval to Senior VP of Administration & Finance.
- PDC prepares Board of Trustees recommendations for approved requests and circulates them for review and signatures.

### 3.5 Weeks

• Final Board of Trustees approval recommendations sent to Senior VP of Administration & Finance for review and submission.

### **UC Board of Trustees Meeting:**

• Naming materials are presented for approval.

### **Post-Meeting:**

 PDC requests approved Board of Trustees recommendations, logs them in the "Tracking Matrix – BOT Naming Recommendations," and shares them with UC Foundation staff.

### **Email Poll Procedures**

Occasionally, there are situations when items may need to be submitted to Naming Committee outside of the regularly scheduled meetings. Email polls can only be used to submit routine requests for the committee's consideration. A routine request contains no atypical information or details that the committee may need to discuss. Discussion items need to stay within the traditional timeline of Naming Committee and are ineligible for an email poll. If you have a request that you would like to include in an email poll to the committee, please reach out to the UC Foundation President's Office.

# **RECOGNITION SIGNAGE PROCEDURES**

Planning + Design + Construction collaborates with their partners to design and facilitate the appropriate graphic and visual interpretation of the recognition, and the honor bestowed. The design of a tangible acknowledgment of a donor or benefactor for buildings and spaces depends on the type of building, the age of the building, the location on campus, the amount of the gift and the guidelines established by the Naming Committee and accepted by the Board of Trustees of the University.

# **EXCLUSIONS**

- The naming of endowed chairs and professorships, scholarships, fellowships, donor walls and donor awards are not included in these guidelines. They are governed by existing gift minimums and naming procedures. Please see the UC Foundation Gift Acceptance Policy for additional details.
- The Naming Committee does not have the authority to approve recommendations for naming buildings or units that are wholly owned by UC Health. While naming opportunities within the UC Health system generally follow similar protocols for determining naming levels and

- documenting opportunities, all final approvals for such namings are the responsibility of UC Health.
- A naming request for a leased space—whether leased by the University through UC Health or vice versa—requires acknowledgment from the lessor that the lessee has the right to name the space for the duration of the lease. Additionally, the gift agreement with the donor must clearly reflect the donor's understanding of these naming terms.
- Ordinarily, University Facilities or Academic Units will not be named in honor of people who are actively involved in or related to University operations. This includes:
  - Faculty, Staff and Administrators
  - o UC and UC Foundation Board of Trustee Members
  - Advisory Board Members
  - Legislators or other Government Officials

However, if any benefactors to the University fall within these groups, they are eligible to be considered for commemorative recognition.

- University Facilities or Academic Units may be named for people who
  have retired from active employment with the University after a period of
  five years has elapsed since their last day of employment.
- Donors may not be recognized with a named space and a named fund (endowment or current use) for the same gift, unless the named fund supports the named space. For example, if John Smith gives \$50,000 and is recognized with his name on a classroom (The John Smith Classroom), his gift may not also be used to establish a named scholarship (The John Smith Scholarship.) This is considered double recognition, where the donor is recognized with both a named space and a named scholarship for the same gift.

Sponsorships are administered through the Office of Trademark Licensing and Brand Engagement, and all terms for a sponsorship must be coordinated through that office. Naming requests associated with Sponsorships must still be recommended by the Naming Committee to the UC Board of Trustees for approval.