

**SAN JOSE STATE UNIVERSITY
ONE WASHINGTON SQUARE
SAN JOSE, CA 95192**

S14-4, University Policy, Naming of Campus Facilities and properties; And Colleges, Schools, and Other Academic Entities at San José State University

Legislative History:

Rescinds University Policies S00-3, S00-4, and S07-1

At its meeting of April 14, 2014, the Academic Senate approved the following policy recommendation presented by Senator Kaufman for the Organization and Government Committee. This policy consolidates into one policy S00-3, which gives instructions for naming of campus facilities/properties, S00-4, which gives instructions for naming academic entities, and S07-1, which amended S00-4.

Action by University President: **Approved and signed by
President Mohammad Qayoumi
on April 24, 2014**

**University Policy:
Naming of Campus Facilities and properties; And Colleges, Schools,
and Other Academic Entities at San José State University**

- Whereas Since 2000, University policies have existed which guide both the naming of campus facilities/properties (S00-3) and the naming of academic entities (S00-4) at SJSU; and
- Whereas S00-4 was amended in 2007 (S07-1) to allow rapid and confidential vetting of proposals to name academic entities during the 150th year; and
- Whereas Some of the changes to S00-4 are also relevant to S00-3; and
- Whereas The Organization and Government Committee has identified several other changes to the existing policies which are consistent with current practice; and

- Whereas It is to the benefit of the campus as a whole to consolidate policy changes into omnibus policies so as to minimize confusion about the applicability of policies; and
- Whereas The Board of Trustees has recently updated CSU policies regarding naming (CSU 15501.00 and CSU 15502.00) effective February 1, 2014; and
- Whereas Naming proposals to honor individuals and organizations who have had a significant impact on the University should be guided by campus policy; and
- Whereas It is the intent of this policy that stakeholders closest to the entity to be named be consulted in the decision-making process; and
- Whereas San José State should have a clear campus policy to provide

Vote: 10-0-1

Present: Kaufman (Chair), Bacich, Backer, Brada-Williams, Guerrazzi,
Laker, Mathur, Morazes, Poole, Rudy, Vera-Sanchez

Absent: Miller

Financial Impact: None

Workload Impact: No additional work is anticipated with this policy update.

**Policy and Procedures for Naming of
Facilities and Properties; and Schools,**

**Colleges and Other Academic Entities
at
San José State University**

1.0 Purpose

1.1 The purpose of this policy is to provide for an orderly, fair, expeditious, and collegial review of proposals to name campus facilities and properties; as well as schools, colleges, and other academic entities, within the framework established by

3.2.1 As a general rule, when a gift from an individual or family is involved, a facility receives a designation that lasts the lifetime of the facility. Demolition of a facility, however, ends its official name, although the old name would then be available for naming a different facility.

3.3.2 In those rare circumstances when a name is to be removed from an existing facility or academic entity, approval must be sought through exactly the same procedures as are required for naming an entity.

3.3.3 As a general rule, when a gift from a corporation is involved, the naming will be temporary and last a period of time to be negotiated between the university and the donor. The naming may be extended by the President after consultation with the Executive Committee.

3.3.4 A temporary name may be designated only for a substantial financial contribution to the University. Written evidence should accompany such a request documenting that the designation of a temporary name is in the long-term financial interests of SJSU, and that the award of a temporary name will not lessen the potential benefit from a permanent name. In addition, a temporary name must comply with all the regular criteria of a permanent name, and must follow the same process for approval.

3.4 In special circumstances, the President, in consultation with the Executive Committee, may waive any or all of the above criteria.

4.0 Procedures

4.1 Proposals. Proposals for naming any property or facility (temporary or permanent), or school, college, or other academic entity, may be initiated by any university office/unit, university organization, or the Senate Executive Committee.

4.1.1 The proposal shall be formulated in accordance with the criteria set forth in this policy and shall include a detailed justification for the proposed name.

4.2 Screening. The VP for Advancement should screen proposals and verify that there is no conflict with other names on campus or in the CSU, and that the naming proposal generally complies with the provisions of CSU naming policies.

4.3 Naming Committees. In cases where a donation is involved, the VP for Advancement will convene a special administrative "Naming Committee" to evaluate the proposal. In cases where no donation is involved, the President shall designate a chair of the naming committee. This administrative committee will be Chaired by the VP for University Advancement or the President's designee and shall include the Chair of the Campus Planning Board, Director of Planning Design and Construction, two faculty members (preferably members of the Senate) who are affiliated with the facility/academic entity in question, and when the Executive Committee deems it appropriate, given the nature of the naming, a student (or students), staff member or other stakeholder as recommended by the Executive Committee. After due diligence,

the Naming Committee will determine whether the proposal should advance. If so, it will forward its recommendation to the Senate Executive Committee.

4.4 Executive Committee. The Vice President for Advancement or President's designee will be invited to present the recommendation from their Naming Committee to the Senate Executive Committee. The Senate Executive Committee will recommend whether the proposal should be adopted. If the recommendation is negative, then the proposal advances no further. After a positive recommendation from the Executive Committee and the President, the President should seek Trustee's approval. (Trustee approval is not required in certain cases; see 4.6) Once Trustees' approval is obtained, the President should then take appropriate action to make the naming official.

4.5 Referral to the full Senate. In instances where the Naming Committee and/or the Senate Executive Committee feels that the naming decision requires more deliberation due to its complexity, sensitivity, or possible controversy, the proposal may be referred to the full Senate for consultation after being heard by the Executive Committee.

4.6 Presidential Action. In the case of proposals to name features in and around buildings, a positive recommendation from the Executive Committee will result in the executive committee recommending to the President that the naming be authorized. The President may then make the naming official in accordance with the authority delegated in Section 2.2 of this policy.

4.7 Explanation of rejection. At any level when a proposal is declined, a prompt memo of explanation will be issued by the declining person (body) and returned to originator of the proposal and any approving bodies.

4.8 Once a name has been approved by the Board of Trustees, the Vice President for Advancement shall report to the Senate about the process.

5.0 Confidentiality

5.1 Because naming decisions are only official after Board of Trustees approval, confidentiality is to be maintained throughout the process of evaluating any proposals for naming campus facilities, properties, schools, colleges or other academic entities, including explanations of rejection as well as decisions of approval.

5.2 All committee meetings will be held in executive session. All memos will be marked "confidential".

5.3 If the full Senate deliberates on a proposal, the Senate will enter into Executive session. The minutes of the Executive Committee and the Senate will reflect the nature of deliberations but not the specific facilities or names under consideration.

5.4 Only when the President publicly and officially announces the naming of a facility or property will confidentiality be lifted.

6.0 Pre-authorization for naming opportunities of campus facilities, when a donor gift is involved.

6.1

