

POLICIES & PROCEDURES

Permanent Naming of University Colleges, Schools, and Other Academic Entities

Policy No.: 850-05 Effective: 1/15/04

POLICY:

This policy is intended to encourage private support through opportunities to name colleges, schools, programs, centers, and institutes. The Board of Trustees of the California State University retains authority for naming all CSU colleges, schools, programs, centers and institutes. There are a finite number of these naming opportunities on the campuses. Opportunities to name these programs are for fundraising purposes only.

This policy is designed to parallel the Trustees' policy for naming colleges, schools, programs, centers, and institutes. Therefore, any proposal for naming such an academic entity that is prepared and presented in accordance with these procedures and approved by the President will be ready for submission to the Trustees without additional action by the proposer.

This policy is intended (as is the Trustees' policy) to encourage private support through opportunities to name campus academic entities. Each proposal for naming a campus academic entity shall be considered on its own merits. No commitment for naming shall be made prior to University President and CSU Trustee approval of the proposed name.

Academic naming requests submitted for Trustee approval must meet the following criteria:

- 1. It shall honor an individual or an organization.
- 2. It is desirable for the University to name colleges, schools, programs, centers, and institutes in honor of significant contributors of funds to the University.
- 3. The University President will take into consideration the significance and amount of the proposed current gift and future potential giving with regard to the academic prestige and recognition of the proposed college, school, program, center, or institute.

PROCEDURES:

Faculty, administrative personnel, support staff, students, or members of the community, or groups of such persons, may submit requests to name an academic entity on the campus.

The following procedure will be observed when submitting a proposal for naming a Cal State Northridge college, school, program, center, or institute:

The request to name a specific college, school, program, center, or institute shall be submitted to the Vice President for University Advancement. Each naming request must:

1. Be submitted in a timely fashion to ensure that Board of Trustees policy timing requirements are met. Naming requests should be submitted to the Vice President for University Advancement ten weeks prior to the Board of Trustees meeting at which the request would be presented.

- 2. Demonstrate compliance with this policy.
- 3. Succinctly state reasons for the proposed name.
- 4. Name the constituent group(s) or individual(s) proposing the request. Name constituent group(s) or individual(s) recommending that the campus President approve the request.
- 5. Include complete biographical data about the individual or organization.
- 6. Ensure that all participants involved in this process remember that strict confidentiality is required.
- 7. Identify the "special circumstances" when requesting a waiver of policy, if any.

RESPONSIBILITIES:

The Office of University Advancement is responsible for administering the policies and procedures contained herewith.

FURTHER INFORMATION:

Vice President for University Advancement (818) 677-4400

APPROVED BY THE PRESIDENT