

## MSUM Guidelines for Naming Facilities, Positions and Programs

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The rich tradition of a university can be enhanced by the careful naming of facilities, positions and programs to reflect the philanthropic or distinguished service contributions of individuals or groups. This document will define the guidelines to be followed in all naming proposals; the criteria to be employed to determine suitable names for our facilities, positions or programs; and will specify any financial considerations expected or required for naming.

Primary responsibility for managing the naming process will rest with the President of the University to indicate to all the importance of the effort. As a rule, the President will delegate day-to-day management of the process to the Vice President of the Alumni Foundation. In all cases, MSU Moorhead will follow any current or future guidelines from the Minnesota State Colleges and Universities System.

- A. Guidelines for Naming a Facility, Position, Academic Unit, Endowment or Program. The Vice President of the Alumni Foundation is delegated primary responsibility for naming suggestions. It will be the Vice President's responsibility to determine that any suggestion follows applicable Minnesota State Colleges and Universities and MSU Moorhead guidelines.

The Vice President of the Alumni Foundation will provide the President and other members of the Senior Executive Council with the naming suggestion and any pertinent information. The Senior Executive Council, after discussion, will make a recommendation to the President.

The President will consult with faculty, students, staff and any such other representation the President deems advisable prior to naming a facility, position or program. The President will also formally carry any request to the Chancellor or Board of Trustees of the Minnesota State Colleges and Universities System.

Upon the approval of the naming of the facility at the appropriate level, all public announcements and any dedication ceremonies will be planned and conducted through the Alumni Foundation and the Office of Marketing and Communications.

- B. Definitions of Endowed Programs and Positions. In all endowed programs and positions, the principal contributed toward the position or program is invested by the Alumni Foundation and remains intact. Only a portion of annual income or growth will be apportioned by the Alumni Foundation Board of Directors. That portion will be determined annually based on Board policies which seek to preserve the capital of the original gift while meeting the wishes of donors.

1. Named Endowed Scholarship. Income from this fund will provide financial aid to the student recipient. Selection criteria will generally be based on financial need, unless other criteria are specified by donor preference and are agreeable to MSU Moorhead. The minimum endowment gift amount required will be reviewed and determined annually by the Foundation Investment Committee. Minimum gift amount: \$25,000 (can be paid over five years).

2. Named Endowed Lectureship. Provides income for distinguished lecturers to be brought to campus. Minimum endowment gift amount required will be reviewed and determined annually by the Foundation Investment Committee. Minimum gift amount: \$100,000.
  3. Named Endowed Research Fund. Provides an annual award for research in the area chosen by the donor and MSU Moorhead. Minimum endowed gift amount required will be reviewed and determined annually by the Foundation Investment Committee. Minimum gift amount: \$100,000.
  4. Named Endowed Professorship. Provides income to underwrite the annual salary and fringe benefits of a faculty member. Minimum endowment gift amount required will be reviewed and determined annually by the Foundation Investment Committee. Minimum gift amount: \$1,500,000.
  5. Named Colleges. Provides income that can be used for a variety of purposes determined by the University and donor. Minimum gift amount: \$5,000,000.
  6. Named Centers. Provides income that can be used for a variety of purposes determined by the University and donor. Minimum gift amount: \$1,000,000.
- C. Other Naming Opportunities. While the positions and programs noted above are the most common and most likely to be sought, it is probable that other ideas for endowed names occur. The Vice President of the Alumni Foundation will carry such unique naming suggestions forward through the same process noted above.
- D. Policies for Naming Facilities. Because all physical facilities at the University are legally the property of the Minnesota State Colleges and Universities System, all policies will channel naming suggestions to the System, and ultimate naming authority rests there. The policy for suggestion of and approval of a naming idea on the MSU Moorhead campus remains the same as noted above for naming programs and positions.

The University has for many years named facilities in honor of people who have contributed to the betterment of the University. Generally a naming suggestion is introduced in recognition and appreciation for a substantial gift toward the facility. However, the President may advance the name of an individual for the honor of a named facility based on other criteria than a gift, such as long and distinguished service to the University, significant contribution to a discipline or national or regional public service. Such naming is usually an exception.

Principle responsibility for soliciting and arranging for naming opportunities resides with the President of the University, with much of the operational authority delegated to the Vice President of the Alumni Foundation. Staff and volunteers are encouraged to adhere to funding minima defined in this guideline for their preliminary discussions with a prospective donor. The President and Vice President of the Alumni Foundation may authorize some variance from the funding minima.

- E. New Buildings. Names of new buildings present special considerations for naming opportunities. In general, a building may be named for a donor if a minimum of 50% or more of the fund raising goal required for the building is provided. The gift may require funding to create a maintenance endowment. The amount required for the maintenance endowment, if any, will be determined by the Vice President of the Alumni Foundation in consultation with appropriate University officials.
- F. Unnamed Existing Building and Facilities. Unnamed building and facilities may be named through the establishment of an endowment equivalent to 25% of the determined fair market value of the building or facility.
- G. Portions of Buildings. Individual rooms or wings in new or existing buildings, such as auditoriums, lecture halls, lobbies, classrooms, laboratories, etc. may be named if the donor provides a gift equal to the cost of establishing that room. An additional amount may be required for a maintenance endowment. The amount required for the maintenance endowment, if any, will be determined by the Vice President of the Alumni Foundation in consultation with appropriate University officials.
- H. Building Additions and Renovations. Donors may name additions to facilities and renovated facilities if they provide at least 50% of the cost of such addition or renovation and may include a maintenance endowment. The amount required for the maintenance endowment, if any, will be determined by the Vice President of the Alumni Foundation in consultation with appropriate University officials.
- I. Permanence of Names. Because the naming of a facility, program or position is not lightly undertaken, and because such names become a part of the fabric and tradition of the University, and finally because we wish to signal to donors the absolute permanence of name choices, names will remain with a facility, program or position for the life of that facility, program or position. Should a facility be demolished, or a program or position discontinued for sound academic reasons, the University will make every effort to honor that name in some other public manner on campus, such as a wall of recognition or by naming another facility, program or position.

Should there be occasion and reason to consider removal of the name of an individual from a facility, program or position, the President will constitute a special meeting of the Senior Executive Council and will seek such other external advice and counsel as will help make this serious decision.

Adapted from MNSCU institutional policies.

Endorsed by the Alumni Foundation Executive Committee 6.27.13