

# Loyola University Chicago

## **Naming Gift Policy**

Accepted by Cabinet: March 23, 2010

Revision accepted by Cabinet: September 21, 2010

It is the policy of Loyola University Chicago that the naming of physical space, institutes or programs must follow University naming gift guidelines.

### **Background:**

Loyola University Chicago is pleased to name physical space, institutes and programs including endowments in honor of generous donors or those who have rendered outstanding service to the University.

### **Rationale:**

Several factors make it desirable to institute a policy that guides the granting of named gift recognition at Loyola University Chicago:

- The need to centralize University naming policies
- The need to provide a protocol for establishing consistent recognition
- The need to provide guidelines for those involved in discussions with donors

Donor Relations, in conjunction with the Office of the Vice President for Advancement, will maintain naming guidelines, space inventory, records of named programs (including endowments) and plaques, and coordinate plaquing or other posted recognition. Having related activities centralized in Donor Relations will ensure consistency and avoid promising naming opportunities to multiple potential donors at once. Donor Relations will communicate naming to appropriate departmental leadership when a space or program is named.

### **General Information:**

- Ultimate authority to accept or decline any proposal to name or discontinue the designated name of a space or program at Loyola University Chicago rests with the University President and Vice President for Advancement.
- The naming opportunity will be proportional to the size of the gift.
- Spaces may be named within other named spaces.
- Programs may be named within named schools or institutes.
- The gift designation does not have to be strictly aligned with the named space or program; however, such a connection is preferred.

### **Offering of naming opportunities:**

- No naming opportunities shall be offered without the involvement and approval of the Offices of the University President or Vice President for Advancement. Donor Relations can coordinate in this area.
- More than one prospective donor may be offered the same naming opportunity for their consideration, but it should first be coordinated through Donor Relations.

**Process:**

- University faculty/staff contemplating or facilitating a naming opportunity to recognize outstanding service or philanthropic giving should consult with Donor Relations to determine availability. Donor Relations will then consult with the Office of the Vice President for Advancement.
- Where wider consideration is deemed appropriate by the University President, Vice President for Advancement, Donor Relations, or Director of Development, a Naming Committee may be convened by the President to advise regarding a proposed naming. A Committee may include but will not be limited to representation from the following areas:
  - President's Office
  - Provost and/or Dean's Office
  - Capital Planning
  - Assistant Vice President of Development
  - School Director of Development
  - Donor Relations

The President or Vice President for Advancement may elect to endorse or reject the Committee's recommendation.

**Cost of naming opportunities**

- The lead, naming gift for a building must be cleared through the University President.
- The University reserves the right to seek multiple donors for naming opportunities within a single facility or program.
- Price lists for individual spaces and programs will be determined by the University President, Vice President for Advancement, and the Offices of Facilities and Capital Planning and administered by Donor Relations.

**Recognition and plaques:**

- A uniform look for plaques (size, font, text) will be determined for each building based on the structure's style. All plaques created after the acceptance of this document should conform to the design determined for the building it is housed in. Donor Relations will maintain specifications for each building and available named spaces.
- Consistent dedication/plaque language will be developed for each building and used for all new plaques in that building. The school and year of graduation should be placed after the name of the alumni where appropriate. Variations on text may be made if necessary after consultation with the President or Vice President for Advancement.
- Donor Relations will order plaques after working with gift officers, Vice President for Advancement, Capital Planning or Facilities, as needed, to determine the plaque appearance.
- Donor Relations will coordinate with Facilities to have the plaque mounted.
- Expenses for the plaque and installation will be charged to the appropriate account.

**Removal of recognition or changes to space:**

- The expectations of the donor regarding changes to their named space will be considered, but the ultimate decision will lie with the University President and Vice President for Advancement.
- In the event that a donor declines to fulfill his or her pledge, or because of personal circumstances becomes unable to fulfill his or her pledge, the donor's name may be removed from the space or program in question provided that the gift agreement with the donor does not provide otherwise. The plaque will not be rescinded without the involvement and approval of the Vice President for Advancement.
- Under extraordinary circumstances, Loyola may remove a name from a facility, institute or program if doing so is deemed in Loyola's best interests. This may occur if there is legal impropriety on the part of the donor, or if the naming would otherwise be damaging to the reputation of Loyola, would contradict applicable law, or would be inconsistent with the Jesuit and Catholic identity, mission, policies, procedures or strategic objectives of Loyola.
- The function of structures and programs on any campus are fluid, depending on many factors. In the event of elimination, renovation or expansion of a named space or the elimination of or changes to a named program, several options may be considered:
  - A space or program of equal value may be presented to the donor or the donor's family for consideration.
  - A donor appreciation wall may be constructed to represent all the displaced plaques.
  - In the case of a named space, the plaque may be removed and stored if there is no contact or existing relationship with any living members of the donor's family.
  - Other options may be considered based upon individual circumstances, including whether there are other contingencies provided in the gift agreement with the donor.
- The same procedure as outlined in "Process" above shall be followed when there is a recommendation to discontinue or transfer the designated name of a space or program.
- The Department of Capital Planning or Facilities should notify Donor Relations about anticipated facility changes that will affect existing named spaces. Ample time will be given before changes affecting named spaces occur, to allow for adequate communication to the donor or gift officer by Donor Relations.

**Related documents maintained by Donor Relations:**

- Plaquing specifications for each building
- Inventory of spaces available for naming
- Vendor information