

**University of Northern Iowa – University of Northern Iowa Foundation  
Naming Gift Guidelines**

**Approved by Cabinet January 2008**

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**Introduction and Purpose**

Significant private gifts to the University of Northern Iowa Foundation to benefit the students, faculty and programs of the University of Northern Iowa deserve appropriate public thanks and acknowledgement. Such recognition may include the permanent association of the donor's name with a Foundation fund, an academic position or a UNI program or facility.

Because it is important that such naming be done deliberately, carefully and consistently throughout the University, the following guidelines for name recognition have been established by the University and the UNI Foundation. The guidelines are intended to provide:

- A summary of the naming policies of the Board of Regents, State of Iowa and the University of Northern Iowa.
- Guidance to prospective donors and to University and Foundation staff about the size and structure of gifts given recognition through naming;
- Conventions to be observed in naming funds, academic positions, programs and facilities
- The procedure for evaluating proposed major naming gifts

## **I. Naming Policies**

A. Required approvals. All proposed honorary names of facilities, properties or university units (except minor facilities as defined below) owned or operated by the University of Northern Iowa must be reviewed and approved by the Board of Regents, State of Iowa before being announced to the public.

- 1) “Major Units” include entire buildings, wings of buildings, colleges, programs and large sections of campus.
- 2) “Minor Units” include campus areas or sections of facilities (e.g., rooms, laboratories, open spaces, streets, structures, physical features, etc).
- 3) Naming of Minor Units or functional names of Major Units (e.g., “Physics Building”) may be approved by the University President and does not require Board of Regents approval.

B. Types of eligible honorees. Major and Minor Units may be named in honor of persons, living or deceased, or entities such as businesses and foundation, including:

- 1) Alumni
- 2) Distinguished Iowans
- 3) Persons who have made outstanding contributions to fields of study, the University, the State of Iowa, the nation or the world.
- 4) Donors who have made significant contributions to the University.
- 5) Former University employees who are now deceased or who have ended their University employment at least two years previously. No unit may be named for a current University of Northern Iowa or Regents employee.
- 6) Names affiliated with businesses. These require a thorough degree of due diligence to avoid any appearance of commercial influence or conflict of interest.

C. Issues to consider. Before proceeding with any naming, all circumstances surrounding the naming must be carefully considered, including the overall benefit to the University, whether the name is and will continue to be a positive reflection on the University, and whether the name comports well with the purpose and mission of the Board of Regents and the University of Northern Iowa.

The University will conduct a thorough “due diligence” review of each proposed individual, group or organization to be honored through naming. This will include, at a minimum:

- 1) Review of any potential conflict of interest issues affecting the University or the Board of Regents, State of Iowa or its institutions;
- 2) Review of potential impact upon the academic and research autonomy of the University;
- 3) Evaluation of the impact on future giving by the proposed honoree or others;

- 4) For naming of a Major Unit, consultation with the Board's bond counsel to determine whether and to what extent the naming could adversely affect existing or future tax-exempt bonds; and
- 5) Consultation with institutional counsel and, when appropriate, counsel for the University of Northern Iowa Foundation to ensure compliance with applicable laws and regulations.

D. Rescinding name recognition. In extraordinary circumstances, the University may recommend and the Board of Regents enact removal of a name from a fund, position, unit, or facility if doing so is deemed to be in the University's or Regents' best interests. Reconsideration may occur if the naming would be damaging to the reputation of the Board or the University or would contradict applicable law or the policies, procedures or strategic objectives of the Board or University. A name bestowed in recognition of a gift may be removed if the intent of the gift cannot be fulfilled.

## **II. Policies for naming in recognition of gifts**

A. Statement of Gift Intent. All gifts and gift conditions that involve naming recognition should be documented in a written Statement of Gift Intent between the donor, the UNI Foundation, and the appropriate University representative(s).

- 1) The Statement of Gift Intent describes the form and size of the gift, its intended use and any proposed recognition to be made through naming and publicity.
- 2) If recognition through naming is being offered, the Statement must say that such recognition is subject to approval by the University.
- 3) If the gift is to be recognized through the naming of a major unit or facility on campus, the Statement must also note that such naming will be subject to approval by the Board of Regents, State of Iowa and that it will remain subject to applicable policies of the Board and to reconsideration by the Board.

