

## **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.
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 and the State University Board of Trustees;
  - b. If the value of the related gift is between \$100,000 and \$999,999, by the Chancellor or designee;
  - 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.
10. At least every five years, SUNY Maritime shall submit to the Chancellor 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.