



3344-3-01 Space, unit and entity naming.

(A) Purpose

This rule sets forth university-wide policy for space, unit and entity naming at Cleveland state university (“CSU” or the “university”).

(B) Definitions

(1) Funds:

- (a) “Current use funds” means funds that are intended to be spent in the current operating cycle.
- (b) “Term use funds” means funds that are intended to be spent in a specified period of time.
- (c) “Endowment funds” means funds that are invested and have been permanently restricted by the donor to be used in perpetuity, with annual distributions to be used as prescribed by the donor.

(2) “Entity” means a college, school, department, division, institute, dean ship, chair, professorship, center, or program, which has defined leadership and resources supporting it.

(3) “Naming” means formal assignment of a specific name to a university space or entity.

- (a) “Administrative naming” a formal assignment of a specific name related to the function or location of a space or entity (e.g., South Garage) that is unrelated to a philanthropic gift or honorific recognition.
- (b) “Commemorative/honorific naming” means a formal assignment of a specific name to recognize a distinguished individual or organization for outstanding service or commitment to the university that may or may not involve a philanthropic gift (e.g., Michael Schwartz University Library).

(c) “Philanthropic naming” means a formal assignment of a specific name to express appreciation for a philanthropic gift from an individual or an organization (e.g., The Monte Ahuja College of Business).

(4) “Space” means a defined physical area or structure such as a building, interior room, outdoor area, features (e.g., sites and fountains), or objects (e.g., lockers). The name given to a construction project to renovate or create a new space is separate from the naming of the space itself and outside the scope of this rule.

(5) “Unit” means a college or administrative unit.

(6) “Unit leader” means head of a college or administrative unit (e.g., dean, senior vice president, president, provost).

(C) General information

(1) The university will commit to name an entity, unit or space only after carefully considering all relevant factors, including the potential impact the naming will have on the university and the campus community and consistency with university tradition, mission, and policy.

(2) Significant gifts to the university through the Cleveland state university foundation (the “foundation”) will provide opportunities for donors to name a program, building, space, unit, scholarship, faculty fund, etc. in honor of the donor/s or another person/s recommended by the donor/s. Each philanthropic naming gift must be accompanied by a gift agreement approved and executed by the donor/s or their representatives, the foundation, and the college, school, department, or program that is to benefit from the gift and, in some instances, the university.

(3) The funding amount is determined on a case-by-case basis, and governed by the philanthropic naming guidelines developed and adopted by the university administration.

- (4) Prior to discussing the proposed gift amount with the donor(s), the specific philanthropic naming gift amount must be approved by the vice president of university advancement and executive director of the foundation as well as the university president or the appropriate unit leader.
- (5) The university president brings suggestions for philanthropic naming gifts valued at or over one million dollars to the board of trustees along with either a proposed philanthropic investment or a justification as to why a particular entity, unit or space should be named in honor of an individual or company.
- (6) In the event the donor is endowing an academic program or position, an approval process led by the provost should occur before the acceptance of the gift.
- (7) If the project is being reserved for a donor who is making provisions through a deferred gift arrangement, an appropriate amount may be added to the required gift minimum for inflation in anticipation of the future estate commitment expectancy. See philanthropic naming guidelines.
- (8) A philanthropic naming will not take place until the university and the foundation have a signed gift commitment in hand. In the event the pledge by a donor is not fulfilled, the naming opportunity at the University may be forfeited as set forth in paragraph (D) of this rule.
- (9) This rule applies to buildings or structures owned by the university or a related entity, or built on university owned land by the private sector through a lease or other arrangement. Buildings, rooms and spaces within buildings, courtyards, and other public spaces are typically named in perpetuity or as long as the structure or space is in use by Cleveland state university.
- (10) The board of trustees has final approval for all naming opportunities at the university. However, to expedite the approval process, the board authorizes the university president and vice president, university

advancement and executive director of the foundation to do the following:

- (a) Coordinate gift agreements and naming designations on their behalf and to inform members of the university community affected by such gifts.
 - (b) Make decisions regarding philanthropic naming opportunities for gifts valued under one million dollars.
 - (c) Make recommendations to the board of trustees with regard to naming opportunities for gifts valued at or over one million dollars.
- (11) Commemorative, honorific naming of buildings, entities, units and other physical space for those who have made significant contributions in service, support or honor of the university, the community, state or nation shall be considered upon recommendation of the associated dean or appropriate university unit leader. For entities, units or spaces valued under one million dollars, the university president shall have final approval, and for entities, units or spaces valued at or over one million dollars the board of trustees shall have final approval.
- (12) Administrative naming of an entity, unit or space reflects the function or location of the entity, unit or space and shall be subject to paragraph (D) of this rule should there be a request to change the name.
- (D) Changing and removing names
- (1) The board of trustees reserves the right to remove and/or change names of spaces, units or entities, whether administrative, philanthropic or honorific/commemorative, for any one or more of the following reasons:
 - (a) The donor defaults on the terms of the gift agreement; or
 - (b) The donor is subsequently convicted of a felony or otherwise engaged in conduct that, in the sole discretion of the board of trustees, is injurious to the reputation of the university; or

- (c) If at any time the university determines that the continued naming of a space, unit or entity compromises the university's integrity or reputation.
 - (2) The procedure for reviewing names of university spaces, units and entities shall be followed in the review, amendment, removal or renaming of a university space, unit or entity.
 - (3) In the event that a named space, unit or entity ceases to exist, the university is not obligated to continue the recognition, nor will it be obligated to provide substitute recognition, however; the university may elect to make an effort to continue to commemorate honorific or philanthropic recognition in an appropriate way.
- (E) Review procedures

This rule, the procedures for reviewing names of university spaces, units and entities, and the philanthropic naming guidelines shall be reviewed no later than every three years.

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