



51.005: Naming Policy

Responsible Executive: VP for University Advancement
Responsible Office: University Advancement
Related Policy:
Approved-On Date: June 16, 2004
Effective Date: July 1, 2004
Revision Date: May 6, 2005

Policy Statement

University campus buildings, facilities, grounds and programs provide naming opportunities for recognizing individuals, organizations and corporations which have made substantial financial gifts directly to the university or through its institutionally-related foundations for support of Norfolk State University. Such recognition will be accorded upon recommendation of the Executive Cabinet and the President, and final approval of the Board of Visitors. Naming recognition will be bestowed for a period not to exceed twenty-five years after which it may be renamed. Named designations may be removed at any time if the honored individual or entity is found to be in violation of the law or otherwise engages in activities that bring dishonor to the university.

Purpose

This policy provides a clear process for making and receiving recommendations for naming opportunities. The Office of University Advancement will ensure that all nominees for naming recognition applications meet established guidelines.

Procedures

I. Designation of Naming Opportunities

The President and the Executive Cabinet shall designate all university naming opportunities and shall assign monetary naming values to each. No university buildings, facilities, grounds and programs shall be named without a concomitant monetary gift at the established naming opportunity level. Exceptions to this policy may only be made by the Board of Visitors upon recommendation by the University Advancement Committee.

II. Identification of Candidates for Naming Recognition

Candidates for naming recognition will be submitted in writing to the Vice President for University Advancement from university vice presidents and/or from the executive directors of the institutionally-related foundations. These foundations are generally the recipients of monetary gifts warranting such recognition. The Vice President for University Advancement will place the recommendation on the agenda of the Executive Cabinet.

III. Action by the Board of Visitors

Following an affirmation by the President and Executive Cabinet on a recommendation, the proposed naming opportunity nominee will be placed on the agenda of the next regularly scheduled meeting of the Board of Visitors.

IV. Notification of the Nominee and Preparation by the University

Once affirmed by the Board of Visitors, the nominee will be informed and the appropriate University offices will be directed to make the necessary preparations for an unveiling ceremony.