

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

(A) Purpose

This rule sets forth university-wide policy for space, unit and entity naming

(B) Definitions

(1) Funds:

(a) **Operating funds** are funds that are intended to be spent in the current operating cycle.

(b) **Term use funds** are funds spent in a specified period of time.

(c) **Restricted funds** are 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** is a college, school, department, division, institute, dean ship, chair, professorship, center, or program, which has defined leadership and resources supporting it.

(3) **Naming** is the formal assignment of a specific name to a university space or entity.

(a) **Administrative naming** is the 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** is the 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                      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                      defined physical area or structure such as a building, interior room, outdoor area, features (e.g., sites and fountains), or objects (e.g., lockers).
  - (5) Unit   means a college or administrative unit.
  - (6) Unit leader                      ead 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  
  
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) 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.

- (5) 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.
- (6) 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.
- (7) 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.
- (8) Commemorative, honorific naming of buildings, entities, units and

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.

- (9) 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

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