POLICY AND GUIDELINES FOR GIFT NAMING OPPORTUNITIES FOR UNIVERSITY PROPERTY AND PROGRAMS

I. REFERENCES


June 14, 1996 Letter to Chancellors from Vice President Baker http://www.ucop.edu/ucophome/coordrev/policy/6-14-96.html


Naming UCSD Facilities, Programs, and Properties, June 1, 1994 – PPM 420-1 http://adminrecords.ucsd.edu/ppm/docs/420-1.HTML

Exhibit A: UC San Diego Building or Facility Naming Minimums.

II. BACKGROUND

The complexity of UCSD Development operations and the increasing availability of naming opportunities in honor of donors necessitate the issuance of formal guidelines to ensure UC San Diego’s adherence to University-wide policy and best practices. (See PPM 420-1 for the campus policy related to namings where a gift is not involved.)

III. DELEGATION OF AUTHORITY TO APPROVE A NAMING

In March 1996, the Regents of the University of California delegated authority to the UC President to name University land reserves, buildings, major portions of buildings, major centers of activities, and other highly visible properties, programs, and facilities.

The Chancellors are authorized to approve the naming of streets, roads, minor portions of buildings, small outdoor areas, and other minor properties, single campus programs, and facilities. Gift document language should include statements that namings are contingent upon obtaining proper campus approvals.
Proposals for namings of property, facilities or programs in honor of donors are managed and submitted by the Office of Donor Stewardship, Advancement Services in the form of a request to the Campus Naming Committee and, if required, as an Item to the UC President requesting approval.

No commitment for naming University properties, programs, and facilities in recognition of a gift shall be made prior to campus approval, and if required, presidential approval.

IV. POLICY

The following policy establishes UC San Diego campus naming opportunities in honor of donors. Each proposal for naming a university property or program in recognition of a gift shall be considered on its own merits.

A. University Properties, Programs, and Facilities

The minimum gift amount for namings involving University properties, programs, and facilities will be established on a case-by-case basis (subject to The Regents policy noted below), at the recommendation of the appropriate Dean or Vice Chancellor, and approved by the Vice Chancellor External and Business Affairs and the Chancellor.

The Regents’ policies state:

“Chancellors have authority for namings within their jurisdiction, including streets and roads, portions of buildings, small outdoor areas and other minor properties, and single-campus programs. The President retains the authority to name University land reserves, buildings, major portions of buildings, major centers of activity or other highly visible property, programs and facilities.

Regarding any naming decision: “The gift shall constitute a significant portion of the total cost of the project to be named and shall either:

1. fund the total cost of the project to be named, or

2. 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, bond issues, etc.)”

Terms and use of gift funds related to naming shall be negotiated with donors on a case-by-case basis. Campus naming should be designated only for the useful life or period of existence of the property, program or facility. This permits renaming to occur far into the future should the building be demolished, rendered functionally obsolete, or require major renovation.

When a proposed naming opportunity of a University property, program, or facility is identified that meets the minimum gift level as required by the campus for that project, facility, program or portion thereof, the UC San Diego Office of Donor Stewardship in Advancement Services will prepare the appropriate naming documents for review by the Campus Naming Committee. The Campus Naming Committee is to review naming proposals and make recommendations concerning the naming of all campus buildings, streets, and facilities to the Chancellor with consideration given to:

- the significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the University;
- the urgency of need for the project or for support funds for the project;
• the eminence of the individual whose name is proposed; and
• the individual's relationship to the University.

The Campus Naming Committee will make their recommendation to the Chancellor. The Chancellor will issue the final campus approval and/or instruct that the naming Item and all appropriate naming documents be finalized and forwarded to UCOP for UC presidential for approval.

*Guidelines for the Minimum Gifts needed for UC San Diego Namings are shown in Exhibit A.*

**B. Plaques and Commemorative Displays**

The Regent's policy states that the Chancellor can authorize the installation of plaques, cornerstones, inscriptions, and other suitable commemorative displays in recognition of a gift. This policy is applicable to the placement of plaques in portions of buildings and the naming of those portions after individuals, as well as to the use of plaques to honor an individual without intent to name the building or portion of building after the individual honored. If installation of a plaque or other commemorative display is contemplated in relation to the naming of a University property, program, or facility, approval of such installation by the campus and President, if applicable, is implicit in the naming approval required.
## UC SAN DIEGO GUIDELINES
### MINIMUM GIFTS FOR BUILDING AND FACILITY NAMING

Gifts made to formally recognize a donor name on a UC San Diego building facility, or significant campus space may be approved when the gift meets the following guidelines. While the guidelines are provided, they may be modified or overridden based on a variety of case-by-case factors as determined appropriate by campus leadership. Namings are expected to exist far into the future. However, the naming should be described in the gift agreement or other documentation as limited to the life/use/existence of the building, facility, program, or space.

<table>
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<tr>
<th>Naming Opportunity/Gift Purpose</th>
<th>Minimum Gift Amount for Naming the Building or Facility</th>
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<tr>
<td><strong>NEW Building or Facility</strong></td>
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| Gift to support construction or creation, and/or costs related to construction or creation of a new building, classroom, laboratory, facility, equipment, furnishings, or activities of or within the building or facility or space, etc. | A. If the project is entirely funded by gifts, the naming gift should constitute approximately twenty-five percent (25%) of the total construction cost.  
B. If the project is funded by both non-gift and gift sources, then the naming gift should constitute a significant majority (> 50%) of the required gift portion.  
C. All pledges made for buildings or facilities must be paid in full within ten (10) years. |

| **EXISTING Building or Facility** |                                                        |
| Gift(s) to:                       |                                                        |
| • Rename an existing facility, or |                                                        |
| • support renovation, repair and/or reconstruction, and/or costs related to such renovation, repair, or reconstruction, for an existing building, classroom, laboratory, facility, equipment, furnishings, or |                                                        |
| • support the activities of or within the building or facility or space, etc. |                                                        |
| • support any adjacent outdoor space (garden, patio, plaza, etc.) |                                                        |
| | A. Gift amounts to name an existing building with no renovation required should be at least ten percent (10%) of the building’s estimated replacement cost.  
B. If the renovation is entirely funded by gifts, the naming gift should constitute approximately twenty percent (20%) of the building’s replacement value* or, the cost of the building renovation.  
C. If the renovation is funded by both non-gift and gift sources, then the naming gift should constitute a significant majority (> 50%) of the required gift portion.  
D. All pledges made for buildings or facilities must be paid in full within ten (10) years. |

| **Programs, Centers, or Institutes** |                                                        |
| | A. Naming gifts should be endowed, and should be sufficient to sustain the program, center or institute, since the naming shall be in effect for the life of the program.  
B. All pledges made for named programs, centers or institutes must be paid in full within ten (10) years. |

### Important Additional Guidelines

These guidelines are based on the assumption that all funding has been identified sufficient to fully cover the entire cost of a building or renovation project (including furnishings etc.), or program, center or institute. If a construction project, funds not needed for construction can be designated for furnishings or support of other programs.
Replacement value should be determined by the appropriate campus facilities department (such as Facilities Design & Construction).