

## **Permanent Naming of University Facilities and Properties**

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**Policy No.: 850-10**

Effective: 1/15/04

### **POLICY:**

The Board of Trustees of the California State University retains authority for naming all CSU facilities and properties; i.e., all buildings; major portions of buildings; university or college streets or roads; stadium and baseball fields and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties.

The Board of Trustees of the California State University delegates to the Chancellor the authority to name individual rooms, limited areas and individual items or features, limited outdoor areas, and other minor properties. The Chancellor has delegated to the campus presidents the authority to name individual rooms, limited areas, and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. Each proposal for naming a CSU facility shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that names given are appropriate to the University.

This campus policy is intended to provide a framework for recommendations to the President for naming of limited features as noted above, and for recommendations to the President for submission to the Board of Trustees for naming buildings and larger features. This policy is designed to parallel the Trustees' policy for naming major facilities. Therefore, any proposal for naming such a facility 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 facilities and properties and only under extraordinary circumstances should facilities and properties be named without a gift.

The permanent name of a Cal State Northridge facility should honor an individual or an organization:

### **When a donor gift is involved:**

1. It is desirable for the university to name facilities and properties in honor of significant contributors of funds to the University.
2. The significance and amount of the proposed gift as either or both relate to the realization or completion of a facility or property or the enhancement of a facility's or property's usefulness to the University will be taken into consideration.
3. Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting California State University, Northridge. The term "substantial gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility.

4. A donor gift can provide the funding for that portion of the total cost which would not have been available from any other source (such as federal or state loans or appropriations, student fees, bond issues, etc.)

**In a rare instance, when no gift is involved:**

1. It should honor a person who has served Cal State Northridge in an academic capacity or an administrative capacity and who made extraordinary contributions to the campus or the CSU system, which warrant special recognition.
2. When a proposal for naming in honor of an individual involves service to the university in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
3. No more than one facility or property in the system shall be named after any one individual.
4. No facility or property will be named after seated, elected, or appointed officials.

**In special circumstances the President may waive any or all of the above criteria.**

**PROCEDURES:**

Faculty, administrative personnel, support staff, students, or members of the community, or groups of such persons, may submit requests to name a specific facility or property on the campus. The following procedure will be observed when submitting such a proposal for naming a Cal State Northridge facility or property:

The request to name a specific facility or property shall be submitted to the Vice President for University Advancement. Each naming request must:

1. Be submitted in a timely fashion to insure that, if required, Board of Trustees policy timing requirements may be met. All requests for namings that require Trustee action 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 and recommending that the campus President approve the request.
5. Permanent naming proposals shall 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.

Upon receipt of the naming request, the Vice President for University Advancement will review the naming request for CSU Trustee policy compliance, consult with appropriate individuals and forward a recommendation to the President who will confer with the Executive Committee of the Faculty Senate.

1. If the President approves the request for the permanent name of a major facility, required materials will be prepared by University Advancement staff for submission to the California State University Executive Vice Chancellor and Chief Financial Officer for appropriate action by the Board of Trustees.
2. Confidentiality is to be maintained on all requests submitted.

For campus approved permanent naming requests, the Vice President for University Advancement shall forward the request on behalf of the President to the California State University Executive Vice Chancellor and Chief Financial Officer.

**Each naming request must:**

1. Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
2. Demonstrate compliance with Board of Trustees' policy.
3. Succinctly state the reasons for the proposed name.
4. Name the constituent group(s) or individual(s) recommending that the campus President approve the request. Confirm that the President has consulted, in a timely manner, with the executive committee of the campus Academic Senate.
5. Include complete biographical data about the individual or organization.

**RESPONSIBILITIES:**

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

**REFERENCES:**

[Executive Order 713](#), Delegation of Authority - Naming of CSU Facilities and Properties.

**FURTHER INFORMATION:**

Vice President for University Advancement (818) 677-4400

**APPROVED BY THE PRESIDENT**