

S98-5 NAMING OF CAMPUS FACILITIES AND PROPERTIES AT SAN JOSE STATE UNIVERSITY

Legislative History:

At its meeting of April 6, 1998, the Academic Senate approved the following policy recommendation presented by Pam Stacks for the Executive Committee.

Replaces: F82-7

Action by the University President:

"Approved as University Policy." Signed Robert Caret, 4-29-98

POLICY RECOMMENDATION NAMING OF CAMPUS FACILITIES AND PROPERTIES AT SAN JOSE STATE UNIVERSITY

Whereas,

The existing policy regulating the naming of campus facilities has been antiquated by two developments; first, the issuance of a Trustees Action in January 1995 that adds new criteria for the naming of campus facilities, and second, by the growing trend to name minor facilities as part of advancement efforts; and

Whereas,

San Jose State should have a campus policy to provide for an orderly, fair, expeditious, and collegial review of proposals to name campus facilities and properties, within the framework established by the January 1995 Trustee Action; now the San Jose State Trustee Action of January 1995, "d Rob0015 -24.804 -1.11 the n0ities asTc Pr

3.0 Criteria for Selection of Names

3.1 Trustees' Criteria. The Trustees Action specifies that the name of a major facility must meet one of the following 5 criteria; at San Jose State the name of minor facilities must also meet one of the following criteria:

3.1.1 It should designate the function of a facility or property.

3.1.2 It should reflect natural or geographic features.

3.1.3 It should reflect a traditional theme of a university.

3.1.4 It should honor an individual or an organization

3.1.4.1 When a donor gift is involved:

3.1.4.1.1 It is desirable for the CSU to name facilities and properties in honor of significant contributors of funds to the university.

3.1.4.1.2 The Board will take into consideration the significance and amount of the proposed gift as either or both relate to the realization or completion of a facility of property or the enhancement of a facility's or property's usefulness to the university.

3.1.4.1.3 Facilities and properties may be named for individuals or organizations responsible for a "substantial gift" benefitting The California State University. The term "substantial gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility.

3.1.4.1.4 A donor gift can provide the 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, bond issues, etc.)

3.1.4.2 When no donor gift is involved

3.1.4.2.1 It should honor a person who has achieved unique

3.2.5.1 As a general rule, once named, a facility receives a designation that lasts its lifetime. Except as above, no name can be allowed, nor names for a facility, however, and the old name would then be removed.

4.2 Vice Presidential Screening. The Vice President for University Advancement will decide whether any given proposal minimally meets the criteria outlined in this policy. If not, the proposal advances no further.

4.3 Naming Committee. The VP for Advancement will convene a special administrative "Naming Committee" to evaluate the proposal. This administrative committee will be Chaired by the VP for University Advancement and shall include the Chair of the Campus Planning Board, Director of Planning Design and Construction, and two faculty members (preferably members of the Senate) who are affiliated with the facility in question. 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 will be invited to present the recommendation from the Naming Committee to the Senate Executive Committee. The Executive Committee will recommend whether the proposal should be adopted. If the recommendation is negative, then the proposal advances no further.

4.5 Major proposals: Senate and Presidential Action. In the case of Major proposals, a positive recommendation from the Executive Committee will result in the committee proposing a Senate Policy Recommendation to the full Senate recommending the naming. If the full Senate approves, and the President approves, then the President should seek Trustee's approval. Once Trustees' approval is obtained, the President should then sign the Policy Recommendation that makes campus action official.

4.6 Minor proposals: Presidential Action. In the case of Minor proposals, a positive recommendation from the Executive Committee will result in the committee recommending that the President authorize the naming.

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.

5.0 Confidentiality

5.1 Confidentiality will be maintained throughout the process of evaluating any proposals for naming campus facilities and properties, 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 When the Senate deliberates on a major 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 For minor proposals only, and only when donor gifts are involved, the campus may pre-authorize naming opportunities of campus facilities. Pre-authorization is used to set aside minor facilities that can be named according to consistent campus-wide guidelines.

6.2 The Vice President for Advancement, in consultation with the Senate Budget Advisory Committee, shall prepare and distribute guidelines for the naming of minor facilities that are to be used when a donor gift is involved. These guidelines shall take account of the size of the donor gift, the size and importance of the minor facility, and shall be adjustable over time to account for inflation etc. These guidelines will not exclude or apply to the naming of a minor facility for other criteria (unrelated to a donor gift.)

6.3 Colleges and other entities may submit proposals for pre-authorization of naming opportunities. Such a proposal will take the form of reserving minor facilities associated with the College or entity, which can be named in honor of donors that m1CrscC /Libute guidelii2ior