



## **Naming Policies**

**May 2018**

Office of University Advancement  
Indianapolis, IN 46208  
317-940-9655 (P)  
800-368-6852 ext. 9655 (P)  
317-940-6486 (F)  
[www.butler.edu](http://www.butler.edu)

**NAMING OPPORTUNITIES**  
**Academic Entities / Physical Entities**  
**Policies and Procedures**

**Purpose**

This policy sets forth the criteria and procedures for naming Academic Entities and Physical Entities of Butler University.

**Definitions**

For purposes of this policy the following definitions shall apply:

The term “Academic Entity” refers to any position, department, school, program, college, center, institute, organization, unit, professorship, lectureship, or resource that may be named.

The term “Physical Entity” refers to any existing or proposed University building, building addition or physical space (interior and exterior) involving University property not named prior to implementation of this policy.

**Naming Authority**

Authority to name Academic Entities or Physical Entities rests with the University Board of Trustees through the review and approval of the Advancement Committee of the same.

**Procedures**

When naming Minor Entities, the Vice President for University Advancement will be made aware of intentions to name Academic and/or Physical Entities by way of standard gift agreement procedures and will provide final approval through the signed execution thereof.

When naming Major Entities, the Vice President for University Advancement will discuss the potential naming with appropriate University officials including the Advancement Committee of the University Board of Trustees and the University President.

**Naming Criteria**

Naming an Academic Entity or Physical Entity should be undertaken discreetly, advisedly, and with concern for how the action will be viewed retrospectively.

Central to all naming of Academic Entities and Physical Entities is the University's commitment to recognize:

- A. Benefactors who have made substantial financial contributions to the University. The

- term "benefactors" includes individuals, corporations, and other organizations;
- B. In rare instances, individuals of outstanding personal character who have made substantial contributions to society or to a field of study, who have made substantial contributions as a member of the University faculty or administration, or who have a personal connection to or demonstrable support of the mission of the University;
  - C. The traditions and history of the University that may include, but not be limited to, recognition of events, dates, organizations, places or programs.

### **Contribution guidelines**

In order for an Academic Entity or Physical Entity to be named based upon a contribution, the following conditions should be met:

- A. The amount of the gift will follow the contribution guidelines described and outlined in the tables below;
- B. A commitment will be based on a signed commitment by the donor, and the payment period for the commitment must fall within any constraints applicable to the project being named as outlined in Butler University's Charitable Gift Policy;
- C. A donor may name an approved Academic Entity or Physical Entity with a commitment of an irrevocable planned gift provided that the following criteria are met:
  - a. Circumstances make it practical for the University to accept a planned gift for the given purpose;
  - b. The discounted (to present) value of the deferred commitment meets or exceeds the naming level approved for the designated facility or program; and
  - c. Exceptions to standard guidelines as outlined above will require review and approval by the Gift Review Committee.
- D. If an Academic Entity or Physical Entity should change its physical location prior to naming, commitments will be honored to the maximum extent possible per the terms of the gift agreement.

The following gift amounts are suggested as guidelines for the naming of Academic or Physical Entities of the University. **Final naming amounts may vary according to scale or at the discretion of the University Board of Trustees through the Advancement Committee of the University Board of Trustees.**

## ACADEMIC ENTITY

A gift for naming an Academic Entity should be substantial and significant, even transformative in nature, enabling the Academic Entity to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit.

Generally speaking, a gift to name an Academic Entity should equal at least 20% of the annual operating budget for that College, Unit, department, center, etc. It is preferred that 75% of that gift amount be placed in an endowment for the benefit of that Academic Entity.

**School or College:** An Endowed College Fund provides perpetual support for the educational programs, activities, research endeavors and physical plant, equipment and structures associated with the college. An endowed college fund can also provide for continuing maintenance and improvements to necessary infrastructures which support the educational goals and mission of the college.

Beginning at  
\$10 million

**Department:** An Endowed Department Fund supports an entire center, institute, program, or department at Butler University. Funds are available for the director's or department chair's salary and for selected programs and initiatives which enhance students' educational experiences and raise the caliber of teaching activities within the department, center, institute, or program. Funds may also support faculty development and curriculum enhancement.

Beginning at  
\$5 million

<b>Center or Institute</b>	Beginning at \$5 million
<b>Program (e.g. Honors, Residential College, Creative Writing)</b>	Beginning at \$1 million
<b>Distinguished Speaker Series</b>	Beginning at \$1 million
<b>Positions:</b>	
Dean: An Endowed Chair for the Dean partially supports the salary, benefits, special programs, and initiatives of the dean of the college for which it is designated as well as professional development of faculty and staff	Beginning at \$5 million
Department Chair/Directorship: An Endowed Department Chair partially supports the salary and benefits of the head of the subject department and provides discretionary funds for other expenses as appropriate.	Beginning at \$3 million
Professorship: An Endowed Professorship partially supports the salary and benefits of the faculty who are appointed to these positions and provides discretionary funds for other expenses as appropriate.	Beginning at \$2 million
Faculty Excellence Fund: An Endowed Faculty Excellence Fund provides support for leadership development, teaching excellence and research, and scholarly engagement for an outstanding faculty member selected by University leadership.	Beginning at \$100,000
<b>Scholarship:</b> An Endowed Scholarship partially supports educational expenses of a current Butler student(s).	
	Beginning at \$50,000
<b>Endowed Program Funds:</b> An Endowed Program Fund provides support to a University academic or athletic department, program, unit, etc.	Beginning at \$50,000
<b>Current Use Program Fund:</b> A Current Use Fund Program provides support to a University academic or athletic department, program, unit, etc.	Beginning at \$25,000

## PHYSICAL ENTITY

**New Construction:** A minimum of one-third of the total project cost to construct a new building or an addition to an existing facility, or an amount approved by the President and the Board of Trustees. Whenever possible, 10% of gift should be placed in an endowment to support ongoing operating and maintenance of the building.

