

15501.00 | Naming of California State University Facilities and Properties

Effective Date: 2/1/2014 | **Revised Date:** 2/1/2014

POLICY OBJECTIVE

The California State University (CSU) Board of Trustees retains authority for naming all California State University facilities and properties; i.e., all buildings; major portions of buildings; university or college streets or roads; stadium and athletic 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 CSU Board of Trustees delegates to the Chancellor 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. The Chancellor is also delegated authority to approve temporary namings for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. The Chancellor may sub-delegate this authority, as he or she deems appropriate (California State University, Board of Trustees RIA 07-99-09). The Chancellor sub-delegated this authority to the presidents via Executive Order 713.

POLICY STATEMENT

100 PURPOSE

This policy is intended to encourage private support through opportunities to name university facilities and properties and only under extraordinary circumstances should facilities and properties be named without private support.

200 SCOPE

This policy governs state university facilities and properties whether at the main campus or satellite locations. Facilities and properties with state university ground leases, such as student unions and recreations centers, are also subject to the policy. Facilities and properties controlled by a joint powers agreement require mutual consent of the interested parties. Auxiliary organization facilities on auxiliary organization owned property are exempted from this policy.

300 AUTHORITY

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer.

400 CONSIDERATIONS

Each proposal for naming a CSU facility or property shall be considered on its own merits, including compatibility with the mission and values of the university. No commitment for naming shall be made prior to CSU Board of Trustees approval of the proposed name. The name of a CSU facility or property presented for CSU Board of Trustees approval must honor an individual or an organization and must meet the following criteria:

401 When a donor gift is involved:

- The gift should benefit the realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs.
- The gift should provide "substantial" benefit to the CSU. The term "substantial" 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. The value should be appropriate to the size, visibility and exclusivity of the facility or property.
- The gift should provide 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, and bond issues).
- The naming may be for the useful life of the facility or for a period of years.

402 When a commercial contract is involved:

- The revenue should benefit realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs.
- The revenue should provide "substantial" benefit to the CSU. The term "substantial" 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. The value should be appropriate to the size, visibility and exclusivity of the facility or property.
- The arrangement should not imply endorsement of any product, service or opinions of the organization by the CSU Board of Trustees or any university employee or entity.
- The naming should be limited to a period of years.

403 In a rare instance, when a naming honors service to the CSU:

- It should honor a person who has achieved unique distinction in higher education and other significant areas of public service; or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to a CSU campus or the system which warrant special recognition; or who has served the CSU in an administrative capacity and made extraordinary contributions to a CSU campus or the system which warrant special recognition.
- Recognition of an individual who has served in a CSU academic or administrative capacity shall not be made until the individual has been retired or deceased for at least two years.
- No more than one facility or property in the system shall be named after any one individual.

404 No facility or property will be named after seated, elected or appointed officials currently in office.

500 WAIVER

In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria.