UNIVERSITY OF CALIFORNIA, RIVERSIDE

NAMING CAMPUS PROPERTIES, ACADEMIC AND NON-ACADEMIC PROGRAMS, AND FACILITIES

ROLES AND RESPONSIBILITIES, PROCEDURES AND POLICIES

University Advancement

January 17, 2007

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EXECUTIVE SUMMARIES

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EXECUTIVE SUMMARIES
ESTABLISHING NAMING FACILITIES

1. WORKFLOW

1. Development Officer (DO), Dean, Donor discussion.
2. DO completes and sends Initial Request for Approval to Name form with dean's signature to Associate Vice Chancellor for Development (AVCD).
4. Draft Gift Agreement/Initial Request for Approval to Name to Vice Chancellor University Advancement (VCUA) who consults with Chancellor and Executive Vice Chancellor and Provost (EVC&P) or designee.
5. EVC&P or designee directs Director, Donor Research & Relations (DR&R), Office of Development to send proposed naming documentation to the Academic Senate Chair for timely Senate Committee review.
6. EVC&P or designee convenes Naming Committee to include designated officers as necessary to review and deliberate on the proposed namings.
7. Upon approval by Naming Committee, EVC&P or designee directs Director, Donor Research & Relations (DR&R), Office of Development to prepare complete naming packets.
8. DO gets Gift Agreement signed.
9. For namings involving gifts of $5 million or less and/or namings of non-significant portions of buildings:
   a. EVC&P or designee sends Chancellor complete naming packet for his/her final approval.
   b. Chancellor's office distributes notice of approval.
10. For namings involving gifts of more than $5 million and/or namings of significant portions or entire buildings:
    a. DR&R writes Office of the President (UCOP) Item for Action, drafts Chancellor's letter of transmittal, and sends complete naming packet to EVC&P or designee.
    b. EVC&P signs and dates Item and gives packet to Chancellor's Office for letter signature and transmittal to UCOP.
    c. Upon receipt of approval letter from UCOP, Chancellor's Office distributes letter.
ROLES AND RESPONSIBILITIES

Chancellor (or Chancellor’s Office)
- May give conditional approval to a naming to enhance negotiations with a prospective donor.
- Gets Chancellor’s signature on cover letter and forwards the complete packet for proposed namings to UCOP for approval by the UC President.
- Notifies appropriate offices of the approval, including University Advancement Finance & Administration which retains original approval letter, gift agreement and documentation
  - Executive Vice Chancellor and Provost;
  - Vice Chancellor University Advancement;
  - Vice Chancellor Academic Planning and Budget;
  - Vice Chancellor Administration;
  - Associate Vice Chancellor Development
  - Other administrators as appropriate.

Executive Vice Chancellor/Provost or designee
- Instructs Director of Donor Research & Relations (DR&R) to forward background information packet for proposed namings to Chair of the Academic Senate
- Chairs UCR Committee on Naming Campus Properties, Programs and Facilities to review proposed namings of buildings, programs, facilities, etc.
- Reviews and approves recommendation.
- Signs UCOP Item for Action and submits complete packet for proposed naming to Chancellor.

Chair, Academic Senate or designee
- Distributes background information packet for proposed namings to the Advisory Committee of the Academic Senate for approval memo to DR&R in timely fashion.
- Sits on the UCR Naming Committee.

UCR Committee on Naming Campus Properties, Programs and Facilities (UCR Naming Committee)
- Provides due diligence regarding appropriateness of name to be recognized.
- Reviews the background information packet for proposed namings and responds to the Office of the EVC&P with comments within five business days.

UCR Naming Committee composition (officer or officer’s designee) as necessary:
- Vice Chancellor, Academic Planning and Budget (for comments regarding operating and capital resources),
- Vice Chancellor, Administration (for comments regarding building, design, construction, maintenance issues),
- Vice Chancellor, University Advancement (to confirm compliance with UCR and UCOP policy),
- Associate Vice Chancellor, Development (for comments regarding donor negotiations),
- Chair, Riverside Division Academic Senate to represent the faculty (for comments regarding academic issues),
- Legal Counsel (as required).
Vice Chancellor University Advancement:
- Consults with Chancellor and EVC&P or designee on proposed naming.
- Proposes gift levels for naming on a case-by-case basis and in consultation with appropriate University Officials.
- Sits on the UCR Naming Committee.

Associate Vice Chancellor Development or designee:
- Coordinates review of naming proposals in consultation with the head of the submitting unit, VCUA, EVC&P or designee and Chancellor during the negotiation process for a gift.
- Coordinates proposal, including the Initial Request for Approval to Name/Establish a Property, Program or Facility form and gift agreement.
- Prepares the formal naming request with supporting documentation.
- Sits on the UCR Naming Committee.
- Prepares the background information packet to include cover letter, properly formatted Item for Action, signed gift agreement and other pertinent documentation. DR&R forwards the complete packet to the EVC&P’s Office.

Note:
CONSULTATION WITH ACADEMIC SENATE
On November 3, 2004, the Academic Senate’s Committee on Academic Personnel (CAP) recommended to the Chair of the Academic Senate that there be College/Unit consultation, with review by the faculty group with whom the named chair, facility, etc. is to be associated.

That this consultative process has occurred has been added to the “INITIAL REQUEST FOR APPROVAL TO NAME/ESTABLISH A PROPERTY, PROGRAM OR FACILITY” form.

Note:
FUNCTIONALITY CHANGES/BUILDING NAME CHANGES
On December 9, 2005, June Smith, UCOP Director of Development Policy & Administration, said that the UC Office of the President is not involved in cases of building functionality name UCOP Director of Development Policy & Administration changes (e.g. the Physical Sciences Building now houses only the Chemistry Department and the dean wishes to change the building name according). This process is handled on campus. It is recommended that in such cases proposals be submitted from the involved unit’s dean to the Vice Chancellor Academic Planning & Budget who will convene the Naming Committee for review. The recommendations will go to the Chancellor for final approval. VCAPB Gretchen Bolar is aware of this and conurs.

Note:
ANY NAMING OF AN ENTIRE BUILDING
On March 29, 2006, June Smith, UCOP Director of Development Policy & Administration, said that the UC President approves namings of entire buildings on the UC campuses regardless of donor involvement. Following review by the campus Naming Committee, the Chancellor sends the request for the naming to the Office of the President with explanation and pertinent documentation.
UCR POLICY, GUIDELINES, AND PROCEDURES FOR NAMING CAMPUS PROPERTIES, ACADEMIC AND NON-ACADEMIC PROGRAMS, AND FACILITIES

I. UC OFFICE OF THE PRESIDENT POLICY REFERENCE

University of California Policy on Naming University Properties, Academic and Non-Academic Programs and Facilities, December 19, 2002
UC Delegation of Authority: DA 2002—Policy on Naming University Properties, Programs and Facilities, October 1993
Sample Format for Submission of Proposals, ("Item for Action" — Attachment 4) May, 1996

A. The University of California has a long-standing tradition of naming University properties, academic and non-academic programs, endowments, and facilities in honor of persons or entities that have made important contributions to enable the teaching, research and public service mission of the University. All naming proposals shall be reviewed and approved in accordance with this policy, and with related UC Office of the President (“UCOP”) and UC Riverside Campus (“UCR”) policies and guidelines.

B. In 1996, The Regents delegated to the President authority for naming all University properties, programs and facilities including University streets, roads, land reserves, buildings, major portions of buildings, major centers of activities, and other highly visible properties, programs and facilities. Naming of minor portions of buildings, small portions of buildings, small outdoor areas, and other minor properties, programs and facilities may be approved by the Chancellor under DA 2002, dated October 14, 1993.

II. GENERAL GUIDELINES

A. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the related proposal; however in order to enhance negotiations with a prospective donor, conditional approval may be obtained from the Chancellor.

B. A proposal for naming shall include documentation of the consultation process and the financial review that includes the Initial Request for Approval to Name/Establish an Endowed Property Program or Facility form with all appropriate signatures, (see Attachment 1), and a draft gift agreement (see Attachment 2A and B) when a gift is involved. The consultation process shall include review by the UCR Committee on Naming Campus Properties, Programs and Facilities (UCR Naming Committee) which includes pertinent campus administrators, Chair of the Riverside Division Academic Senate, and either campus counsel or by the General Counsel of the University, as required, and consultation with the Advisory Committee of the Riverside Division Academic Senate.

C. In any proposal for naming an academic or non-academic program in recognition of a donor or a non-donor honoree, consideration should be given to ensure that any associated
endowment will be sufficient to sustain the program, since the naming shall be in effect for the life of the program.

III. NAMING AND RENAMING

A. Proposal for Naming in Honor of an Individual When No Gift Is Involved

1. A proposed honoree shall have achieved distinction in one or more of the following ways:
   
a. While serving the University in an academic capacity, the individual has demonstrated high scholarly distinction as to have earned a national or international reputation in the individual's field(s) of specialization;

b. While serving the University in an important administrative capacity, the individual has rendered distinguished service that warrants recognition of the individual's exceptional contributions to the welfare of the University;

c. Although not having served the University as an academician or administrator, the individual has contributed in truly exceptional ways to the welfare of the institution or achieved such unique distinction as to warrant recognition.

2. If an individual has served the University in an academic or important administrative capacity, a proposal may be made for naming in honor of the individual:
   
a. If s/he has been retired or separated from the University for more than two years, and no longer plays a decision-making role with the University.

b. Two years after the person's death.

B. Proposal for Naming In Recognition of a Gift (see Attachment 3-Supplemental Requirement for Naming UC Riverside Campus Facilities in Recognition of a Gift)

1. In reviewing requests for approval of naming a project for a donor or for a person whose name is proposed by a donor, consideration shall be given to:
   
a. The significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the University;

b. The urgency of need for the project or for support funds for the project;

c. The eminence and integrity of the individual or entity whose name is proposed; and

d. The relationship of the individual or entity to the University.

2. The gift shall be in an amount which will either a) fund the total cost of the project to be named or b) provide funding for that portion of the total cost which would not have been available from any other source (such as federal or state loans or appropriations, student fees, or bond issues), the latter to constitute a significant portion of the total cost as determined on the merits of each individual case. If a project is funded by several or many private donors, and one donor makes a gift covering a significant portion of the amount needed, consideration may be given to naming the project after that donor.
3. To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program, area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation shall be handled as any naming for an individual.

4. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express University appreciation shall be modest in size and exclude logos to avoid the appearance of advertising.

5. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.

6. When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving the University in an academic or administrative capacity, the naming may take effect upon approval.

C. Proposal For Renaming
A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above and shall comply with University of California policy. When a facility or area is proposed for renaming, campus or University representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

D. Changed Circumstances
If a campus unit proposes to change the function of a facility or area, it must comply with University of California policy.

IV. PROCEDURE
The Chancellor, in consultation with the Executive Vice Chancellor and Provost (EVC&P) or designee and Vice Chancellor University Advancement (VCUA) will review proposals concerning namings according to the following procedure.

A. When Gift Is Involved
The VCUA proposes gift levels for naming, on a case-by-case basis and in consultation with appropriate University Officials (e.g., Chancellor, EVC&P or designee; Vice Chancellor, Academic Planning and Budget; Vice Chancellor, Administration; and Associate Vice Chancellor Development.). See Attachment 3, Supplemental Requirement for Naming UC Riverside Campus Facilities in Recognition of a Gift.

B. Preparation of Proposal
1. The Associate Vice Chancellor Development (AVCD) and/or designee coordinates the review of naming proposals in consultation with the head of the submitting unit, the VCUA, EVC&P or designee and Chancellor during the negotiation process for a gift. Review includes endorsements by the occupants or potential occupants of a building or facility or by the members of a program documented on the Initial Request for Approval to Name/Establish an Endowed Property, Program or Facility form.
2. Development, in coordination and consultation with Dean or Unit Head, prepares proposal which shall include the Initial Request for Approval to Name/Establish an Endowed Property, Program or Facility form. Development obtains all appropriate signatures and works with Donor to prepare a draft gift agreement. If the gift is in the form of a pledge, the agreement shall include payment schedule.

3. Development prepares the formal naming request with supporting documentation which has been reviewed to be sure all necessary parties have been consulted and that the proposal includes all necessary information. The request is then sent to the EVC&P or designee. The gift agreement may be signed at this time with naming contingent upon campus review and UC Presidential (UCOP) approval.

D. Review procedure

1. The EVC&P’s office submits the naming request to the Chancellor for review.

2. Academic Senate
For such proposals deemed by the Chancellor to have merit based on the above policy, the EVC&P or designee shall distribute electronically to the Academic Senate Chair the proposal. The Senate review shall be carried out promptly and its advice provided to the Naming Committee by the Senate Chair or her/his representative.

3. For such proposals deemed by the Chancellor to have merit based on the above policy, the EVC&P or designee shall seek the advice of the UCR Committee on Naming Campus Properties, Programs and Facilities (UCR Naming Committee). The Committee’s charge is to provide due diligence as to the appropriateness of the name that is to be recognized. In addition, Committee members may comment regarding their specific area of responsibility. The proposal may be distributed electronically and the UCR Naming Committee members shall review the proposal and respond to the Office of the EVC&P with comments within five business days. The UCR Naming Committee consists of the following:

   • Vice Chancellor, Administration (for comments regarding building, design, construction, maintenance issues),
   • Vice Chancellor, Academic Planning and Budget (for comments regarding operating and capital resources),
   • Vice Chancellor, University Advancement (to confirm compliance with UCR and UCOP policy),
   • Associate Vice Chancellor, Development (for comments regarding donor negotiations),
   • Chair, Academic Senate or designee to represent the faculty (for comments regarding academic issues)
   • Legal Counsel (as required).

Other individuals will be consulted as appropriate when the naming pertains to their specific area, e.g., Presidents of the Associated Students of UCR and Graduate Student
Association of UCR when naming student buildings and facilities; Vice Chancellor, Research when naming research centers, programs or facilities.

3. Chancellor’s Recommendation

a. For namings involving gifts of $5 million or less and/or namings of non-significant portions of buildings, EVC&P or designee sends Chancellor complete naming packet for his/her final approval. Chancellor’s office distributes notice of approval.

b. When the proposal is to be sent to UCOP for approval, for namings involving gifts of more than $5 million and/or namings of significant portions or entire buildings, DR&R shall prepare the packet to include: cover letter, properly formatted Item for Action, signed gift agreement and other pertinent documentation and sends to EVC&P’s Office. EVC&P signs and dates Item and gives packet to Chancellor’s Office for letter signature. Chancellor’s Office forwards the proposal to UCOP for approval.

E. Procedure Following Approval by the Chancellor or Office of the President:
When a naming has been approved either by the Chancellor or UCOP, the Chancellor’s office shall send copies of the approval letter to the following: Executive Vice Chancellor and Provost; Vice Chancellor University Advancement; Vice Chancellor Academic Planning and Budget; Vice Chancellor Administration; Associate Vice Chancellor Development and other administrators as appropriate. In addition, each Vice Chancellor shall notify any pertinent offices within his/her jurisdiction, e.g., Office of Architects and Engineering, Institutional Planning and Analysis, Physical Plant, Marketing and Media Relations (for updating campus map), Office of the Registrar (for Schedule and Directory listing), UCR Police (for notifying city and county emergency services), UCR Fire Marshall, Material Management (for notifying vendors). The original approval letter, gift agreement and documentation are filed in the permanent archives located in University Advancement Office of Finance and Administration.

REVIEWED AND APPROVED BY:

France A. Córdova, Chancellor

Date

Ellen A. Wartella, Executive Vice Chancellor and Provost

Date

William G. Boldt, Vice Chancellor, University Advancement

Date
ATTACHMENTS:

Attachment 1 - Initial Request for Approval to Name/Establish an Endowed Property, Program or Facility

Attachment 2A and B - Sample gift agreements

Attachment 3 - Supplemental Requirement for Naming UC Riverside Campus Facilities in Recognition of a Gift (Guidelines for Gift Levels in Support of Naming Properties, Programs and Facilities)

Attachment 4 - Item for Action - UC Recommended Form,

Attachment 5 - UCOP Policy on Naming University Properties, Academic and Non-Academic Programs, and Facilities
Attachment 1

INITIAL REQUEST FOR APPROVAL TO NAME/ESTABLISH A PROPERTY, PROGRAM OR FACILITY

This form is to help review gifts for compliance with academic plans and priorities, and to facilitate campus review procedures for namings.

Upon completion of this request form, the Dean/Unit Head forwards it for signature to the Associate Vice Chancellor, Development and Vice Chancellor, University Advancement. The Associate Vice Chancellor, Development or designee will submit the request, with draft gift agreement and supporting documentation to the Executive Vice Chancellor and Provost and Vice Chancellor for Academic Planning & Budget for campus review. If approved for recommendation, the EVC&P’s Office follows the appropriate procedure for Naming of Properties, Programs and Facilities.

I. Background Information:
A. Submitted by:
   Name: ____________________________
   Title, College/Unit: ____________________________
B. Type of Gift and Comments:
   ➢ Property: ____________________________
   ➢ Program: ____________________________
   ➢ Facility/Building: ____________________________
C. Proposed name (if any, involving gift): ____________________________
D. Honorific naming (no gift involved): ____________________________
E. Proposed use(s): ____________________________

II. Academic Information: (please attach explanation)
A. Academic Justification: Explain how the proposed gift or endowment fits into the College/Unit’s Academic Plan.
B. Resources: Describe the resources that will be necessary to support the proposed Property/Program/Facility (e.g., other funding.) Please refer to the College/Unit Academic Plan as appropriate.

III. Contribution Information:
A. Total amount of private funds expected to be committed (or being discussed): ____________________________
   $__________________
B. Form of private contribution(s):
   ☐ Outright Gift (Date: ____________________________)
   ☐ Written Pledge (Expected beginning date: _______ Fulfillment Date: _______)
C. Initial contribution/pledge payment expected $__________________ by (date) _______.
D. Source(s) of private contribution(s):
   Donor(s) ____________________________
   Amount(s) ____________________________
E. Will this gift/pledge be anonymous (donor requests no publicity)? ☐ Yes ☐ No

IV. College/UCR/UC Commitment:
A. Will any additional college, campus-wide or system-wide resources be sought/required (e.g., space, special facilities, equipment, etc.)? How will they be funded?
B. If Property, Program or Facility, has consultation with appropriate campus/UC entities occurred?

(Attach supporting documents.)

IV. College/Unit/Faculty Consultation
This naming has been reviewed by and received approval from the faculty of the (specific department/school/unit) ____________________ affected by the named building, etc.

Submitted by:

__________________________________________________________  ______________________
Dean/Unit Head                                                Date

__________________________________________________________  ______________________
Associate Vice Chancellor, Development                       Date

__________________________________________________________  ______________________
Vice Chancellor, University Advancement                      Date

Send completed request form with:
• draft gift document and
• any supporting information

to Associate Vice Chancellor, Development, 257A Highlander Hall, Campus.
Gift Agreement Between [Donor name] and [The UC Riverside Foundation] or [The Regents of the University of California]

Donor Name(s)
["Donor"] wishes to establish a current restricted fund with the UC Riverside Foundation ["Foundation"] a fund to benefit the University of California, Riverside campus, and are pleased to donate $_________ (OR, pledge irrevocably $_________) to (The UC Riverside Foundation OR The Regents of the University of California on behalf of UCR).

The fund shall be known as the [Donor's name property, academic or non-academic program, or facility] Fund ("Fund") and will provide current support for [Donor's name entity].

1.0 ESTABLISHMENT OF FUNDS

1.1 The [Donor name facility]: Subject to approval through the appropriate policy and procedure of the University of California, Riverside, and the Regents of the University of California, the [entity] will be named [Donor's Name Entity].

1.2 [IF PLEDGE] (My/Our) irrevocable pledge is to be paid over a __________ year period (number not to exceed five) with the initial payment of $_________ (enclosed) OR (to be paid on or before __________ date/year). Additional payments will be made by the end of each calendar year (or other date) until completion in __________ (year). The entire unpaid amount may be paid in full at any time.

1.3 In recognition of UCR’s intent to rely upon this commitment, (I/we) agree that this commitment is a binding and enforceable claim against (me/us), (my/our) estate(s) and successors. [Note: this cannot be binding on the estate of the donor if it is a private/family foundation.] Additions to the Fund can be made at any time.

2.0 PURPOSE AND USE OF ENDOWMENT

2.1 The expendable distribution from the Name Entity fund will provide support for the Name Entity, under the direction of the [Dean, Vice Chancellor, EVC&P, Chancellor, etc.].

2.2 If, in the judgement of the Chancellor, the designated use of the payout from any of the above-named Funds is impractical or impossible, then the Chancellor will review alternative uses of the respective fund or funds with the donor if possible. Any change in the designation of this gift must be consistent with Donors' interests and intentions.

As is customary with universities and other non-profit organizations across the country, a one-time gift fee is applied to each pledge payment in order to provide essential support to UCR's advancement program. (I/We) understand that the fee is currently 5%. After this one-time fee has been satisfied, there is a recurring administrative fee of 1.5% on the fund's book value that is also used to provide essential support to UCR's advancement program. (I/We) further understand that the principal of the Fund may be combined with other funds for investment purposes.

