

1 **Florida State University Policy 8-2**

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TITLE OF POLICY: NAMING POLICY  
Responsible Executive: Vice President of University Advancement  
Approving Official: Vice President of University Advancement  
Effective Date: 03/08/2013  
Revision History: New:  
Revised:

10 **I. INTRODUCTION**

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12 The following requirements apply to all Florida State University campuses, all satellite  
13 facilities and programs, all direct support organizations and governs the naming of  
14 academic units, physical structures, or parts of physical structures, administrative  
15 positions, faculty positions, excellence funds, athletic coaching positions, scholarships,  
16 fellowships, internships, and lectureships. Academic units include academic programs,  
17 centers, institutes, departments, schools and colleges. Physical structures include  
18 buildings, building additions, collections of buildings, monuments, fields, open-air  
19 courtyards, streets, alleys, and other outdoor areas. Portions of buildings (such as  
20 classrooms, auditoriums, foyers, libraries) shall be governed by the Naming  
21 Opportunities Guidelines.

22 Any name recommended for consideration under these guidelines must be one that would  
23 bring distinction or honor to the University and must be consistent with the values,  
24 mission and traditions of the University.

25 These rules shall be applicable for all naming opportunities, regardless if the donor is an  
26 individual, corporation, or foundation.

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29 **Definition of Terms:**

30 President President of The Florida State University.  
31 Vice President Vice President, University Advancement, and President, FSU  
32 Foundation.  
33 Unit Head Dean of an academic unit, dean or head of a satellite campus,  
34 president or head of a direct support organization, vice presidents  
35 of the University, president of the student body.  
36 Committee The Committee on Campus Names  
37 Nameable Space A structure or space that may bear the name of an honoree.  
38 Philanthropic Cost Total fundraising goal of a project.  
39 Naming Cost Square footage of the nameable space multiplied by the net square  
40 footage cost multiplied by any weighting factors.

41 **II. POLICY**

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43 **A. GENERAL REQUIREMENTS:**

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- 45 1. When a naming opportunity is presented, strong preference shall be given to persons who
  - 46 have had long, close and valued associations with the University as teachers, administrators,
  - 47 or distinguished and supportive alumni and friends.
  - 48 2. Donor recognition does not need to be tied directly to a gift for a specific building or
  - 49 improvement, academic unit or endowment. Donors who support such projects may make
  - 50 their gifts “unrestricted” to the university or to the unit responsible for the private fund-
  - 51 raising. Significant unrestricted gifts can be recognized through naming opportunities.
  - 52 3. If fundraising exceeds the philanthropic costs, the additional funds may be applied toward
  - 53 programmatic initiatives within the unit.
  - 54 4. Donors should fulfill pledges in seven years or less. Naming will be considered when 50
  - 55 percent of a pledge is received. A lower percentage or a longer period can be granted in cases
  - 56 where a written gift agreement is binding on the donor’s estate, and based on the previous
  - 57 history of the donor.
  - 58 5. Once a building, program, or endowment has been named, the name shall not be changed
  - 59 unless there are unusual or compelling reasons for changing the name. The University,
  - 60 through the sole and absolute discretion of its Board of Trustees, may exercise this option if a
  - 61 designated name, in its judgment, should bring discredit upon the University. Failure to
  - 62 complete a pledge shall constitute a reason for changing the name. In the event of such re-
  - 63 naming, the University shall have no financial responsibility, despite anything that may be
  - 64 stated or implied to the contrary.
  - 65 6. At no time should promises or commitments regarding naming be made in advance of final
  - 66 approval by the appropriate University entities.
  - 67 7. Exceptions to this policy may be made only by the President of the Florida State University,
  - 68 with final approval from its Board of Trustees.
  - 69 8. The Florida State University policies on naming shall follow all statutory requirements
  - 70 (*current statute: 267.062*).

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72 **B. SPECIFIC REQUIREMENTS - NAMING PHYSICAL STRUCTURES:**

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- 74 1. Where an individual, corporation or foundation contributes essentially 50% or more of the
  - 75 private philanthropy costs (including both governmental and non-governmental matching
  - 76 gifts) associated with a physical structure or essentially more than 50% of the value of an
  - 77 existing facility, or parts thereof, a name suggested by such contributor for that project will be
  - 78 given serious consideration. If for any reason, the matching gift is not received, the donor is
  - 79 responsible for contributing the full 50% of the cost before naming becomes a consideration.
  - 80 2. Where a physical structure already exists or when funding has already been secured for a new
  - 81 construction project, market benchmarks or other factors shall be used to determine the
  - 82 required contribution for naming.
  - 83 3. Temporary naming of physical structures may be considered based on the length of period of
  - 84 naming and an assessment of market value associated with the structure.

