Administrative Procedure

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Subject: REQUESTS TO NAME FACILITIES, PROPERTIES, AND ROOMS

1.0. PURPOSE:

To establish procedures for submitting proposals to name facilities, properties, rooms, and other limited indoor and outdoor areas to the Campus Physical Planning Committee (CPPC).

2.0. ORGANIZATIONS AFFECTED:

All organizational units and committees of the University, including auxiliaries, and individual faculty, staff, and students.

3.0. REFERENCES:

3.1. Trustees' resolution of May 12, 1961 established Campus Planning Committees and delineated their functions. Facilities Planning Memorandum No. 66-22 of September 28, 1966 reaffirms this resolution.

3.2. Office of the Chancellor Executive Order Number 713, Subject: Delegation of Authority--Naming CSU Facilities and Properties.

3.3. Office of the Chancellor memorandum PPD 84-21, Subject: Policy on Naming California State University and Colleges Facilities and Properties.

3.4. Trustee's Resolution - RIA 07-99-09, a revision to the Trustee's Policy and Procedure on Naming California State University Facilities and Properties adopted on July 8, 1999.

3.5. California State University, Los Angeles (Cal State L.A.) Administrative Procedure 007, Campus Physical Planning Committee (CPPC) and Space Management Subcommittee.

3.6. Development Policies and Procedures 14.0, Subject: Donor Recognition.

Approved: _____ **Date:** _____

4.0. POLICY:

The Campus Physical Planning Committee (CPPC) assists the President in the formulation, development, and coordination of a physical plan for the campus that will result in systematic development in support of the mission of the University.

The CPPC will review proposals to name buildings, facilities, and properties on campus. No commitment shall be made prior to Trustee/Presidential approval of the proposal.

The Chancellor has delegated to the President the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The President will review recommendations of the CPPC on proposals to name rooms and other limited indoor and outdoor areas.

5.0. DEFINITIONS:

5.1. Facilities and Properties - All buildings; major portions of buildings; university streets or roads; stadium and baseball fields and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties.

6.0. RESPONSIBILITIES:

6.1. The President will:

6.1.1. Review and approve or deny proposals to name rooms and other limited indoor and outdoor areas.

6.1.2. Review proposals to name facilities and properties and forward endorsed requests to the Trustees.

6.1.3. Consult as appropriate with the Executive Committee of the Academic Senate.

6.2. The Vice President for Institutional Advancement will review all CPPC agenda items pertaining to campus namings and make recommendations on all items requiring or using donated funds.

6.3. The CPPC will review and make recommendations to the President on proposals to name facilities, properties, rooms and other limited indoor and outdoor areas.

6.4. Members of the campus community will submit proposals to name facilities, properties, rooms and other limited indoor and outdoor areas on the CPPC Agenda Item -- Request to Name Facilities form (Appendix 8.1.).

7.0. PROCEDURES:

7.1. Members of the campus community will complete Sections 1 through 8 of the CPPC Agenda Item -- Request to Name Facilities form and submit the form to the Office of Facilities Planning and Construction. In the event that naming a facility involves a

gift, Section 10 of the form must be completed prior to submission to Facilities Planning and Construction.

7.1.1. Each proposal must contain the following information:

a. Succinctly stated reasons for the proposed name.

b. Complete biographical data if a proposal is to name a building, facility, or property for an individual.

7.1.2. A name for a Cal State L.A. building, facility, or property must meet one or more of the following criteria:

a. It must designate the function of a building, facility, or property.

b. It must reflect natural or geographic features.

c. It must reflect a traditional theme of the University.

d. It must honor an individual or organization.

1) When no gift is involved:

a) It must honor a person/organization who has achieved unique distinction in higher education or other significant areas of public service.

b) It must honor a person/organization who has served the CSU in an academic capacity and has earned a national reputation as a scholar, or made extraordinary contributions to the campus or the system which warrant special recognition.

c) It must honor a person/organization who has served the CSU in an administrative capacity and who, during administrative service, made extraordinary contributions to the campus or the system which warrant special recognition.

d) When a proposal for naming in honor of an individual involves service to the University in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased for at least two years.

e) No more than one facility or property shall be named after any one individual.

f) No facility or property will be named after seated, elected or appointed officials.

2) When a gift is involved:

a) The Vice President for Institutional Advancement will review and make recommendations on the naming prior to the review by the CPPC.

b) The Vice President for Institutional Advancement and other university administrators will attempt to maintain consistency in gift levels required for naming, while at the same time, being aware that different constituencies have different giving capacities and that projects vary in regard to visibility and perceived prestige.

c) Namings may be for either permanent recognition or term recognition.

d) Upon verbal agreement of the gift with the donor, appropriate justification for the naming should be submitted to the Vice President for Institutional Advancement, who in turn will forward it to the Vice President for Administration and Chief Financial Officer for consideration by the CPPC. The committee will forward its recommendation to the President.

e) Gift agreement documents should include provisions to address:

1) The life expectancy of the building, equipment, rooms, or other facility;

2) Possible name change, if a corporate donor;

3) The possible divorce or separation of married donors;

4) Termination of a named program/space because it no longer meets the needs of the University; and

5) Any term-naming considerations.

f) Any legal or ethical impropriety on the part of the donor will make the gift and name subject to reconsideration by the University.

g) In approving the plan for naming of a facility, the CPPC, in conjunction with Public Affairs, will ensure that the

campus-wide standard for signage leading to the named facility are met.

h) The placement of donor walls and plaques, both interior and exterior, should be determined in consultation with the appropriate development officer, dean/director, and the Vice President for Institutional Advancement. The purpose of the review is to ensure that there is university-wide consistency between the level of recognition and the level of the gift. The Director of Public Affairs should also be consulted to ensure that campus-wide standards for graphics are met.

i) The Board of Trustees will take into consideration the significance and amount of the proposed gift as either or both relate to the realization or completion of a facility or to the enhancement of the facility's usefulness to the University. For an amount to be considered "significant" it shall either fund the total cost of the facility to be named, or 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.)

7.2. The Office of Facilities Planning and Construction will include the item on the next CPPC meeting agenda.

7.3. Arguments in support of or opposition to the proposal may be submitted by individuals, organizational units, and any interested person(s) to the Vice President for Institutional Advancement to be included in the recommendation submitted to the CPPC.

7.4. The CPPC will consider each proposal for naming a facility on its own merit and submit recommendations to the President. Confidentiality of the recommendation of the CPPC will be maintained on all requests.

7.5. Proposals that require consideration by the Trustees will be sent by the President to the Vice Chancellor for University Advancement.

7.5.1. Requests must be forwarded to the Vice Chancellor for University Advancement at least six (6) weeks prior to the time the request will appear on the Board of Trustees' agenda.

7.6. Proposals not requiring Trustee consideration per Executive Order 713 will be considered by the President upon the recommendation of the CPPC.

7.7. The requesting area/individual will be informed of the final decision in a timely manner.

8.0. APPENDICES:

8.1. Campus Physical Planning Committee Agenda Item - Request to Name Facilities.