B. Recognition for various types of gifts. To express appreciation for a gift made to the UNI Foundation, the University may bestow the donor's name on the scholarship, program, academic position or facility which the gift supports. Gifts recognized by naming should be of sufficient size, as determined by the University and Foundation, to provide significant support for the purpose they benefit. Such recognition will extend for the length of time that the gift provides funds for its intended purpose.

- 1) Permanent Endowments. For gifts made to create permanent endowments, any name recognition will be given permanently, subject to the conditions of A.3) and B.
- 2) Flexible Endowments: The University and Foundation may work with a donor to create a plan for recognition for gifts that will provide both endowed and annual support.

Typically, the donor pledges, through one or more gifts, funds of which a portion will be spent and the remainder endowed.

- a) This “flexible endowment” plan may be recognized through naming given upon confirmation of the Statement of Gift Intent. However, care must be taken not to use such gifts for new spending commitments that would be difficult for the University to fulfill should the gift not be completed.
  - b) Such gifts may not use fund chairs or deanships until the proposed endowment has been completed. They may be given recognition through the naming of professorships, fellowships, scholarships and program funds before the proposed endowment has been completed. Upon completion of the endowment, the name recognition may be “upgraded” to the level appropriate for the endowment.
- 3) Deferred gifts. If a gift to be recognized by naming is made in the form of a deferred gift to be received at some future time, the projected value of the gift at the time it is likely to be received will be considered.
- a) Name recognition for deferred commitments will not be announced until the entire gift is received.
  - b) If, when the funds are received, they are insufficient to completely support the desired purpose, the Foundation, in consultation with the University, may invest the funds until the desired level is reached. Alternatively, the Foundation and University may recognize the gift with a naming opportunity at the appropriate level and purpose most closely reflecting the donor’s original intent.
- 4) Non-endowed gifts to create temporary named funds. A commitment of annual gifts for several years (usually for a faculty position or a scholarship) may be recognized by name recognition given during that same period.
- a) Naming recognition of deanship or chair positions will not be granted to recognize gifts of temporary named funds.
  - b) To be recognized by naming, a temporary fund given to support a faculty member
  - c) The Provost and appropriate dean must give prior approval to any offer of name recognition for temporary named funds given for faculty positions or academic program support.
  - d) Temporary named funds will not be endowed.
- 5) Non-endowed gifts acknowledged through permanent naming. Permanent naming of facilities and campus features may be awarded to acknowledge significant, non-endowed gifts made for construction or renovation. Permanent naming of faculty positions will not be awarded in recognition of non-endowed gifts for these purposes.

C. Suggested and minimum levels for recognition through naming. The University and Foundation will set suggested minimum levels for gifts to be recognized by naming. These levels may vary by College or discipline and may be adjusted from time to time to reflect changing costs. The following standards will be applied to gifts for various purposes that are recognized by naming.

- 1) Faculty positions:
  - a) Distinguished Chair: An outright gift of \$5,000,000 or a deferred gift whose value at the date of expected receipt will be equal to \$5,000,000 in present dollars.
  - b) Chair: An outright gift of \$1,000,000 or a deferred gift whose value at the date of expected receipt will be equal to \$1,000,000 in present dollars.
  - c) Professorship: Permanent naming may be granted for endowed gifts of \$250,000 or more. Temporary naming may be granted for gifts of at least \$25,000 per year.
  - d) Fellowship: Permanent naming may be granted for endowed gifts of \$100,000 or more. Temporary naming may be granted for gifts of at least \$10,000 per year.
  - e) Visiting Lectureship: Permanent naming may be granted for endowed gifts of \$100,000 or more. Temporary naming may be granted for gifts of at least \$5,000 per year.
  
- 2) Student Awards
  - a) Named Comprehensive Scholarship (in-state): Room, board, tuition and fees. Permanent naming may be granted for endowed gifts of \$350,000 or more. Temporary naming may be granted for gifts of \$12,000/year.
  - b) Named Presidential Scholarship (in-state tuition): Permanent naming may be granted for endowed gifts of \$200,000 or more. Temporary naming may be granted for gifts of \$7,000 or more per year.
  - c) Half (in-state) Tuition Scholarship: Permanent naming may be granted for endowed gifts of \$100,000 or more. Temporary naming may be granted for gifts of \$3,500 or more per year.
  - d) Provost Scholarship: Approximately \$2,000 annual award. Permanent naming may be granted for endowed gifts of \$60,000. Temporary naming may be granted for gifts of \$2,000 per year.
  - e) Other named scholarships: Minimum needed. Permanent naming may be granted for endowed gifts of \$30,000 or more. Temporary naming may be granted for gifts of \$1,000 per year.
  - f) Student Research Fellowship: Permanent naming may be granted for endowed gifts of \$50,000 or more. Temporary naming may be granted for gifts of \$10,000 per year.

