

STETSON UNIVERSITY

NAMING POLICY

New and Existing Buildings, Space, Programs

I. General Terms

- Naming of a University asset, program, scholarship, school or department must be made in accordance with this Policy and related procedures and meets all terms of Stetson's Gift Acceptance Policy.
- The donor may select the name of the entity being funded, so long as the criteria set forth in this Policy are met and University approval is granted. Factors that may be considered by the University in determining the appropriateness of a name include:
 - Consistency with the mission, vision, reputation, and values of Stetson.
 - Whether a name may imply the school's endorsement of a political or ideological position or the use of a particular product or service.
 - Potential conflict of interest (primarily in cases of corporate or organizational naming gifts).
 - Whether the name reinforces Stetson's branding standards.
 - Potential conflict with existing named entities or spaces.
- Naming gifts do not confer the right to the donor to determine the use of the fund (e.g., the purpose or use of the named space, specific beneficiary of a student or faculty support fund, program curricula, and/or research outcomes).

II. Duration of Naming

- Naming is generally granted for the useful life of the facility unless otherwise specified in the gift agreement (and subject to the terms of revocation as set forth in this Policy).
- For current-use gifts, naming terms including duration, shall be set forth in writing by Stetson and the donor.
- If circumstances change so that the purpose for which the named entity was established is or needs to be significantly altered, is no longer needed/ceases to exist, or if a physical entity is replaced, significantly renovated or no longer habitable, Stetson will consult with the donor if possible, or the donor's estate, if practicable, to inform when the naming period is deemed concluded and to determine an appropriate and alternative way to recognize the original naming gift.
- If a department, center, institute, program, or other unit is discontinued, the University will consider alternative recognition, especially where the naming of such is supported by an endowment gift. Appropriate recognition will be determined by the redesigned use of the endowment fund.

III. Revocation of Naming

- Stetson may revoke a naming if any of the following conditions occurs:
 - The pledge obligation is unfulfilled and/or written off (if partial funding is received and such funding is sufficient for an alternative naming opportunity, the terms of this Policy shall govern any renegotiation for a suitable naming).
 - Stetson determines that its association with the donor will materially damage the reputation of the University.
 - A change in family or organizational circumstances causes the donor or other affected individual(s)/organization(s) to request a name change or revocation will incur a cost of replacement.
- Continuation of the name may compromise the public trust or reputation of the University.
- Revocation decisions shall be made by the President based on the recommendation of the Vice President for Development and Alumni Engagement. **The President's determination will be in consultation with the Board of Trustees. Depending on the dollar amount or publicity of the occurrence, the Board will make the final decision.**
- Stetson shall make all reasonable efforts to inform the original donor or the donor's heirs/designees in advance of any revocation or change.
- **If a corporation who has its name on any physical structure, endowment, or event and is sold, has changed their name, and/ or has changed their mission and it no longer meets the terms listed under I. General Terms above, the corporation may be asked to rename, move, or change the gift agreement.**

IV. Naming of New Buildings and Spaces to Recognize Contributions:

A. Contribution for Construction.

Buildings or spaces (both interior and exterior including roads) approved for inclusion in the capital budget may be named for a donor if the donor's gift provides at least one-half of the estimated total cost of the new building or space. In special circumstances, the Board may approve the naming of a building or space if the donor's gift provides at least one-fourth of the estimated total cost of the new building or space. In addition to one-half (or no less than one-fourth as approved by the Board) of the total cost of the new building or space, every attempt should be made to obtain a gift from the naming donor to fund a permanent endowment in an amount sufficient to pay the annual estimated ongoing cost of maintenance and operation of the new building or space.

B. Contribution for Program Support.

When construction financing for a building is provided by sources that do not carry naming obligations, a building may be named for a donor if a substantial gift is made by the donor and that gift supports the programs to be carried on within the new building. A "substantial gift" for these purposes is a gift in an amount that is equal to at least one-half of the estimated total cost of the new

building; provided, however, the nature of the programs planned for the new building or space may, in the discretion of the Executive Committee of the Board of Trustees, require that this naming gift level be increased or decreased. Programs include, without being limited to, schools, centers, departments, and other academic units with academic or extra-curricular programming.