ACCEPTANCES:

Full Name of Donor(s) ___________________________________________ Date __________________________

Dean/Chair or Appropriate Unit Head ___________________________________________ Date __________________________

For the University/Foundation ___________________________________________ Date __________________________
Attachment 2B - Sample Gift Agreement for an Endowed Fund

Gift Agreement Between [Donor name] and [The UC Riverside Foundation] or [The Regents of the University of California] To Establish an Endowed Fund

I. INTRODUCTION

[Donor] pledges irrevocably to give (The UC Riverside Foundation, a California non profit corporation), [OR] (The UC Regents on behalf of UCR) with the conditions and purposes contained in this document, cash or marketable securities having a fair market value on the dates of the gifts in the aggregate amount of $______________ (“Gift Funds”) to establish the ______________ Endowed Fund (“Fund”).

II. ESTABLISHMENT OF FUND

This Fund shall be deemed established when:

A. This memo has been reviewed, signed and dated by the Donor and an appropriate university official.

B. Funds have been received and deposited for the purpose cited herein.

C. The entire unpaid amount may be paid in full at any time.

D. Provision is hereby made permitting reallocation to a current expenditure fund for the purposes indicated above, or to alternative University uses, if the minimum funding levels are not achieved.

E. Additional contributions may be made to Fund.

III. PURPOSE AND USE OF ENDOWMENT

A. General Purpose

The Gift Funds shall be used to establish an endowment fund (“Fund”) to be used for the benefit and support of ______________ (name of program or purpose) at the direction of ______________ (Chancellor, Dean, Chair, Financial Aid Office), in accordance with established University policy.

B. The establishment and administration of the Endowment will comply with current policies of (The UCR Foundation) [OR] (The Regents). Although the Endowment is intended to exist in perpetuity, unforeseen circumstances may alter or remove the subject area from the campus academic plan. In such an event, the Chancellor is authorized to redesignate the purpose of this Endowment, as (he/she) determines to be consistent with Donor’s interests and intentions.

IV. ADMINISTRATION OF FUND

A. The pledge is to be completed within a ______ year period [not to exceed five years] commencing the date of this agreement and ending by ______________.20

[ADD DETAILS HERE, E.G., “The pledge to be fulfilled in quarterly payments; or, in equal annual installments, during the first quarter of each year, etc.”]

B. In recognition of UCR’s intent to rely upon this commitment, this pledge is a binding and enforceable claim against Donor’s estate and successors. [Note: this cannot be binding on the estate of the donor if it is a private/family foundation.]
C. The Fund’s expendable distribution will be determined from time-to-time under the terms of the Endowment Expenditure Policy as established by (The UCR Foundation) [OR] (The Regents).

The total return earned in excess of the amount approved annually for payout will be retained in the Fund principal to protect the Fund from the effects of inflation and to allow for growth. Any unexpended distribution from the previous year may be combined with that of the current year for spending purposes or added to the Fund principal.

The principal of the Fund may be combined with other Funds for investment purposes.

Fiduciary responsibility for governance and investment of this endowment is vested in (The UCR Foundation Board of Trustees) [OR] (The Regents).

D. As is customary with universities and other non-profit organizations across the country, a one-time gift fee is applied to each pledge payment in order to provide essential support to UCR's advancement program. The fee is currently 5%. After this one-time fee has been satisfied, there is a recurring administrative fee of 1.5% on the fund’s book value that is also used to provide essential support to UCR's advancement program.

ACCEPTANCES:

Donor(s) ____________________________ Date ____________________________

Dean/Chair or Appropriate Unit Head ____________________________ Date ____________________________

AVCD, UC Riverside Foundation* ____________________________ Date ____________________________

*Substitute UC Regents if and whenever appropriate
Supplemental Requirement for Naming
UC Riverside Campus Facilities in Recognition of a Gift

Requirements for naming a new building or facility shall follow the policy as stated in the University of California Policy on Naming, namely, "The gift shall constitute a significant portion of the total cost of the project to be named". The gift shall either (1) fund the total cost of the project to be named, or (2) provide substantial funding for that portion of the total cost that would not have been available from another source (such as federal or state loans or appropriations, student fees, or bond issues).

