

COLLEGE OF MICRONESIA-FSM
BOARD POLICY No. XXX

Title: **NAMING OPPORTUNITY OF FACILITIES
AND PROGRAMS**

Date Adopted:

Date Revised:

Date Reviewed:

References: North Carolina State University
<https://policies.ncsu.edu/policy/pol-03-00-02/>

1. PURPOSE

1.1 This policy sets the criteria for naming opportunity of facilities and programs at the College of Micronesia-FSM.

2. DEFINITIONS

- 2.1 The term "facilities" includes buildings, rooms, interior spaces, exterior spaces, athletic fields, open spaces, and all other tangible and relatively permanent features owned, operated or controlled by College of Micronesia-FSM.
- 2.2 The term "program" includes colleges, departments, institutes, centers, and other units associated with college functions.

3. REVIEW

3.1 The naming opportunity policy shall be reviewed periodically by Board of Regents.

4. RESPONSIBILITIES

4.1 President

- 4.1.1 Subject to the responsibilities of the Board of Regents, the President shall have responsibility and authority with respect to, and is an essential participant in, all naming actions.
- 4.1.2 No facility or program may be named without the early knowledge and prior approval of the President. The President shall endeavor to determine that the proposed action is consistent with the interests of the college, to assure that the amount of any contribution warrants the action proposed, and to maintain equity in the relationship of donations for similar naming actions.

4.1.3 The President may recommend exceptions to any of the following naming policies, subject to approval of the Board of Regents and after consultation with cabinet when appropriate.

4.2 Board of Regents

- 4.2.1 The act of naming a facility or program shall be that of the Board of Regents, acting after receiving the recommendation of the President. Benefactors or honorees should be informed throughout the naming discussions that final naming approval for all college facilities and programs rests with the Board of Regents.

5. NAMING CRITERIA

- 5.1 College of Micronesia-FSM will name facilities and programs to express appreciation for an individual or organization's financial contribution to the college.

6. NAMING FACILITIES

- 6.1 Naming opportunities may include (1) **new** facilities that are to be constructed or acquired, (2) **existing** facilities that are undergoing major or minor renovations, or (3) **existing** facilities that are not undergoing renovations.
- 6.2 A gift for naming a facility ordinarily should equal:
- 6.2.1 At least one-half of the total project cost (architectural, planning, construction, fees, site clearance, landscaping, furnishing, and equipment) for constructing or acquiring the **new facility**; or
- 6.2.2 At least one-half of the total project cost for renovating an **existing facility**; or
- 6.2.3 At least one-half of the portion of the total project cost that is to be raised from the private sector if national/state or other funds are funding a portion of the project cost for a **new or renovated existing facility**; or
- 6.2.4 At least one-half of the replacement cost of an **existing facility not undergoing renovation**. Typically, but not always, three-fourths of a gift to name a facility not undergoing renovation will be in the form of endowment, preferably unrestricted, to the college unit.
- 6.3 Financial contributions resulting in the naming of a facility may be made to the college's affiliated foundation, The Friends of COM-FSM, Inc. However, if the college is constructing or renovating a facility, then funds will be transferred to the college.

7. NAMING PROGRAMS

- 7.1 A gift for naming a program ordinarily should:
- 7.1.1 Be in the form of endowment, of which at least three-fourths is unrestricted for the benefit of that program, and
- 7.1.2 Be determined by the size, operating budget, national ranking, and visibility of the program, as well as naming amounts of peer programs in the discipline or on the college campus when available, and
- 7.1.3 Be substantial and significant, enabling the program to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit.
- 7.2 Financial contributions resulting in the naming of a program may be made to the college's affiliated foundation, The Friends of COM-FSM, Inc.

8. STATUS OF CONTRIBUTION AT THE TIME OF NAMING

- 8.1 When a facility or program is to be named the gift shall have been received by the college or affiliated foundation, or its future receipt shall be assured through the appropriate signed gift agreement, before a naming action shall be taken, as follows:
 - 8.1.1 Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of facilities and programs when a signed pledge payment agreement is made and the payment is received.
 - 8.1.1.1 If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.
 - 8.1.2 Irrevocable planned gifts may generate current naming of facilities and programs if current cash flow considerations are not an issue for the requesting facility or program. Irrevocable planned gifts will be credited at their face value with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.
 - 8.1.3 Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under the right circumstances. Each combination request must be explained fully to the Executive Director for Institutional Advancement and External Affairs, and a case made for the appropriateness of the naming given the specifics of a particular gift.

Particular emphasis will be given to the cash flow requirements of the requesting facility or program, the predictability of the long-term value of the revocable deferred gift component, and the pledge is met.

9. DURATION AND MODIFICATION OF NAMINGS

- 9.1 The duration of a benefactor's name on any facility or program ordinarily continues for as long as the facility or program is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, re-designation of purpose, or similar modification of a named facility or program, the college may deem that the naming period has concluded.
 - 9.1.1 The president will make all reasonable efforts to inform in advance the original benefactors or their surviving family members when the naming period is deemed to have concluded.
 - 9.1.2 The college may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in, or adjacent to, new and renovated facilities.
- 9.2 Renaming
 - 9.2.1 When the benefactor's naming period has concluded, the facility or program may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.
- 9.3 Joint or Hyphenated Naming
 - 9.3.1 In exceptional circumstances, additional names may be added to a facility or program in recognition of an additional gift even if the prior benefactor's naming period has not concluded, subject to any specific terms and conditions set forth in

the original naming agreement. Hyphenation is one method for jointly naming a facility or program.

9.4 Term Naming

9.4.1 In appropriate instances, most often involving a corporate benefactor, a naming may be granted for a pre-determined fixed term. At the end of the term, the name of the facility or program shall expire but may be renewed with the same or a new name. The facility naming agreement should clearly specify the period of time for which the facility or program will be named.

9.5 Benefactor Name Changes

9.5.1 If a benefactor or honoree requests a change to the name of a facility or program (e.g., due to divorce or corporate merger), the Board of Regents will consider the request. If approved, all replacement signage and other related costs shall be at the donor's expense.

9.6 Revocation of Naming Approval or Conferral

9.6.1 In certain circumstances, the college reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon.

9.6.1.1 If the benefactor's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the college's standards, or otherwise be contrary to the best interests of the college, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Naming decisions should not be altered simply because later observers would have made different judgments.

9.7 Any proposal to rename a facility or to add a second name in recognition of a gift shall be reviewed by the Executive Director for Institutional Advancement and External Affairs and Legal Counsel of the college if the prior benefactor's naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or program.