

Guidelines for the Permanent Naming of Physical or Non-physical Assets

The following guidelines reflect SUNY Board of Trustees (BOT) and Maritime College policies regarding the naming of all College buildings and grounds, identifiable portions of buildings/rooms and outdoor areas of the College campus, and of a school or program of the College.

The naming of a physical or non-physical asset of Maritime College is appropriate when a significant gift is received for the benefit of the College, directly or through a campus-related foundation.

General Guidelines

1. A physical or non-physical asset may be named on behalf of an individual or legal entity.
2. The purpose of the naming may be to honor the character, service or other positive merits of the donor or the donor's honoree.
3. The proposed name should advance the reputation as well as increase the understanding and public support for the College and its programs.
4. The naming of a physical or non-physical asset in recognition of a donor or a donor's honoree implies a promise to that donor that the asset will be permanently maintained or, if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
5. All combinations of gifts, pledges, and irrevocable deferred gift arrangements are acceptable forms of philanthropy to support naming commitments. With respect to deferred gifts, while the naming commitment may be immediate, the required amount may be set higher because of the delay in the college or campus foundation receiving the gift.
6. Buildings, campus grounds or other physical facilities will not be named for individuals currently employed by the College or the State of New York, unless a donor other than the honoree provides a sufficient gift (as per the campus' approved naming guidelines) in honor of that individual.

7. To support the naming of a non-physical asset (e.g. center, institute, program, academic unit) through the establishment of an endowment, the amount of the endowed gift should be sufficient to generate annual earnings (at a rate not less than 4%) that would be necessary to sustain the non-physical asset on a permanent basis. Typically, naming a program would require a gift in the amount of \$3.5 million in order to generate \$140,000+ for expenditure.
8. To support the naming of annual term funds for faculty support, student financial aid or other funding priorities, the donor should commit to providing an annual gift at least equivalent to the income from an endowment fund required to sustain the non-physical asset for a fixed period, typically three to five years.
9. Forfeiture of a naming opportunity may occur when the College's or Foundation's relationship with the donor or honoree is no longer positive, the donor does not fulfill the financial commitment, or the donor's/honoree's personal or business circumstances are such that affiliation with Maritime College is deemed inappropriate.

Procedure

1. A recommendation and justification for the proposed naming should be forwarded to the vice president for university relations.
2. Upon concurrence of the vice president, the proposal will be forwarded to the president and college council.
3. All permanently named building and grounds must be approved by the campus president and college council, and all other physical assets and non-physical assets (endowments, schools, departments, centers, etc.) must be approved by the campus president and college council and/or campus foundation, as appropriate.
4. All naming opportunities that involve gifts of \$1 million or more shall be approved by the Chancellor and the State University Board of Trustees, the College Council and/or campus foundation, as appropriate.
5. All naming opportunities that involve gifts of less than \$1 million shall be approved by the campus president and college council and/or campus foundation, as appropriate.
6. All naming opportunities that are inconsistent with the campus's naming opportunity guidelines shall be approved as follows:

- a. If the value of the related gift is \$1 million or more, by the Chancellor, the State University Board of Trustees and the College Council;
 - b. If the value of the related gift is between \$100,000 and \$999,999, by the Chancellor or designee and the College Council;
 - c. And if the value of the related gift is less than \$100,000, by the campus president.
7. Each naming opportunity should be reviewed carefully for compliance with applicable law, including law related to prohibited gifts and ethical principles, especially where there is some direct or indirect business or other continuing relationship between the donor and the State University of New York, its officers or employees. Questions concerning applicable law should be referred to the SUNY Office of University Counsel.
8. All proposed names should be held in confidence during the review and approval process, with a minimum of communication about the proposed naming of things on a campus before approval has been given.
9. A record of all named physical and non-physical assets will be maintained by the vice president for university relations, who will annually provide a copy of the record to the University and the College Council.
10. At least every five years, SUNY Maritime College shall submit to the Chancellor and the College Council for approval guidelines for campus naming opportunities.

Named Spaces

A list of buildings and spaces on the Maritime campus that have been previously named for individuals or organizations will be available on the Maritime website. A printed copy of named buildings and spaces will be available through the Office of University Relations.

Naming Opportunities

A list of naming opportunities for buildings and spaces, and the naming amounts that have been approved by the President and the College Council will be available on the Maritime website. A printed copy of naming opportunities will be available through the Office of University Relations.

Establishing Naming Opportunities

From time to time, the Office of University Relations will identify naming opportunities that will then be approved by the campus President and by the College Council, as appropriate. Once approved, these opportunities will be added to the website and the printed copy of naming opportunities.



