



Spelman College
A Choice to Change the World

**SPELMAN COLLEGE
INSTITUTIONAL NAMING POLICY
April 17, 2015**

Spelman College relies on the philanthropic support of alumnae and friends to keep the promise that young women of African American descent are able to receive an exemplary liberal arts education. Unrestricted gifts, which allow the College maximum flexibility to seize opportunities and address unforeseen challenges as they arise, are most preferable and strongly encouraged. In some instances, however, donors may choose to restrict their gifts for a specific campaign, interest or purpose. In those cases, naming opportunities may be given in consideration for their support.

The College routinely establishes naming opportunities in the form of endowed funds, scholarships, awards, programs, buildings, physical spaces and objects. Each recommendation for honors and recognition shall consider the relationship between the individual's qualifications and the size and scope of the project proposed for recognition. Consideration in conferral of honors and recognition upon each donor or honoree will include:

- The benefit to the College;
- The visibility and prominence accorded to the honoree;
- The use of honors and recognition to further the financial and public awareness goals and objectives of the College.

Plans for fundraising initiatives are prepared and presented by the Vice President of Institutional Advancement to the President for approval, as delegated by the Board of Trustees. As part of the normal course of business, the Vice President for Institutional Advancement is authorized to execute all gift agreements involving naming opportunities.

When a proposed gift does not meet the minimum gift threshold(s) as set forth in this policy, or otherwise falls outside of the guidelines to be eligible for a naming opportunity, the Vice President for Institutional Advancement may consult with the Gift Acceptance Committee for review and approval of the desired naming opportunity. Members of the Gift Acceptance Committee will include the President, the Vice President for Business and Fiscal Affairs and the Vice President for Institutional Advancement. In addition, the President will appoint one representative each from the Office of Business and Fiscal Affairs and the Scholarship Office to serve on the Gift Acceptance Committee. The Development Committee of the Board of Trustees will approve the membership of the Gift Acceptance Committee on an annual basis.

*****GIFT-RELATED NAMING*****

Named gifts should be accompanied by a gift agreement that has been approved and signed by the donor or designated donor representative(s) and the appropriate College representative, usually the Vice President for Institutional Advancement. Each gift agreement specifies the gift amount, the pledge period to reach the funding level (if not completely funded at time of establishment), the purpose of the gift and any restrictions within the College's guidelines regarding distributions from the fund. Gift agreements

may also outline donor preferences regarding stewardship, naming conventions, public recognition (or lack thereof) and contact information for fund reporting.

Gift-related naming opportunities are generally reserved for a single donor or limited number of individual entities. Broad-based group fund raising efforts involving individuals beyond a small group (such as a family, or gifts made in memory/honor of an individual) must be approved in advance by the Vice President for Institutional Advancement who will determine the viability of such an effort and ensure alignment with other fund raising activities. With the exception of specific fund raising efforts initiated by the College (e.g. Reunion, Founders Day), group fund raising efforts for naming opportunities less than \$50,000 will not be considered for naming opportunities and will be subject to the paragraph below. For details on group fundraising initiatives for endowed scholarships, refer to the “Group Endowed Scholarship Fundraising Guide.”

Contributions received without prior discussion with the College and/or an accompanying approved gift agreement that do not meet minimum funding requirements for a naming opportunity can be considered budget relieving and can be allocated to support already designated priorities that align with the donors’ original intent.

NAMING OPPORTUNITIES

Naming Buildings and Physical Spaces

In order to recognize major financial support, it is possible for a donor to name a building or spaces on the College campus, including, but not limited to: wings, floors, classrooms, lecture halls, laboratories, special purpose rooms and open spaces. These opportunities most frequently arise in connection with new construction projects or major renovations of existing facilities.

The Vice President for Institutional Advancement is responsible for reviewing all naming opportunities proposed for campus buildings, facilities and spaces. When buildings or facilities have the potential to attract gifts, a plan for specific naming opportunities and appropriate gift levels should be developed by the Vice President for Institutional Advancement and approved by the President prior to the start of the building campaign. Final authorization for naming (or re-naming) campus buildings, facilities and spaces requires the approval of the Board of Trustees.

