

POLICY

Applies to: Deans, Directors, Chairs, Faculty, Staff

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I. Overview

This document governs the naming of academic entities and physical spaces at The Ohio State University.

The University will enter into a commitment to name an academic entity or physical space only after carefully considering the potential impact the naming will have on the University and the campus community. Due diligence will be exercised to ensure that the proposed name would be consistent with University tradition and mission. The University will also evaluate the distinction a proposed name would lend to the University.

The President's Cabinet is responsible for the review of all naming requests prior to discussion with prospective donors or honorees.

Proposed funding levels for any University naming must be initiated by a dean/unit leader and routed to the Senior Vice President for Advancement for review and approval prior to discussion with any donor. The Gift Acceptance Committee, a joint committee of the University Board of Trustees and University Foundation Board, must review naming of academic entities (e.g., colleges, schools, or departments), corporate or other organization namings of physical facilities, or otherwise complex naming opportunities. Recommended funding levels and proposed names for academic entities or physical facilities must also be reviewed by the Provost prior to the President's Cabinet approval. The University Board of Trustees must give final approval for all namings.

If, at any time, circumstances change such that the continued use of an approved name may compromise the University's integrity or reputation, the University may amend or remove the name. The University also reserves the right to dispose of any named property or facility as deemed necessary, via sale, demolition, etc. Named properties would be amended, removed, or disposed only upon recommendation by the President and approval by the Board of Trustees, with notification to the donor or a donor's representative.

II. Types of Namings

The University will name a physical facility, element, or academic entity for the following purposes:

- A. **Naming Involving a Gift** – Express appreciation for an individual or organization's philanthropic contribution to the University (e.g., McCorkle Aquatic Pavilion).
- B. **Honorific Naming (No Gift Involved)** – Recognize a distinguished individual for outstanding service to the University or extraordinary service to the campus community (e.g., Enarson Classroom Building).

Individuals must be disassociated from employment by or service to the University for at least three years prior to approval of an honorific naming. This rule may be waived by action of the President's Cabinet.

Namings with no gift involved may also relate to the function or location of a building, which would not include the name of a person (e.g., Eighteenth Avenue Library).

III. Eligible Naming Opportunities

A. Academic Entities

Academic entities eligible for naming include colleges, schools, and departments, as well as institutes, multidisciplinary academic centers, and programs.

B. Physical Spaces

Spaces available for naming include buildings and outdoor areas, as well as interior areas, features (e.g., fountains), or objects (e.g., lockers). Naming opportunities may become available as a result of new construction, renovation, or may be previously-unnamed existing space.

IV. Guidelines for Funding and Recognition

A. Academic Entities

In recommending naming funding levels for academic entities, factors to consider include operating budget, national ranking, similar namings at peer institutions, and the potentially “transformative” nature of a philanthropic contribution. Gifts to name academic entities should focus on establishing endowments to enhance and support programs and faculty.

Generally, entities will be named for individuals; however, in very selective situations, a corporation or organization may name an academic entity. Corporations or organizations proposed for naming should have a positive image and demonstrated integrity. Additional due diligence (e.g., legal and marketing/communications review) must be undertaken to avoid any appearance of commercial influence or conflict of interest.

A corporation or organization may name an academic entity at the discretion of the Gift Acceptance Committee. If the name of the corporation or organization changes, the University may change the name of the entity at its own discretion.

B. Physical Spaces

Naming recommendations for physical facility and spaces should reflect construction or renovation costs, as well as the potential donor/prospect pool, other funding sources, and the timing of the project’s completion. In general, namings should represent at least 1/3 of the total project cost. When establishing recommendations for naming funding levels for a physical space, considerations may also include:

- Location, visibility, and prominence of facility or space
- Frequency of use by campus and non-campus constituents
- Appropriate reflection of age of facility or space
- Replacement cost or cost of comparable recent new construction for similar campus facility

Gifts to name physical spaces should be outright cash gifts or pledges when part of a funding plan for construction or renovation. In special situations, with the approval of the Senior Vice President for Advancement and President’s Cabinet, unrestricted gifts or irrevocable deferred gifts may be recognized with a naming opportunity.

Generally, buildings will be named for individuals; however, a corporation or organization may name a University facility. Corporations or organizations proposed for naming should have a positive image and demonstrated integrity. Additional due diligence (e.g., legal and marketing/communications review) should be undertaken to avoid any appearance of commercial influence or conflict of interest.

A corporation or organization may name a facility at the discretion of the Gift Acceptance Committee. If the name of the corporation or organization changes, the University may change the name of the facility at its own discretion.

C. Re-Naming of Facilities

Names will generally remain in place for the life of a physical facility or program. Although generally discouraged, existing buildings and facilities with honorific namings may be renamed with the approval of President's Cabinet once the following has been completed:

- History of any current name has been carefully researched, providing a clear understanding of all related University commitments for the naming and history of the relationship
- Rationale for re-naming is presented to President's Cabinet for approval
- Former honoree and/or surviving family members of honoree are informed of the intention/plan to alter the building name
- Plans are made for recognition of the former honoree within the re-named structure, or, if appropriate, with an alternate naming opportunity

D. Recognition of Physical Namings/Related Signage

As previously stated, names will generally remain in place for the life of a physical facility or program. However, naming duration may also be negotiated for a term of years, for example, when working with corporate and organization donors. Gift agreements will specify the projected lifespan of all namings involving a gift.