Currently named spaces on campus
September 29, 2014

ABS Faculty Chairs

- 1) Marine Transportation and
- 2) Naval Architecture and Marine Engineering

ABS Lecture Hall

Location: Science and Engineering Building

Background: \$3 million donation

Wartsilla Engine laboratory

Location: Science and Engineering Building

Background: Donation of a diesel engine valued at \$1 million

NAMING OPPORTUNITIES
September 29, 2014

- **New Academic Building Naming** - The new, state-of-the-art Academic Building, facing the waters of the East River, is a welcome addition to the SUNY Maritime College campus. The 45,000-square-foot building provides ample space and advanced learning technologies to help students develop into professionals and leaders in the maritime industry for the 21st century. Naming opportunities for this beautiful facility provide much needed support across the curriculum for all of our academic programs.
 - Building Naming: \$10 million
 - Additional naming opportunities available for other spaces within the building
 - range: \$25,000 (14 faculty offices) - \$2 million (atrium)

- **Endowed Faculty Chair** – In American higher education, endowed faculty professorships and chairs have become the gold standard for recruiting and retaining top quality faculty. The reality is that if we wish to attract and keep the very best faculty, it is crucial that we have endowed professorships and chairs. A critical aspect of a faculty chair is that the money that the chair generates is available to faculty members to subsidize their compensation, advance their instructional programs, develop new research ideas, fund students' work and make innovative advances in their own portfolios of scholarly work.
 - Naming: \$4 million

- **Residence Hall** - The SUNY Maritime College community is home to over 1,200 student residents. Our mission is to provide safe residential accommodations. We want to create a sense of community that encourages development of respect, social responsibility, integrity, ethical leadership, and independence. The newest of the residence halls, houses both Civilian and upper-class Regimental Students in double and triple occupancy rooms within suites. Two private restrooms are also conveniently located in each suite. Each floor has a 24-hour lounge space available for study and/or recreational use. Laundry facilities are also provided on the first floor.
 - Building Naming: \$2 million

- **Engineering Simulation Center** – Located in Marvin Tode Hall, the Engineering Simulation Center will include a 20 desktop station classroom and an engine room full mission simulator. Both of the facilities will include slow diesel, medium diesel, steam, and gas turbine propulsion models and an option to include LNG. The system will be installed with cutting-edge technology allowing students to access practice exercises from home, the library or anywhere they can get an internet connection. This center will be an enormous benefit for our engineering cadets as it will enable them to learn and be assessed on their knowledge, understanding, and performance and will be essential for them to receive the necessary endorsements on their mariner credentials.
 - Naming: \$ 1 million

- **Energy Engineering lab Space and Equipment** – Located in Marvin-Tode Hall, the energy engineering lab, formerly known as the transport processes engineering lab, still houses equipment that was purchased when the building was constructed in 1967. Equipment to study heat transfer, pump characteristics, heating ventilation and air conditioning properties, --to name but a few--, are in need of updating to meet the needs of today's energy systems.
 - Naming: \$800,000

- **Athletic Field** – Maritime competes at the NCAA Division III level and fields 18 varsity athletic teams. The sports program is credited with attracting dedicated and disciplined students and Football games have become much anticipated fall weekend traditions at SUNY Maritime College. The athletic field is over 10 years old and is currently undergoing a turf replacement.
 - Naming: \$750,000

- **Special Events Room** – Located in Vader Clute Hall, adjacent to the Mess Deck, the Special Events Room (SER) is the main space on campus for holding campus and community meetings, events and conferences. With direct access to the galley, and outfitted with high quality technology capability (with video and audio) the space provides the perfect venue for groups seeking an all-inclusive experience. The space is currently undergoing extensive renovation.
 - Naming: \$750,000

- **Fitness Center** - Located in Reisenberg Gym, the fitness center is used by student athletes and other students looking to stay in good health. With outdated equipment and poor ventilation, the fitness center is in great need of renovation and equipment upgrade.
 - Naming: \$500,000

- **Liquid Cargo Handling System Simulator** - This simulator will enable us to teach and assess the requirements for “person-in-charge dangerous liquid cargo” (tankerman PIC). Currently in the planning stages, we are seeking support for a 15 desktop state-of-art simulator that would include models to support a wide range of liquid cargos including LNG. The system would be installed with cutting-edge technology allowing students to access practice exercises from home, the library or anywhere they can get an internet connection.
 - Naming: \$500,000

- **Radar and Electronic Navigation Labs** - Installation of these two state-of-art simulation labs was completed in the summer of 2014. Each lab consists of 10 desktop stations and one instructor station. These DNV approved desktop simulators enable students to learn and be assessed for radar, ARPA, and ECDIS knowledge, understanding, and performance and are essential for deck-license cadets to receive the necessary endorsements on their mariner credentials.
 - Naming: \$200,000 per lab