



Policy Directory

Responsible Division: Institutional Advancement
Responsible Office: ASU Foundation
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Gift Naming Opportunities for Facilities & Programs

Policy:

PURPOSE:

The purpose of this policy is to develop university-wide guidelines for gift naming opportunities and service recognition naming opportunities at Alcorn State University.

GIFT NAMING OPPORTUNITIES:

Significant gifts benefiting Alcorn State University will provide opportunities for donors to designate the name of a university program, facility, unit, scholarship, or other item in honor of the donor or another person. In order for Alcorn State University to properly administer funds, each gift must be accompanied by a gift agreement that has been approved by the donor or representatives of the donor, the ASU Foundation, Inc. and the college, school, department, or program that is to benefit from the gift.

The amounts listed are minimums. Gift amounts must be approved by the Vice President for Institutional Advancement and the appropriate vice president and/or dean/director prior to discussion with any donor. Any exceptions to these guidelines must be approved by the president of the university.

Buildings

- New building with 100% private funding: At least 50% of construction cost
- New building with private funding component: At least 50% of the private fundraising goal
- New building with public (state) funding component: At least 55% of construction cost
- Existing building: Addressed on a case-by-case basis

Notes:

1. Naming opportunities involving buildings must be approved by the president of the university and the board of trustees of the Institutions of Higher Learning based upon the recommendations of:

- The Vice President for Institutional Advancement and,
 - The Provost or other appropriate vice president and/or dean/director.
2. A proposal to name a building should be approved formally by the president before the proposal is delivered to a prospective donor.
 3. Generally speaking, the value of a gift that affords a donor the opportunity to name a new building should be at least 50% of private fundraising goal. An appropriate value should be established at the time renovation plans are considered to add a donor's name to an existing named or unnamed building. In all cases, a minimum contribution of \$1,000,000 is required to name a building.

Other Physical Facilities

Minimum Amounts:

- Laboratory: \$500,000
- Electronic Classroom: \$200,000
- Distance Learning Classroom: \$75,000
- Suite of Offices: \$75,000
- Other Classroom: \$50,000
- Conference Room: \$50,000
- Individual Office: \$25,000
- Auditorium (with 150 or more seats): \$100,000
- Auditorium (with less than 150 seats): \$50,000
- Benches, fountains, statues, outdoor plantings, other outdoor structures or areas: Cost of project plus \$5,000 to the Campus Beautification Endowment.

Note: If structure is a student memorial or student project: strictly project cost.

Notes:

1. Naming opportunities within a building should be defined by the unit head and approved by the Vice President for Institutional Advancement.
2. Naming opportunities such as benches, fountains, works of art, plantings, or other structures will be reviewed on a case-by-case basis. Approval must be granted by the university president or the Vice President for Institutional Advancement, based on the recommendation of the appropriate committee. Funding amounts will be based on location, structure, and function. Gift funds must cover the entire cost of structure or installation, and if significant ongoing costs will be incurred, an endowment sufficient to cover these costs may also be required.

Academic or other Major University Units/Programs – Minimum Endowment

- College or Division: \$5,000,000 (Some colleges/schools/division may require a higher amount; these will be addressed on a case-by-case basis.)
- School or Department: \$1,000,000 (Some schools and departments may require a higher amount; these will be addressed on a case-by-case basis.)
- University-wide Center/Institute: \$500,000 (some may require a higher amount)
- College/Unit Center/Institute: \$250,000 (some may require a higher amount)

Note:

1. Any private gift associated with the naming of any of the above units should be of a level that will transform the very nature of the unit involved, enabling that unit to reach a level of excellence that would have been extremely difficult using state or university funds alone. The gift should be in the form of an endowment, and income from the endowment should be used to provide a margin of excellence for the unit involved, and should not replace state funds previously made available to that unit.