- 3) Endowments for other purposes. Permanent naming may be granted for endowed gifts of \$30,000 or more.
- 4) Major Units.
  - a) Academic Unit (College or Department). Suggested: Outright gift to create an endowment that will generate 20% of the general instructional budget. Minimum: \$15,000,000 for a college; \$5,000,000 for a department.
  - b) Academic or Student Life Program. Suggested: Outright gift to create an endowment that will generate 20% of the program's annual general instructional or operating budget. Minimum: \$1,000,000.
  - c) New Construction. Suggested: Outright gift equal to 25% of the cost of construction. Minimum: \$500,000.
  - d) Renovated Space. Suggested: Outright gift to fund 25% of the cost of renovation or to create an endowment that will generate 10% of the annual general instructional or operating budgets of programs housed within the space. (No minimum.)
  - e) Existing Space. Outright gift to create an endowment that will generate 10% of the annual general instructional or operating budgets of programs housed within the space. (No minimum.)

### **III. Naming conventions**

#### **A. Faculty positions**

1) Named faculty positions should bear standard academic designations such as "Dean," "Chair," "Professor" or "Fellow." The name of a faculty position may precede by the name(s) of those being honored and followed by a collegiate or departmental modifier. Some examples might include:

- ◆ John and Jane Doe Chair of Psychology
- ◆ Robert Smith Chair of Economics
- ◆ John and Jane Doe Professor of Psychology
- ◆ Robert Smith Professor of Economics

2) A gift made to create a new faculty position whose base salary will be funded entirely by the gift will be called a "Distinguished Chair." A gift made to fund the base salary of an existing faculty position will be called a "Chair."

B. Student awards

1) Named student awards should bear standard designations such as “Scholarship,” “Fellowship” or “Award.” The name of the award may be preceded by the name(s) of those being honored and followed by the name of an academic field.

- Jane Doe Presidential Scholarship
- John Smith Provost’s Scholarship
- John and Jane Doe Scholarship in Music Education
- Smith Fellowship in Accounting
- Robert Smith Student Award in Mathematics

**IV. Naming procedures at the University of Northern Iowa**

A. Major Units. Requests to name major units at the University of Northern Iowa will be considered by the University Naming Committee, which will make recommendations on them to the President of the University. Any major unit name approved by the President will be forwarded to the Board of Regents, State of Iowa for final action.

B. Minor Units. Requests to name minor units, such as campus areas or sections of facilities (e.g., rooms, laboratories, open spaces, streets, structures, physical features, etc) will be considered by the University Naming Committee, which will make recommendations on them to the President of the University.

C. Faculty positions. Any honorific name proposed for a faculty position must be agreed upon and the appropriate University dean or director and the Provost. If the name is being bestowed in honor of a gift, it must also be approved by the donor(s) (if living) and the Foundation.

D. Student awards. Names applied to student scholarship funds must be agreed upon by the donor(s), the Foundation, and appropriate academic unit representative.

For the University of Northern Iowa: \_\_\_\_\_  
Benjamin J. Allen, President Date

For the UNI Foundation: \_\_\_\_\_  
William D. Calhoun, Jr., President Date

**University of Northern Iowa**  
**Minimum Naming Gifts for Major Units**

January 2008

<b>Major Unit</b>	<b>Minimum outright gift</b>
Academic unit (College, Department)	Suggested: Outright gift to create an endowment that will generate 20% of the general instructional budget. Minimum = \$15,000,000 for a college; \$5,000,000 for a department
Academic or Student Life program	Suggested: Outright gift to create an endowment that will generate 20% the program's annual general instruction or operating budget. Minimum = \$1,000,000
New Construction	Suggested: Outright gift equal to $\frac{1}{4}$ the cost of construction Minimum = \$500,000.
Renovated space (Building, wing)	Suggested: Outright gift to fund 25% the cost of renovation or to create an endowment that will generate 10% of the annual general instructional or operating budgets of programs housed within the space.
Existing space (without renovation)	Outright gift to create an endowment that will generate 10% of the annual general instructional or operating budgets of program housed within the space. Minimum = \$1,000,000