C. Naming of Spaces.

When construction financing for a new space is provided by sources that do not carry naming obligations, the space may be named for the donor if a substantial gift is made by the donor and that gift is restricted to the support of programs and activities to be carried on within the space, or restricted to pay the annual estimated ongoing maintenance and operation of the new space. A "substantial gift" for these purposes is a gift in an amount that approximates at least one-half of the total cost of the new space, or a gift in an amount sufficient to fund a permanent endowment that will pay the annual estimated ongoing cost of maintenance and operation of the new space; provided, however, the nature of the programs and activities planned for the new space may, in the discretion of the Executive Committee of the Board of Trustees, require that this naming gift level be increased or decreased.

D. Plan for Maintenance and Operation.

In the case of a proposed new public outdoor space, including a stadium or sports field, the sponsoring department, school, or unit must include in the naming request a plan for the maintenance and operation of that space, including the funding of the estimated cost of such maintenance and operation.

V. Naming of Existing Buildings and Spaces to Recognize Contributions:

A. Contribution for Construction.

If major renovations to an existing building or space are required, the building or space may be named for a donor provided that the donor's gift covers at least one-half of the cost of the major renovation. A "major renovation" for these purposes is a renovation (including planned additions) that is estimated to cost at least one-half of the estimated replacement cost of that building or space (including planned additions). For example, if the estimated renovations of that building (including planned additions) are estimated to cost \$20 million, then a gift of \$10 million would be sufficient to support a naming opportunity. As in the case of new building construction, every attempt should be made to obtain a gift from the naming donor to fund a permanent endowment in an amount sufficient to pay for the annual estimated ongoing cost of maintenance and operation of the renovated building or space.

B. Contribution for Program Support.

An existing unnamed building may be named for a donor if a substantial gift is made by the donor and that gift is restricted to the support of programs to be carried on within the building. A "substantial gift" for these purposes is a gift in an amount that is equal to at least one-half of the estimated replacement cost of that building; provided, however, the nature of the programs carried on in the renovated building may, in the discretion of the Executive Committee of the Board of Trustees, require that this naming gift level be increased or decreased.

C. Naming of Spaces.

When construction financing for the renovation of an existing space is provided by sources that do not carry naming obligations, the space may be named for the donor if a substantial gift is made by the donor and that gift is restricted to the support of programs and activities to be carried on within the space, or restricted to pay the annual estimated ongoing maintenance and operation of the space. A "substantial gift" for these purposes is a gift in an amount that is equal to at least one-fourth (with the approval of the board) to one half (desired amount) of the total cost of the space renovation, or a gift in an amount sufficient to fund a permanent endowment that would pay the annual estimated ongoing cost of maintenance and operation of the space; provided, however, the nature of the programs and activities planned for the space may, in the discretion of the Executive Committee of the Board of Trustees, require that this naming gift level be increased or decreased.

D. Recognition of Original Naming.

When a building or space undergoes a major renovation (as defined above) the name of the building or space will be retained unless otherwise approved by the Board of Trustees. If a building or space ceases to exist, the existing name is not required to be retained; however, that name will be honored as a part of the University's history by appropriate recognition of the original naming by the Board of Trustees.

VI. Naming of Programs and Professorships:

Programs and professorships may be named in recognition of a gift at a level determined by the President, Provost, and/or Board of Trustees.

VII. Naming to Honor University Faculty and Administrators:

- A. Buildings, spaces (including roads), programs, and professorships, may be named in recognition of a former member of the faculty or administration.
- B. In naming buildings, spaces (including roads), programs, and professorships, in accordance with VII A. above, the Board of Trustees will usually approve such naming only after the faculty or administrator has retired from Stetson or is deceased.

- C. Any naming to honor faculty and administrators shall be for the life of the building or space being named.

VIII. Policy Administration for Naming in I. – VII above:

- A. The Board of Trustees or the Executive Committee of the Board of Trustees shall approve the naming of buildings, spaces, programs and professorships described in I. – VII. ~~above in accordance with the Bylaws of the University~~. All other naming opportunities may be approved by the President.
- B. The Executive Committee of the Board of Trustees is authorized to negotiate variances in this policy with a prospective donor when the best interests of the University are served by an alternative arrangement.

IX. Naming of Schools (such as School of Music):

- A. In the event that an extraordinary situation presents itself that deserves consideration, only the University President may initiate discussions with donors and such discussions may take place only after the University President has consulted with the Board of Trustees or Executive Committee of the Board of Trustees.
- B. A school or Athletic Field may only be named by the Board of Trustees upon the recommendation of the President.

Adopted by the Board of Trustees and effective on the _____ day of _____ 2022.