If the name of a donor changes during that period, the University may change the name of the facility at the donor's request and expense. At its sole discretion, the University may change or remove the name if circumstances related to the donor could damage the reputation of the University.

All signage reflecting the naming of a facility or space must conform to University signage guidelines and may not include a logo or other components of the donor's branding.

Existing namings approved prior to March 1, 2009, and recognition of those namings are governed by prior Naming Guidelines.

V. Approval Process

A. Naming Involving a Gift

1. Academic Entities

When a gift is proposed to name an academic entity, preliminary approval should be obtained from the dean(s)/director(s) of the college(s)/unit(s), the Provost, and the Senior Vice President for Advancement.

Approval from President's Cabinet must be obtained following approval by the dean(s)/director(s), the Provost, and the Senior Vice President, but prior to discussion with a donor.

Advance discussion and final approval from the Gift Acceptance Committee may be recommended for prominent namings, such as colleges, schools, or departments.

Naming opportunities within the academic program of a college/unit, such as college based centers and programs, should be:

- shared with the Provost by the dean/director
- submitted to the Senior Vice President for Advancement for approval by President's Cabinet
- submitted to the Board of Trustees for final approval

2. New Buildings and Renovations

To name an entire facility, a funding level must be approved by the Senior Vice President for Advancement and President's Cabinet prior to discussion with a donor.

Any naming of a facility involving a corporation or organization must be approved by the Gift Acceptance Committee prior to discussion with a donor.

Preliminary discussions with donors may begin after a project has been approved through the University's Capital Investment Program.

Naming opportunities of spaces within or surrounding a building will not be determined until a project has completed the design phase.

Once final designs are complete, a recommendation for naming funding levels within or surrounding a building will be submitted to the Senior Vice President for Advancement for review and submission to President's Cabinet for approval.

3. Prior to gift acceptance, a development officer will confirm that any gift commitment meets minimum funding levels for naming. Any exception to approved naming funding levels must be approved by the Senior Vice President for Advancement and President's Cabinet.
4. Upon execution of a gift agreement for the naming of a building or physical space, Advancement will prepare a naming resolution to submit for approval by the Board of Trustees at its next meeting. Interior spaces for new construction will be submitted for approval by the Board of Trustees just prior to, or upon, a facility's official occupancy.
5. Following Board of Trustee approval, the Senior Vice President for Advancement will communicate final approvals to the originator of the naming request.

B. Naming with No Gift Involved

1. A college or unit requesting consideration of a naming with no gift involved must submit a naming request, including rationale for the request and an overview of the honoree's accomplishments, through the naming process coordinated by the Senior Vice President for Advancement.
2. For an administrative building naming, in conjunction with the Office of Physical Planning and Real Estate, a naming request will be submitted with the unit's dean or vice president approval through the naming process coordinated by the Senior Vice President for Advancement.
3. Requests for a naming with no gift involved in honor of an individual will be presented to the President and the President's Cabinet for comment and consideration.
4. Once approved by the President and President's Cabinet, Advancement will forward the request as a naming resolution to the University's Board of Trustees for approval at its next meeting.
5. Following Board of Trustee approval, the Senior Vice President for Advancement will communicate final approvals to the originator of naming requests.

VI. Gift Acceptance Committee

A Gift Acceptance Committee is convened by the Senior Vice President for Advancement in consultation with the President, Provost, and Chair of the Board of Trustees. The committee may meet to review and comment when a recommended naming opportunity is particularly complex, involves the naming of a physical facility for a corporation or organization, or involves the naming of an academic entity, such as a college or department.

Additional participants may be consulted when a specific situation warrants additional information or expertise, but typical committee membership includes:

Voting Members

- President of The Ohio State University
- Chair of the Board of Trustees
- Chair of the Advancement Committee of the Board of Trustees
- Chair of the Audit and Compliance Committee of the Board of Trustees
- Chair of The Ohio State University Foundation Board
- Member-at-Large appointed by the Chair of the Board of Trustees
- Executive Vice President and Provost
- Senior Vice President for Advancement

Ex-officio Members

- Senior University Leadership, as needed

Responsibilities

Position or Office	Responsibilities
College/Unit	Chairs, Directors, Deans and Development Staff are responsible for: <ul style="list-style-type: none"> • The monitoring and administration of potential and existing naming opportunities within a college/unit • Notifying the SVP for Advancement prior to any external discussion of a new naming opportunity
University Advancement	A representative of the SVP for Advancement is responsible for: <ul style="list-style-type: none"> • Facilitation of approval of naming levels by President’s Cabinet • Adherence to process outlined in Naming Guidelines • Preparation and submission of Naming Resolutions for Board of Trustees approval

Contacts

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