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**C. SPECIFIC REQUIREMENTS – NAMING ACADEMIC UNITS:**

1. Where an individual, corporation or foundation contributes significantly in defraying the annual operating costs of a program, center, institute, department or college, a name suggested by such contributor for that project will be given serious consideration.
2. Market benchmarks and other factors shall be used to determine the required contribution for naming.

**D. SPECIFIC REQUIREMENTS—NAMING ENDOWMENTS:**

1. The permanent endowment of a position is a significant and important investment in the long-term viability and strength of a unit. Gifts that establish these endowments can support either administrative or faculty positions, scholarships, fellowships, etc. In addition to supporting the teaching, research and service activities of the unit, funding may cover research expenses.
2. A minimum gift of \$25,000 is required to create an endowed fund at Florida State University.
3. Minimum endowment amounts do not include matching funds or grants
4. Endowment Levels: Minimums for endowed facilities and positions are maintained in the Florida State University Naming Opportunity Guidelines.

**E. ADMINISTRATION OF THIS POLICY:**

The Vice President for University Advancement shall administer this policy and reference it as appropriate in any written agreement or understanding regarding naming. Schools and units proposing naming thresholds and names for consideration under this policy should present a proposal in writing with sufficient background information to the Vice President for University Advancement. A committee, here named The Committee on Campus Names, shall advise the Vice President for University Advancement at the Vice President’s discretion. Approval thresholds are listed under the procedure section of the policy. When appropriate the President shall forward all positive recommendations to the Board of Trustees for final approval. Notification of naming opportunities that do not require Board of Trustee approval will be shared, for information purposes, with the Board during its regularly scheduled meetings. Naming of a physical structure or academic unit, or an endowment must appear as a non-consent item on the Board of Trustees’ agenda. The naming of a building, road, bridge, park, recreational complex or similar facility for an existing State University System employee must receive the additional approval of the Board of Governors following approval by the Board of Trustees.

**F. PROCEDURES—NAMEABLE SPACE**

1. Nameable space with a philanthropic cost of \$1 million or greater shall require approval of the naming committee, the president, and the Board of Trustees.
2. Namable space with a philanthropic cost of \$100,000 to \$999,999 shall require approval of the

- 129 naming committee and the president with the exception of prominent public spaces which will  
130 require Board of Trustee approval. Prominent public spaces are defined as those with high  
131 visibility, heavy usage, or those linked to significant University traditions.
- 132 3. Namable space with a philanthropic cost less than \$100,000 shall require approval of the unit  
133 head.
- 134 4. Unit heads will maintain a list of naming opportunities—both available and successfully  
135 designated—that are a part of their unit. The Vice President will maintain a master list of all  
136 naming opportunities with proposed gift amounts and identification of the appropriate  
137 approval entity.

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139 **G. THE COMMITTEE ON CAMPUS NAMES:**

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141 When requested by the Vice President for University Advancement, naming proposals may be referred to  
142 The Committee on Campus Names. This committee shall be composed of the Vice President for Faculty  
143 Development and Advancement (Chair), the Senior Vice President for Finance & Administration, the  
144 Provost & Executive Vice President for Academic Affairs, the Vice President for University Relations,  
145 the Associate Vice President for Facilities, an appointee of the Faculty Senate, the President of the  
146 Student Body, and an external member appointed by the President. When so requested, the Committee  
147 determines the appropriateness of proposals and prepares recommendations to be considered by the Vice  
148 President for University Advancement. Recommendations shall be provided within 30 days of the  
149 request for submission to the President.

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151 **III. LEGAL SUPPORT, JUSTIFICATION, AND REVIEW OF THIS POLICY**

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153 The Florida Statutes, Title XVIII, Chapter 267, statute 267.062 provides that in regard to naming  
154 of state buildings and other facilities:

155 (1) Except as specifically provided by law, no state building, road, bridge, park, recreational  
156 complex, or other similar facility shall be named for any living person.

157 (2) The division shall, after consulting with the Florida Historical Commission, recommend  
158 several persons whose contributions to the state have been of such significance that the division  
159 may recommend that state buildings and facilities be named for them.

160 (3) Notwithstanding the provisions of subsection (1) or Florida Statutes, Title XVIII, Chapter  
161 1013, statute 79, any state building, road, bridge, park, recreational complex, or other similar  
162 facility of a state university may be named for a living person by the university board of trustees  
163 in accordance with regulations adopted by the Board of Governors of the State University  
164 System.

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166 The Vice President for University Advancement shall be responsible for review of the provision  
167 of this policy and for making any necessary revisions every three years

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(signature of Approving Authority, date)