Endowed Faculty Positions – Minimum Endowment

- Dean's Chair: \$1,000,000
- Chair: \$500,000
- Professorship: \$250,000
- Endowed Faculty Fellowship: \$100,000

Notes:

1. Some colleges or schools may require higher amounts to fund these endowed faculties positions; however, these will be addressed on a case-by-case basis.
2. The endowed chair designation will be linked to a select faculty position filled by a truly outstanding scholar and teacher, as judged by rigorous, nationally accepted standards.
3. A faculty position designated as a named professorship will be occupied by an exceptionally gifted and promising scholar. Named professorships typically are held by faculty members whose accomplishments indicate potential for national and international leadership and distinction in their field, and whose current efforts are focused on honing teaching skills and/or establishing a superior record of research or other scholarly activity.

Lectureships and Lecture Series – Minimum Endowment

- Distinguished Lectureship: \$500,000
- Presidential Lecture Series: \$250,000
- Visiting Lecture Series: \$100,000

Notes:

1. The designation of a distinguished lectureship is reserved for a select position to be filled by a top scholar who becomes a part of the Alcorn State University community for a specified period, but who typically does not accept a permanent position on the faculty. Special compensation packages usually are required to support distinguished lectureships, whose holders typically are in the forefront of their academic discipline.
2. A presidential lecture series will bring to Alcorn State University a variety of outstanding individuals of broad experience and expertise whose presentations will have university-wide and interdisciplinary appeal. Earnings from the endowed fund will provide for honoraria, travel expenses, and other costs associated with presenting such speakers.

3. Approval for a distinguished lectureship and presidential lecture series must be granted by the president of Alcorn State University based on recommendations of:
 - The Vice President for Institutional Advancement,
 - The Provost, and
 - The appropriate vice president and/or dean.
4. A visiting lecture series will bring to Alcorn State University, for short stays, a variety of individuals with experience and expertise relevant to the special interests of a particular college or school. Earnings from the endowed fund will provide for honoraria, travel expenses, and other costs associated with presenting such speakers.

Fellowships and Scholarships – Minimum Endowment

- University Fellowships: \$500,000
- Graduate Assistance-ships: \$250,000
- Presidential Endowed Scholarships: \$100,000
- Endowed Scholarships: \$10,000 and above
- Expendable Scholarships (non-endowed): \$1,000 and above

Notes:

1. Fellowships are a form of educational assistance typically reserved for graduate students. The awards will provide full or partial support that will enable capable and deserving students to complete their educational experience at Alcorn State University. Specific criteria for eligibility may be established in consultation with the donor.
2. Scholarships aid talented undergraduate students. Specific criteria for eligibility may be established in consultation with the donor.

Other Naming Opportunities – Minimum Endowments

- Endowed Fund for Excellence: \$25,000
- Teaching, Service, Research and Staff Awards: \$25,000
- Other Endowments: \$25,000

Notes:

1. An endowed fund for excellence may be established in support of a college, school, department, academic discipline, or other university program/activity of interest to the donor. Earnings from such funds may be used to enhance the selected program in a variety of ways, including support for research, faculty development, and travel, or for other educational enrichment activities.
2. Earnings from such funds designated for teaching, service, research, and staff awards will be used to recognize outstanding performances in the areas of classrooms, service, and research by faculty, professional, or support staff members in the specified college, school, or division. Recipients typically will be chosen by the college, school, or unit.
3. Other endowments supporting faculty development, classroom enhancements, etc. may be established in support of the needs of the selected college, school, or division.

SERVICE RECOGNITION NAMING OPPORTUNITIES:

The university has established procedures for naming certain items covered by this policy for reasons other than private giving. This occurs when some individual merits recognition due to his/her academic, research, or service contributions. The Provost or Vice President for Institutional Advancement handles requests of this type and makes recommendations to the executive council or president's cabinet.

GENERAL:

No building or facility may be named in honor of a current university employee or a former employee who has been separated from the university for less than three (3) years. Exceptions may be made on as needed based on cases of extenuating circumstances (i.e. increasingly failing health, etc.).

If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, the president will consult with the general counsel, and with the ASU Foundation, Inc. board of directors as appropriate, regarding future action. The university reserves the right to remove any name that would not reflect positively on the university or would conflict with the purpose or mission of the university.

REVIEW:

The Vice President for Institutional Advancement is responsible for review of the Policy as needed with recommendations for revision to be presented to the president.