Each proposal is considered on a case-by-case basis. Information regarding location, size, cost, and prominence of space is considered, with input from the Vice Chancellor Administration. If appropriate, a map showing size and location should be included. The following special guidelines refer to the UC Riverside Campus.

A. Minimum Requirements for Naming a New Building or Facility in Recognition of a Gift
   1. The gift must support no less than 25 percent of the total unfunded cost of the project.

   2. The specific amount to be required will be decided on a case-by-case basis, taking into consideration the cost of building construction and the total cost of the project including soft costs and the unfunded cost that is not available from any other source.

   Note: if the building is to be constructed entirely with private funds, it may be necessary to require 100 percent funding for construction costs.

   3. In determining the amount required for naming, further consideration will be given to: type and size of building, location and prominence of building, visibility in the community, and fundraising campaigns, if applicable.

B. Minimum Requirements for Naming Interior Spaces of New Buildings in Recognition of a Gift
   The amount required to name interior spaces for a new building is based on the following criteria: size, cost, location and prominence of the space to be named.

C. Minimum Requirements for Naming Existing Buildings and Interior Spaces in Recognition of a Gift
   1. For existing buildings, the campus will attempt to establish a relative value of the asset under consideration, which will be based on its initial construction costs plus capital improvements adjusted both for inflation and depreciation.

   2. A minimum of 25 percent of value may be used with certain buildings and spaces warranting a higher minimum level.

   Additional consideration will be given to the cost of anticipated renovations for the building.

D. Minimum Requirements for Naming Exterior Spaces in Recognition for a Gift
   Exterior spaces include campus streets, plazas, gardens, and other outdoor areas. Naming of exterior spaces will take into consideration the cost of developing the space, and/or maintaining the space, and the size, location and prominence of the space.

   Note: Proposals for naming exterior spaces must include information about the space, including, if possible, a map showing location and size of the space.
ITEM FOR ACTION

NAMING OF [surname of honoree], COLLEGE/SCHOOL OF [NAME OF COLLEGE/SCHOOL], RIVERSIDE CAMPUS

The Chancellor recommends to the President that the [ENTITY TO BE NAMED], College/School of [NAME OF COLLEGE/SCHOOL], Riverside campus, be named the [NAME], in recognition of a gift [or contingent on fulfillment of a pledge] to [the Regents or the UC Riverside Foundation] of $[AMOUNT] from [name of donor].

BACKGROUND

The Riverside campus proposes the [entity] be named the [proposed name of entity], [in recognition of a gift of (or) contingent on fulfillment of a pledge of] $[AMOUNT] from [name of donor(s)] to [The Regents or the UC Riverside Foundation].

[pertinent information about the gift, pledge payment schedule, fundraising campaign or other]

* Action will be released to the public by the campus immediately following the President’s action (or alternate time specified).

[Information about the entity to be named]
[Information about the honoree]

[Information about the donor if different from the honoree]

The proposed naming has been approved by the [committee that advises the Chancellor].

REMINDER

[All documents pertaining to the gift and to the chair or professorship must be signed]
[by the donor and must be submitted together with the campus draft of the proposed Action]
[Item for the Establishment and Naming of the Endowed Chair or Professorship. Items are]
[not considered received in the office of the President until all applicable background]
[documents have been received]
Attachment 5

UCOP Policy on Naming University Properties, Academic and Non-Academic Programs, and Facilities

December 19, 2002

The University of California has a long-standing tradition of naming University properties, academic and non-academic programs, and facilities in honor of persons or entities that have made important contributions to enable the teaching, research and public service mission of the University. All naming in recognition of an honoree must be consistent with the University’s role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related University policies and guidelines.

In 1996, The Regents delegated to the President authority for naming all University properties, programs, and facilities. While certain authorities for naming have been re-delegated to the Chancellors, the following guidelines shall govern any naming decision.

Guidelines for Naming University Properties, Academic and Non-Academic Programs, and Facilities
I. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the related proposal for naming. Each proposal shall be made in writing in accordance with these guidelines. The proposal and record of the action taken shall be maintained in the permanent archives of the campus or laboratory.

II. Each proposal for naming shall be considered on its merits and not because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.

