Rationale

Private gifts to support Kansas State University through the KSU Foundation offer an opportunity for appropriate recognition for benefactors, including individuals, corporations and other organizations. The Named Gift Committee (“NGC”) develops policies, processes and procedures which identify the types of named stewardship opportunities that should be reviewed by the NGC, and then executes those procedures as required.

Applies to

All employees of the University, including the University’s affiliated and Agency Organizations (hereinafter “University”) and all employees of the Foundation including the Foundation’s Supporting Organizations (hereinafter “Foundation”) must adhere to this policy which pertains to the private donations which are deposited with the Foundation that are being recognized with a named stewardship opportunity.

Policy

GENERAL

1. Purpose

1.1. The KSU Foundation and Kansas State University will seek to honor or memorialize individuals and organizations that have made a significant contribution to the University through naming recognition for their gift. Naming recognition may include, but is not limited to: *naming a building or definable portion of a building, definable outdoor area, colleges or academic programs. (Hereinafter referred to as “Facility”)*. This policy does not apply to faculty positions and awards, funds for scholarships, department or research support; only to physical named facilities.
2. Policy review process

2.1. This naming policy shall be reviewed by the NGC at least every two years. The NGC will submit changes to the KSU Foundation Development Committee for approval. All recommended changes will require review and approval by the KSU Foundation Board of Directors and the KSU President’s Cabinet.

3. Responsibilities

3.1. The act of naming a Facility shall be that of the President’s Cabinet, following the recommendation of the NGC. The NGC shall endeavor to determine that the proposed action is consistent with the interest of the University.

3.2. The Provost and Foundation CEO are jointly responsible for providing to the President’s Cabinet naming requests that have a financial commitment, as well as naming requests that are solely “honorary,” with no financial commitment.

3.3. The Provost and Foundation CEO may recommend exceptions to the naming policies, subject to support of the NGC and approval of the President’s Cabinet.

4. Naming recognition guidelines

4.1. The University shall retain the right to name facilities to honor individuals without a financial commitment, knowing that this will eliminate potential philanthropy opportunities in the future.

4.2. In most cases, donations for naming should be realized in full within five years of the commitment. Project timelines may influence pledge payment schedules. The Foundation will assess at the time the pledge is made whether the donor’s financial condition will allow for the orderly and timely execution of the terms of the pledge.

4.3. Interior features, objects or spaces -- A named interior feature, object or space will not be exhibited on external building walls; the name will be located as close as possible to (and otherwise affiliated with) the funded feature, object or space.

5. Naming recognition approval

5.1. Proposals that are approved by the NGC will be presented to the President’s Cabinet for final approval.
5.2. Proposals that are not approved through this action shall be returned to the originator with justification.

6. **Duration and modification of naming recognition**

6.1 The duration of a benefactor’s or honoree’s naming recognition period ordinarily continues for as long as the Facility is used in the same manner or for the same purpose for which the naming occurred for the life of the Facility. Upon demolition, Act of God, replacement, substantial renovation, re-designation of purpose, or similar modification of a named Facility, the University may deem that the naming period has concluded.

6.2 The appropriate University representative will make all reasonable efforts to inform in advance the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.

6.3 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. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.

6.4 Internal space may be named for a specific duration of time due to relatively fast nature of change of purpose.

6.5 If a donor who has been offered a naming opportunity falls into disrepute, the university reserves the right to discontinue the use of the relevant name, without reimbursement of original gift.

6.6 When the benefactor’s or honoree’s naming recognition period has concluded, the Facility may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

**MINIMUM GIFT LEVELS FOR NAMING RECOGNITION**

7. **Facilities**

7.1. A naming opportunity for recognition may be provided to individuals, corporations, and other organizations that have provided a significant contribution to a specific program within a new Facility, renovated or existing Facility within which the program is conducted.
8. Naming a college, school, department, center, institute or academic program

8.1. A gift for academic naming recognition ordinarily should:

8.1.1. Be in the form of an endowment, of which at least one-half (50%) is unrestricted for the benefit of that program, and
8.1.2. Be determined by the size, operating budget, national ranking, and visibility of the program, as well as naming amounts of peer programs in the discipline, and
8.1.3. To name a college, school, department, center, institute or academic program will require a significant gift that will generate resources to strengthen and build excellence in academic and research programs. All naming requests require approval by the President, Provost, the appropriate Dean/Director, and the Foundation CEO. In some instances, Board of Regents approval is required.

Definitions

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Procedures

There are no procedures applicable to this policy.

References & Links

Policy and Guidelines for Approval of Capital Projects at Kansas State University

Naming Gift Committee Charter

https://www.kansasregents.org/about/policies-by-laws-missions/board_policy_manual_2/chapter_ii_governance_state_universities_2/chapter_ii_full_text#cip

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