

Florida Agricultural and Mechanical University



Board of Trustee Policy

Board of Trustees Policy Number: 2008-05	Date of Adoption/Revision June 12, 2008; Rev. September 11, 2014
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Subject	Naming Opportunities
Authority	Board of Governors Regulation 9.005, Naming of Buildings and Facilities Section 7 (d), Article IX, Florida Constitution
Applicability	To establish guidelines for naming of a FAMU building, road, bridge, park, recreation complex, college, center, or other facility or Program

I. Policy Statement and Purpose

The Florida Agricultural and Mechanical University (FAMU or University) Board of Trustees establishes the following Policy and Procedures by which any building, structure, road, bridge, park, recreational complex or any tangible property, or any component thereof (hereafter "Facility") or, college, school, department, institute, center, or program (hereafter "Program") or any other property or property right under the control of the Board of Trustees may be named for an individual or other entity

A. Meeting Requirement:

The naming of any Facility or Program requires the recommendation of the President of the University and the approval of the Board of Trustees as a noticed, non-consent agenda item at a meeting of the Board of Trustees.

B. Names Prohibited:

No Facility may be named on an honorary basis for any active State University System member, including, but not limited to, staff, faculty, students or trustees. However, a Program may be named for such an active member of the State University System without the approval of the Board of Governors as set forth in sub-paragraph A above.

II. Honorary Naming

Non-gift related, or “Honorary”, naming of any Facility or Program is reserved for individuals who have been duly recognized for achievements of extraordinary and lasting distinction and who have made a significant contribution to the State of Florida and/or to the University or to the fields of education, government, law, science or the welfare of the human race. The integrity of the individual should exemplify outstanding virtues.

A. Establishment of an Advisory Committee on Honorary Naming of Facilities and Programs

The President shall appoint an Advisory Committee on Honorary Naming Facilities and Programs which will review and make recommendations to the President for consideration. Membership shall include the Vice President for University Advancement, who shall Chair the Committee, the Vice President of Administrative and Fiscal Affairs or his/her designee, a representative of the Faculty Senate (but not its president) and a representative of the Student Government Association (but not its president). The President may appoint other members to the Committee as deem appropriate.

B. Committee Function

The Committee shall be an advisory body to the President and shall have no policy-making or administrative authority. The Committee shall advise the President with respect to proposals to name or change the name of University Facilities and Programs, consistent with the policy and procedures set forth herein. The Committee shall meet at such times and places required to efficiently perform its duties.

III. Gift Related Naming

Gift related naming of a Facility or Program requires a donation to the University or the Florida A&M University Foundation, Inc. (the “Foundation”) which makes a significant contribution to the cost of building the Facility or implementing the Program housed in the facility approved by the Board of Trustees.

Specific naming opportunities and corresponding minimum gift levels are determined by the President, Dean, Vice President of University Advancement, and Vice President of Administrative and Fiscal Affairs or their designee. Naming may be affixed when accompanied by gifts equivalent to at least fifty percent (50%) of the fundraising target.

Naming requests must be accompanied by supporting documentation in the form of a gift agreement which outlines the terms and expectations of the donor.

In all cases, State matching funds may be added to the donor’s endowment for purposes of meeting the minimum naming requirement. Such naming recognition will reflect not only the donor’s endowment, but also the donor’s commitment to the mission, vision and objectives of the University.

IV. Matching Gifts

Based on the Alec P. Courtelis University Facility Enhancement Challenge Grant Program, Section 1013.79, Florida Statutes, when the naming opportunity concerns construction of a new building or renovation of an existing building, a donor will be required to provide 100 percent of the private portion of the building or renovation cost. The private portion would be 50 percent of the total construction or renovation cost. If the University chooses to conduct a campaign, which raises the needed private funds from numerous donors, the minimum donation required from an individual for a naming opportunity is 60 percent of the private portion (or, under the existing Alec P. Courtelis University Facility Enhancement Challenge Grant Program, 30 percent of the total cost). These provisions apply only as funding is available.

V. Removal, Revocation or Renaming

A. Honorary:

At any time, the Board of Trustees may remove a name from and/or rename any Facility or Program named on an honorary basis upon the recommendation of the President of the University and the approval of the Board of Trustees as a noticed, non-consent agenda item at a public meeting of the Board of Trustees. The removal of any name previously requiring the approval of the Board of Governors of the State University System shall likewise require the approval of the Board of Governors.

B. Gift Related:

As stated in the gift agreement, at any time, the Board of Trustees may remove a name and or rename a Facility or Program named on a gift related basis when doing so would be in the best interest of the University. The Board of Trustees may consider whether the donor continues to exemplify a commitment to the mission, vision and objectives of the University and whether the donor maintains the integrity consistent with the honor of such naming opportunity. Any altering of previously named Facilities or Programs shall occur in consultation with the donor or his/her designee.

C. Revocation:

Revocation of naming approval or conferral – In certain circumstances, the University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming with no financial responsibility for returning any received contributions to the donor. 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 and must be outlined in the gift agreement. Following are some (but not all) examples of circumstances warranting renaming, removal or revocation of the naming honor:

- 1) In situations where University facilities, or any part thereof, has been dedicated to or named for any person, family, or organization, the University reserves the right to withdraw the designation or name if, in the sole opinion of the University, the person, family, or organization has come into disrepute in the University or in the general community so as to reflect negatively or adversely upon the University.

- 2) If the donor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked or any other agreed upon obligation..
- 3) If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.
- 4) If the name of a corporate or individual donor has been changed.
- 5) The donor's actions no longer align with the mission of the University and its fundamental values, or such actions bring disrepute to the University.

VI. **Duration and Modification of Namings**

A. The duration of a donor's or honoree's name on any Facility or Program ordinarily continues for as long as the facility or unit is used in the same manner or for the same purpose for which the naming occurred. Any naming made pursuant to this Policy shall remain in effect until such time as the University determines the facility has exceeded its useful life or the facility's continued use has become impossible or impractical or until removed as set forth in Section V above. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named Facility or Program, the University may deem that the naming period has concluded.

- 1) The appropriate University representative will make all reasonable efforts to inform in advance the original donors or honorees or their surviving family members when the naming period is deemed to have concluded.
- 2) 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 manner is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.

B. **Term Naming** – In appropriate instances, a naming may be granted for a pre-determined fixed term, usually 3-10 years. At the end of the term, the name of the Facility or Program shall expire but may be renewed with the same or a new name. The gift agreement should clearly specify the period of time for which the facility or unit will be named.

C. **Joint or Hyphenated Naming** – Additional names may be added to a Facility or Program unless prohibited by the original donor's gift agreement, in recognition of an additional gift even if the prior donor's or honoree's naming period has not concluded. Hyphenation of names is one method for jointly naming a facility or program.