Recommendation for Action

November 20, 2014

**Recommendation:** Board approval is sought for establishing provisions in the current Policy for Establishing Naming Criteria and Protocols (09.140) to address honorific namings that do not include a philanthropic giving component.

**Summary and Applicable Policy**

The current Policy for Establishing Naming Criteria and Protocols (09.140) does not address criteria for namings of facilities, programs, and other entities without a qualifying philanthropic gift. It is recommended that the current policy be modified to include a provision for non-philanthropic namings. This modification will outline an internal vetting process that will need to be completed in advance of Trustee approval, as is the case with the current policy for philanthropic namings.
I. Purpose

This policy and the Gift Level Minimum Values (see related link above) set forth the establishment of criteria and protocols for philanthropic and honorific naming. In considering the recommendations to the chancellor or chancellor’s designee for naming opportunities, the university shall ensure that any decision is compatible with the vision, mission and values of UNCW.

II. Authority

Pursuant to “The Code of the Board of Governors of the University of North Carolina, Delegations of Duty and Authority to Boards of Trustees”, and consistent with the N.C. General Statutes, the Board of Governors delegated responsibility to the UNCW Board of Trustees for all honorary or memorial distinctions conferred by the institution. (The Code, Sec. IV. Honorary Degrees, Awards and Distinctions).

III. Definitions

The following definitions apply to this policy and corresponding protocols:

A. Philanthropic Naming- the naming of facilities, academic entities or vessels in recognition of a donor’s philanthropic gift.

B. Honorific Naming- the naming of any University element in honor of an individual with an affiliation to UNCW who has made uniquely remarkable, singular and profoundly transformative contribution(s) to the institution, the community, or to society at-large.

C. Facilities, Facility Components – physical structures including, but not limited to, wings, floors, classrooms, lecture theatres, laboratories, common and special purpose grounds, athletic venues, open spaces, and garden areas.

D. Academic Component – schools or colleges and components within, including but not limited to, departments, programs, divisions, and centers/institutes.
E. Vessels – boats, yachts and other types of watercraft.

F. UniversityNaming Opportunity – any Facilities, Facility Component, Academic Component, or Vessel that could be the subject of a naming interest.

IV. Philanthropic Namings

A. Philanthropic Naming Guidelines for Facilities or Facility Components

1. The cost of naming buildings typically should be established at 25-35% of the cost of the building construction. Fifteen percent (15%) of the total contribution will be allocated to the endowment of that building for ongoing renovation and repair support of the facility.

2. The naming price of specific areas or rooms generally will be based on a per square foot formula which is based on the calculation of the net usable square footage of a particular facility divided into the cost of construction or renovation to determine the net per square foot cost times the net usable square feet of a specific area/room.

3. Determining naming values on sites or programs of greater visibility and prominence will start first with the use of the basic objective formula approach (described above) and move to a more subjective approach. High visibility interior and exterior spaces, such as lobbies, libraries, auditoriums, student program offices, laboratories, deans’ offices, stages, athletic venues, walkways and plazas need to be weighted for desirability and therefore may have a higher value than the figure determined by the formula described above. The degree of weighting will depend on the attractiveness of the opportunity.

4. Typically, 15% of the total contribution will be allocated to the endowment of that named building or space for ongoing renovation and repair support, and the remaining 85% of the gift will be used to endow the programs housed in that named space.

B. Philanthropic Naming Guidelines for University Programs or Centers

1. Calculating the naming opportunity value of university-wide and departmentally based programs and centers will be based on the budgets needed to accomplish articulated goals over a specified time period. Hard and soft costs related to the program should be included when naming value is being determined.

2. Support of a university program or center on an annual basis will be recognized as the program support source for a specific given year. Annual
support does not justify a naming opportunity (except in the cases of naming of a specific program initiative).

3. Support for a university program or center in perpetuity requires an endowment that funds the program budget needs over time.

V. Honorific Namings

A. The designation of any university naming opportunity in honor of an individual with an affiliation to UNCW is restricted to those individuals who have made uniquely remarkable, singular and profoundly transformative contributions to the institution, the community, or to society at-large. University Naming Opportunities are subject ultimately to the discretion of the UNCW Board of Trustees with respect to the naming designation and its duration.

B. If the honored individual has served as a UNCW employee, he/she will have concluded his/her employment and left the institution in good standing. Proposals for honorific namings may not be advanced or considered until at least two years have elapsed since a former employee’s separation, retirement, or passing. Under extraordinary circumstances at the discretion of the Board of Trustees, this temporal requirement may be waived.

VI. Administration

A. All honorific or philanthropic naming recommendations will be forwarded to the Chancellor for his/her consideration and, if approved, advanced to the Board of Trustees for consideration.

B. When a physical space is involved, approved philanthropic and honorific naming actions will be commemorated with a portrait, plaque, building signage, or similar recognition, deemed appropriate under the circumstances and in accordance with university stewardship policies.

C. Vessels may be named to honor an individual associated with UNCW or to recognize the donor of the vessel. Such honorific or philanthropic naming is not based on the value of the vessel. The Board of Trustees retains authority for naming vessels in these instances.

D. Vessels may also be named to recognize elements associated with UNCW or the program utilizing the vessel or the coastal region in which the university is located. The Board of Trustees delegates authority to the chancellor or chancellor’s designee for naming vessels unrelated to individuals.

VI. Implementation
A. The chancellor or chancellor’s designee(s) shall establish and administer institution-wide protocols for philanthropic and honorific naming opportunities that shall be reviewed from time to time. The protocols must allow for sufficient due diligence and lead to outcomes that appropriately reflect the values and integrity of the institution.

B. The Board of Trustees retains authority for approving all names of facilities, facility components, and academic entities. Donor agreements shall state that the naming is not effective until approved by the Board of Trustees.