Naming Value Guidelines:

The following formulas and amounts are the naming opportunity valuing guidelines for College buildings or facility components:

- Buildings –
 - (1) The gift(s) associated with naming a building typically should be 50% of the total cost of the building. The Board of Trustees may make an exception to this minimum if recommended by the President.
- Facility Components –
 - (1) The naming price of specific areas or rooms generally will be based on a per square foot formula which is based on the calculation of the net usable square footage of a particular facility divided into the cost of construction or renovation to determine the net per square foot cost times the net usable square feet of a special area/room.
 - (2) Determining naming values on sites or programs of greater visibility and prominence will start first with the use of the basic objective formula approach (described above) and also take into account certain subjective considerations. High visibility interior and exterior spaces, such as lobbies, libraries, auditoriums, student program offices,

laboratories, deans' offices, stages and plazas need to be weighted for desirability and therefore may have a higher value than the figure determined by the formula described above.

- (3) Fundraising opportunities permitting, an amount above and beyond that of the total cost will be sought for adequate upkeep of the facility and/or to fund programs housed in that named space.

Funding Levels for Physical Spaces:

Buildings: Minimum funding – Generally 50% of total project cost

Interior Spaces: Minimum funding - Based on project or square footage

Other facilities and facility component naming opportunities include but are not limited to:

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|-----------------|----------------|---------------------|
| Auditorium | Lecture Room | Administrative Wing |
| Conference Room | Study Room | Faculty Office |
| Faculty Lounge | Student Lounge | Research Laboratory |

The Vice President for Institutional Advancement is responsible for assessing and establishing naming opportunities for facilities and facility components based on viability and alignment with other fund raising priorities. Some naming opportunities may be specific to a campaign or strategic initiative.

In order to maintain the integrity and continuity of the campus environment, naming of exterior spaces and objects (i.e., trees, bricks, walkways, benches) are generally discouraged. On rare occasions, the Gift Acceptance Committee will consider naming exterior spaces in support of a specific campaign or strategic initiative.

Signage & Placement of Donor-Related Plaques:

All major construction or renovation projects should include an appropriate contingency budget line for plaques that will mark named spaces.

In approving the plan for naming a facility or facility component, the Director of Stewardship & Advancement Services and the Director of Facilities Management & Services will oversee the campus-wide standard for signage and the placement of donor-related plaques. The plan for signage and the plaque system for donor recognition should include:

1. Wording standards
2. Site of installation of plaque
3. Number of donors and giving levels
4. Time-line for installation

Naming Academic Entities

In order to recognize major financial support, it is possible for a donor to name academic components within the College, including but not limited to:

| | | |
|-----------------------|----------------|----------------------|
| Departments/Divisions | Programs | Centers/Institutes |
| Chairs | Lecture Series | Artists in Residence |
| Faculty Awards | Research Funds | Fellowships |

Naming Endowed and Term Chairs

Named chairs allow the College to recruit and retain the best and brightest faculty members who are experts in their discipline. Chairs may be named in honor of a distinguished former faculty/staff member, a donor, or someone the donor wishes to honor.

Gifts associated with naming a chair should typically support the full salary and benefits of a professional, scientific, or administrative employee of the organization. In most cases, funds will be sought to support additional activities associated with the position including, but not limited to, support of students, research, travel and continuing education. The new or existing position will be filled at the discretion of the President, Provost and faculty search committees, as appropriate.

Endowed Chairs

Gifts received to fund new endowed chairs are invested in accordance with the College's investment policy and are allowed to accumulate interest for 12 months before a faculty member is awarded the position. The endowment will be held in perpetuity and disbursements used to support the aforementioned activities of the chair.

Term Chairs

Term chairs will provide current use funding for a period of time as outlined in the gift agreement with the donor. The fund purpose will continue during the term of support or until all funds have been expended. There will be no obligation of the College to continue the chair beyond the term of the gift, unless otherwise outlined in the gift agreement.

Funding Levels for Named Chairs*:

Endowed Chair: Minimum Funding - \$3 million

Term Chair: Minimum Funding - \$100,000 per year; 10 year minimum

*These amounts may be adjusted depending on strategy and/or in consideration of special circumstances as determined by the Gift Acceptance Committee.

Naming Departments or Title Positions

Professional, scientific and service departments and their administrative positions with the College may provide opportunity to recognize an individual or an institution, especially when the personal contributions, service and achievements of the honoree have been intimately associated with the service or functional area.

Recommendations for naming any professional or scientific department and any administrative position within the College, including the title proposed for the position, shall be made to the President through the Gift Acceptance Committee with adequate details on the individual or institution to be honored and the reasons for such consideration for action by the President.

Naming Value Guidelines:

- Calculating the naming opportunity value of college-wide and departmentally based programs and centers will be based on the budgets needed to accomplish articulated goals over a specified time period. Hard and soft costs related to the program should be included when naming value is being determined.
- Support of an academic program on an annual basis will be recognized as the program support source for a specific year.
- Support for an academic program in perpetuity requires an endowment that funds the full program budget needs over time.