**Renovation:** A minimum of one-third of the total project cost for a significant renovation of an existing facility, or an amount approved by the University President or the Board of Trustees. Whenever possible, 10% of gift should be placed in an endowment to support ongoing operating and maintenance of the building.

**Existing Building:** A minimum of one-third of the replacement cost of an existing facility not undergoing renovation. Typically, three-fourths of a gift to name an existing facility not undergoing renovation will be in the form of endowment, preferably unrestricted endowment, to the University facility.

**Guideline amounts will vary according to scale. Use of room, size, and prominence on campus will determine the value of the space. An inventory of available named spaces and specific price points will be available for each Physical Entity project.**

Lecture Halls/Auditoria	Beginning at \$250,000
Teaching & Research Laboratories/Studios	Beginning at \$25,000
Classrooms/Conference Rooms	Beginning at \$25,000
Offices	Beginning at \$10,000
Interior & Exterior Public Spaces (e.g. atria, lobbies, courtyards, playgrounds)	Beginning at \$25,000

Interior & Exterior Finishes (e.g. trees, benches, statues etc...)	Beginning at \$25,000
Athletic Non-academic Facilities	TBD (Variable and determined according to scale)

In rare instances, the University Board of Trustees has the authority and discretion to name facilities or spaces without a contribution in honor and recognition of an individual or family.

Amounts indicated above will be reviewed prior to May 31 in even-numbered years, or as warranted by changes in law and university policy by the University Board of Trustees.

### **Recognition**

Appropriate signage will be provided by the University to recognize naming gifts for Physical Entities. For instances in which a corporation names a Physical Entity, signage shall always adhere to Butler University’s co-branding guidelines.

When an Academic or Physical Entity is named, the University owns all rights of publicity, advertising, and any use of the Name in promotional, instructional, and advertising materials in any medium, including but not limited to: print, film, video, radio, the internet and/or any other form or method of communication.

### **Duration and Modification of Naming**

- A. Duration: The duration of a benefactor's or honoree's name on any Academic or Physical Entity ordinarily continues for as long as the Entity is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named Academic Entity or Physical Entity, the University may deem that the naming conditions be revisited in accordance with the guidelines below:
  - a. The appropriate University representative will make all reasonable efforts to inform the original benefactors or honorees or their surviving family members in advance of any space changes for naming gifts of

\$100,000 and above.

- b. The University may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required unless specifically stated in a signed gift agreement. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new or renovated facilities.
- c. The University, in most cases, will offer the original benefactor, honorees, or their surviving family members the right of first refusal to rename the Academic Entity or Physical Entity under current naming policies for naming gifts of \$100,000 and above.
- d. In the event of a corporate or organization naming of a facility, if the corporate or organization name changes, the University may deem that the naming period has concluded. For additional considerations when corporate or organization name changes occur, see below.

- B. Renaming: When the benefactor's or honoree's naming period has concluded, the Academic Entity or Physical Entity may be renamed and the original name removed, in recognition of new gifts and subject to any specific terms and conditions set forth in the original naming agreement and subject to the guidelines above.
- C. Joint or Hyphenated Naming: In exceptional circumstances, additional names may be added to an Academic Entity or Physical Entity in recognition of an additional gift even if the prior benefactor's or honoree's naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming an Academic Entity or Physical Entity.
- D. Term Naming: Neither Academic nor Physical Entities shall be named for a pre-determined fixed term. For cases in which a corporate donor provides a gift to support a program for a fixed term, they shall be recognized as the presenting donor (e.g. Global Adventures in Liberal Arts presented by John Doe Associates)
- E. Benefactor or Honoree Name Changes: If a benefactor or honoree requests a change to the name of an Academic Entity or Physical Entity (e.g. due to divorce or corporate merger), the University will consider the request. If approved, all replacement signage and other related costs shall be made at the donor's or honoree's expense. For additional considerations when corporate name changes occur.

### **Revoking Names on Academic Entities/Physical Entities**

In certain circumstances, the University reserves the right to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them,



may apply to an approved naming that has not yet been acted upon or to a conferred naming. In the unfortunate event of the removal of a name, funds given as part of the naming gift may be used to cover any usual and customary expenses associated with the renaming or rebranding of the Academic or Physical Entity. Naming may be revoked:

- A. If the University Board of Trustees determines, in its reasonable discretion, that the Donor's actions are of such significant moral turpitude so as to create negative publicity which may materially affect the University's and/or program's reputation;
- B. If the benefactor fails to maintain payments on a commitment upon which the naming was bestowed;
- C. If a planned gift upon which the naming was bestowed does not result in the value agreed upon.