III. A proposal for naming shall include documentation of the following:
A. A thorough analysis of the proposal in relation to naming policy and guidelines, as well as a financial review;
B. A consultation process to provide the benefit of the collective institutional memory and a broad campus perspective with regard to naming activities. The process shall involve one or more of the following: (1) a standing committee on naming to include regular faculty and staff representation; (2) the executive committee of the Academic Senate; or (3) an appropriate consultative process that represents broad institutional interests; and
C. Review by campus or laboratory counsel, or by the General Counsel of the University, as appropriate.

IV. When a facility or area is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area redesignated, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.

V. In any proposal for naming an academic or non-academic program in recognition of a donor or a non-donor honoree, consideration should be given to ensure that any associated endowment will be sufficient to sustain the program, since the naming shall be in effect for the life of the program.
VI. When the proposed naming of a facility would recognize an individual, Regents’ policy requires the complete name of the individual be used. The last name of the individual so honored may be used in referring informally to the facility and may be used on the name plaque affixed to the facility.

VII. Naming in honor of an individual with no gift involved
A. No commitment for naming shall be made prior to approval of the proposed name.
B. A proposed honoree shall have achieved distinction in one or more of the following ways:
   1. While serving the University in an academic capacity, the individual has demonstrated high scholarly distinction and has earned a national or international reputation;
   2. While serving the University in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of the University;
   3. The individual has contributed in truly exceptional ways to the welfare of the institution or achieved such unique distinction as to warrant recognition.
C. When an individual has served the University in an academic or important administrative capacity, or has served the community, state, or nation in an elected or appointed position, a proposal may be made for naming in honor of the individual on the earlier of the following:
   1. two years after retirement or other separation from the University or from elected or appointed office; or
   2. two years after the person's death, if the person had not yet retired or otherwise separated from the University.

Note: A naming in honor of an individual who has retired from the University but has been recalled to full or part time employment may be made based on the earlier of the two above criteria, notwithstanding the recall status.

VIII. Naming involving a gift
A. Campus counsel, laboratory counsel, or the General Counsel of the University, as appropriate, shall review draft language for a gift agreement that includes then proposed naming of a University property, academic and non-academic program, and/or facility in recognition of the gift.
   1. No commitment for naming shall be made prior to approval of the proposed name.
   2. In reviewing a request for approval of naming, consideration shall be given to:
      a. the significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the University;
      b. the urgency of need for the project or for support funds for the project;
      c. the eminence, reputation and integrity of the individual or entity whose name is proposed; and
      d. the relationship of the individual or entity to the University.
   3. The gift shall constitute a significant portion of the total cost of the project
to be named. The gift shall either: (1) fund the total cost of the project to be named; or (2) provide substantial funding for that portion of the total cost which would not have been available from another source (such as federal or state loans or appropriations, student fees, or bond issues).

4. To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.

5. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express University appreciation should be modest in size and exclude logos to avoid the appearance of advertising.

6. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.

7. When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving the University in an academic or administrative capacity, or is serving the community, state, or nation in an elected or appointed position, the naming may take effect upon approval.

IX. Renaming

A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above. In addition, these principles shall be followed:

A. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the General Counsel of the University. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.

B. When a facility that has been named in recognition of a gift or an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another gift.

C. When an area named in recognition of a gift or in honor of an individual will be developed for another use, the new facilities may be named in recognition of new gifts.

D. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.

E. When a facility or area is proposed for renaming, campus or University representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

X. Campus and Laboratory Responsibility

Each Chancellor and the Laboratory Director shall designate an officer to coordinate all proposals for naming, maintain records on gift documentation and the related consultation process, and assure consistency in donor and public communications related to each gift and its restricted use.

XI. Changed Circumstances

If the campus or laboratory proposes to change the function of a named facility or area, it
must document the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, the campus or laboratory counsel or the General Counsel of the University shall be consulted.

If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, the General Counsel of the University will consult with the California Attorney General regarding future action.

Related Policies and Documents
2. Regents’ Policy on Commemorative Displays, March 8, 1940.
9. Vice President Baker letter to Chancellors regarding authority for naming facilities and programs, June 14, 1996.

Endorsed by UCR Administrative Offices: 01/17/2007
Endorsed with changes by the Advisory Committee: February 12, 2007
Approved by the Committee on Planning and Budget: January 18, 2007
Approved by the Committee on Educational Policy: October 13, 2006
Approved by the Committee on Academic Personnel: January 18, 2007
Approved by the Graduate Council: October 16, 2006