

2-2.24

CENTRAL WASHINGTON UNIVERSITY NAMING POLICY

The Central Washington University naming policy covers the naming of university facilities and landmarks, including the naming of buildings, their wings, labs, classrooms, lecture halls, libraries, auditoria, and other interior components; recreational facilities, plazas, fountains, roadways, malls, quadrangles, and walkways; parks, patios, gardens, steps and service facilities; and colleges, programs, centers and institutes (hereinafter “naming opportunity”).

(1) Authority Proposed names for university naming opportunities will be approved by the president and forwarded by the president to the board of trustees for review. The board of trustees has the final authority in the naming opportunity.

(2) Administration and Implementation - The president appoints the development priorities committee to administer and implement the university naming policy. This body will forward naming recommendations to the president.

(3) Process

(A) Proposals for a university naming opportunity are submitted to the development priorities committee.

The proposals shall include:

1. a brief description of what is being named and the name proposed;
2. a biographical summary of the individual whose name has been forwarded, or in cases in which a name is proposed for an entity other than an individual, a brief profile of the organization, business, or entity;
3. a statement of rationale articulating the distinctive contributions the individual, corporation, foundation, or other entity has made to the university that merits the naming opportunity.

(B) The development priorities committee conducts a thorough review and, when deemed appropriate and necessary, solicits input from university units or groups. Given the sensitive nature of these proceedings, most naming proposal deliberations will be kept confidential.

(C) Upon conclusion of its review, the development priorities committee forward recommendations to the president.

(D) The president makes a determination about the recommendation, and if approved, forwards it to the board of trustees for its consideration and final approval.

(4) Naming Guidelines and Criteria

(A) When a donations is involved.

1. **Criteria for naming:** The development priorities committee, the president, and the board of trustees will consider a naming opportunity in honor of a donor or a donor's designee, when a substantial gift is received by the institution or by the CWU foundation from that donor. Donor is defined as the individual, corporation, foundation, or other entity making the donation.

Personal character or organizational integrity, depending upon the nature of the name proposed, will be taken into account during the review process.

Other criteria factored into the determination process:

- a. Public service
- b. Major contributions to CWU and to the citizens of the state of Washington, both monetary and non-monetary.
- c. Visibility to the university community.

2. **Substantial Gift Defined:** Substantial gift typically is defined as at least 30 percent of the estimated cost:

- a. of new construction, remodeling, or renovation;
- b. of developing a new program, center, college, or institute; or
- c. of replacement of an existing, unnamed facility or landmark that does not require renovation at the time of the gift.

3. Method of Payment: Donations associated with naming proposals can be made by the donor in cash or appreciated property, through legally binding pledges fulfilled within no more than five years, or by the creation of an endowment. Individual donors may gift a portion of their contribution through an irrevocable trust or a contractual bequest mechanism. The president reserves the right to remove a university naming opportunity when pledges remain unpaid beyond the agreed upon period. Should this occur, the president may, if he or she chooses, recommend another naming opportunity to the board of trustees, or seek another donation of the magnitude that is deemed substantial.

Donations made through irrevocable deferred gift techniques (including, but not limited to charitable gift annuities, deferred pledge agreements, or wills) shall generally not be accepted in instances when private funds are needed to pay for substantial gifts as defined in this section. A naming opportunity may, however, be accepted for existing, unnamed opportunities not requiring major remodeling or renovation.

4. Clearance Procedures for Gift Acceptance: The board of trustees approves a naming opportunity upon recommendation from the president. Therefore, approval must be secured prior to the final negotiations of any gift involving a university naming opportunity.

(B) When a donation is not involved.

1. Criteria for naming: Honorary names may be conferred on a university naming opportunity to recognize individuals. This honor will be restricted to those who have achieved exceptional distinction in their service to the university and the citizens of the state of Washington, and to those who have served CWU in an academic or administrative capacity and who have achieved national or international reputation.

Proposals for a university naming opportunity in recognition of former Central Washington University faculty or staff will not be entertained until the individual has been either retired from the university for at least two years or has been deceased for at least two years.

2. Removal or Change of Name: The development priorities committee, the president, and the board of trustees name its opportunities after individuals and organizations that exemplify the attributes of integrity and civic leadership. Should a donor, for whom a university naming opportunity has been made, violate these standards, the board of trustees may elect to remove the donor's name from the naming opportunity.

In addition, the board of trustees may elect to remove a name or change a naming opportunity if recommended by the development priorities committee and the president.

(5) Project Plaques - Project plaques will record names of the university president and Board of Trustees seated when the project is approved for construction and those who were seated when the project is accepted as complete by the Board of Trustees.

[BOT 03/15/02, Motion 02-18, BOT 06/13/03, Motion 03-38, BOT 10/10/03, PAC 09/05/07]