



Kutztown University Policy A&F-027

Facility Naming Policy

A. Purpose

This policy has been developed to formalize the process to ensure consistency and uniformity in naming University facilities and spaces on the Kutztown University campus.

B. Scope

Facilities encompassed by this policy include:

- Buildings or parts of buildings such as wings where the identification focuses on the external feature;
- Parts of buildings, such as theatres, laboratories, and classrooms where the identification deals with an internal feature;
- Outdoor areas, which may include gardens, courtyards, plazas, playing fields, roads, or walkways;
- Other facilities and/or equipment as approved by the President.

C. Definitions

Naming opportunity – A University building, part of a building, outdoor area, or other University physical asset for which an opportunity exists to recognize philanthropic contributions through the assignment of a name to the asset.

D. Policy & Procedures

A proposal for a naming opportunity in honor of a person or corporation will normally be considered when that person or corporation has given extraordinary distinguished service to the University that merits recognition or the person or corporation is a major benefactor. The University reserves the right to remove a naming opportunity if it constitutes a significant and continuing impairment to the University's reputation or if the agreed upon philanthropic contributions are significantly reduced.

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Requests for the assignment of naming opportunities should be submitted to the University President for consideration.

1. Naming of Buildings - External

- i. The University will consider the naming of a building in recognition of a person or corporation who is a benefactor when the person or corporation provides no less than 25% of the capital cost of the building.
- ii. Naming a building in honor of a person who has given extraordinary distinguished service to the University will not normally be considered until after that individual's substantive formal relationship with the University has concluded.
- iii. Buildings cannot be named through deferred gifts or life insurance policies. Pledges must be fulfilled within five years. Exceptions to the pledge fulfillment timeline will be considered by the Vice President for Administration & Finance.
- iv. Names will be displayed on buildings consistent with the University's Campus Signage policy.
- v. The name will remain on the building for the life of the building (subject to section D paragraph 1). If at some future time the building requires a major renovation the name may or may not be carried on the renovated facility as approved by the University President. If the name is not used on the renovated facility, the President will determine the appropriate recognition to be incorporated therein.
- vi. Naming of buildings is subject to the approval of both the University President and Council of Trustees in accordance with Board of Governor's policy 1997-03.

2. Naming of Buildings – Internal

Construction costs for internal spaces are hereby specified by building category:

1. Academic buildings - Sciences	-	\$503 per square foot
2. Academic buildings – Other	-	\$339 per square foot
3. Library buildings	-	\$346 per square foot
4. Residence halls	-	\$188 per square foot

Although these amounts will be updated annually, the costs in place at the beginning of a building fundraising campaign will remain fixed throughout the period of the campaign for that building.

Exceptions to these amounts for individual building projects should be submitted to the Vice President for Administration & Finance. Available naming opportunities within a building (room identifications with associated square footage) are provided by the Assistant Vice President for Facilities Maintenance and Construction.

- i. The University will consider the naming of an internal space within a building in recognition of a person or corporation who is a benefactor when the person or corporation provides no less than 50% of the construction costs of the space to be named.
- ii. Commemorative plaques will be designed in accordance with donor recognition display standards.

c. Naming of Outdoor Areas

- i. The University will consider the naming of an outdoor area in recognition of a person or corporation who is a benefactor when that individual or corporation provides no less than 50% of the construction costs of the area to be named.
- ii. Commemorative plaques will be designed in accordance with donor recognition display standards.

d. Naming of Other Facilities or Equipment

- i. The University will consider the naming of other facilities or equipment in recognition of a person or corporation who is a benefactor when that individual or corporation provides no less than 100% of the construction cost or the acquisition price of the facilities or equipment to be named.

Exceptions to the benefactor guidelines may be submitted to the University President for consideration.

E. Effective Date

9/1/2011

F. Endorsed By

9/30/2011 Administrative Council

G. Last Review

August, 2013