Naming Scholarships

A donor may decide to participate in the College's scholarship program by establishing a named scholarship. There are several options available for participating in the College's scholarship program,

as shown below. Scholarships may provide assistance for tuition, fees, room and board, books and supplies and other educational expenses at varying amounts.

Funding Levels for Named Scholarships:

Endowed Scholarship: Minimum Funding - \$50,000

Annual Scholarship: Minimum Funding - \$5,000 per year; 4 year minimum

Gifts less than \$5,000 received for scholarships will be applied to the College's General Scholarship Fund.

TIMEFRAME FOR GIFT PLEDGE PAYMENTS

Endowed gifts for non-capital projects or initiatives have five years to reach the minimum funding level established in the gift agreement. The timeframe for payment of pledges for capital projects will be determined on a case-by-case basis as necessitated by the construction timeline of the building or physical space. Endowed scholarship funds that do not reach the minimum level within the five-year period will be transferred to the general scholarship endowment fund. With regard to other endowments, if the stated minimum is not achieved in accordance with the time period designated in the fund agreement, the donor or their representative will be consulted to determine the most appropriate course of action, which may include the funds being expended for the area originally specified by the donor or the funds being transferred to the College's annual fund or general endowment fund. In absence of a response, or if a donor/representative cannot be located, the funds will be applied as above.

In the event the pledge by a donor is not fulfilled, the naming opportunity may be forfeited.

NAMING CONSIDERATIONS FOR A DEFERRED GIFT

Deferred gifts include bequests, charitable trusts, charitable gift annuities and retirement fund provisions. Deferred gifts will qualify for a naming opportunity only when the gift funds are realized. Details for consideration of the naming must be outlined in a signed gift agreement and include language clearly stating parameters around which the future decision will be made, based on the realized value of the gift and the established endowment thresholds at that time.

Depending on the specific circumstances and at the discretion of the Gift Acceptance Committee, a decision might be made to allow for future naming to be made based on current endowment thresholds, so long as the current value and projected value of the realized gift is sufficient to support the intended program in the future. If the realized gift amount is less than the required naming threshold, the donor or their estate will be consulted to determine the most appropriate course of action, which may include the funds being expended for the area most closely aligned with that originally specified by the donor or the funds being transferred to the College's general endowment fund.

CORPORATE NAMING

In cases where a corporation or organization name is used, the number of years during which the building or space will be named may be limited, normally to a period not to exceed 25 years. The gift agreement will specify the number of years during which the building or space will be named and it will include the clause that any name changes during that period will be at the College's sole discretion, subject to approval by the Board of Trustees.

If the corporation or organization with whom an agreement was made to name a facility or fund ceases to exist, either through merger or closure, the College may deem that the naming period has concluded.

*****HONORIFIC NAMING*****

As a general rule, naming opportunities are reserved for a donor or organization making a charitable gift to the College. On occasion it may be possible to name a space after an individual who has provided exemplary service or distinction to the College (honorific naming). Any naming in honor of campus administrative officials, faculty or staff, shall normally occur only after the campus employment has concluded.

Honorific namings will be considered only upon submission of a written request by the appropriate Vice President, Dean or Department Chair of the respective area to the Vice President for Institutional Advancement and President. All honorific namings must be approved by the Board of Trustees.

*****GENERAL GUIDELINES*****

GRAPHICS CONTINUITY

Materials, typeface and presentation will be consistent in conjunction with policies and procedures established by the College. Appropriate application of overall visual aids, signage and graphics utilization shall be in accordance with the College's approved standards. When an interior space is named, signage shall be consistent in look and feel with that of the overall facility.

PERMANENCE OF NAMING

The naming of physical entities is intended to be in place for the life of the specific physical entity or, in the case of corporate entities, the term outlined in the gift agreement. If at some future time the building or space is replaced (which may include a major reconstruction that substantially changes the function or appearance of a building) or circumstances change so that the purpose for which the physical entity was established is significantly altered, the President and Board of Trustees, in consultation with appropriate academic and/or administrative leadership and the donor(s), if possible, will determine an appropriate way to recognize the donor's naming gift in perpetuity. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of a previous name may include, for instance, a plaque in or adjacent to a new and renovated facility.

RE-NAMING

If at any time following the approval of the naming, it is determined by the Board of Trustees that the continued use of the name may compromise the integrity or reputation of Spelman College, the Board of Trustees may exercise the option to remove the name and terminate any applicable agreement with no further obligation. Naming and other forms of donor recognition may also be recalled if a donor does not fulfill a pledge of support within the timeframe outlined in the gift agreement.

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