
**California State University Maritime Academy
California Maritime Academy Foundation, Inc.**

VOLUME: Policy
NUMBER: UA-01-005

TITLE: Naming CSU colleges, schools and other academic entities
DIVISION: University Advancement
DEPARTMENT: University Wide

NOTE: University Advancement handles the processing of all naming requests on behalf of California Maritime Academy (CMA).

- I. The California State University (CSU) policy and procedure on naming CSU facilities and properties was adopted on July 8, 1999 by CSU Trustees.
 - A. This policy grants the CSU authority to approve the naming for the following facilities:
 1. all buildings and major portions of buildings;
 2. university or college streets or roads;
 3. stadium and baseball fields and other areas of major assembly or activity;
 4. plazas, malls, and other large areas of campus circulation; and
 5. all other highly visible facilities and properties.
 - B. The Chancellor has delegated authority to the President (Executive Order 713) to approve the naming of minor properties on campus including:
 1. individual rooms;
 2. limited areas and individual items or features within buildings;
 3. individual landscape items or features;
 4. limited outdoor areas;
 5. other minor properties; and
 6. temporary naming of a facility or property reflecting natural or geographic features, or reflecting a traditional theme of the university.
 7. No commitment for naming shall be made prior to CSU Trustee approval of the proposed name.
 - C. This policy is intended to encourage private support. There are a finite number of these naming opportunities on the campuses. Opportunities to name these programs are for fund-raising purposes only.
 - D.. Each proposal for naming a CSU college, school, program, center, or institute shall be considered on its own merits. No commitment for naming shall be made prior to Trustee approval of the proposed name.
 - E.. A name of a CSU college, school, program, center, or institute presented for Trustee approval must meet the following criteria:
 1. It shall honor an individual or an organization.
 - a. It is desirable for the CSU to name colleges, schools, programs, centers, and institutes in honor of significant contributors of funds to the university.
 - b. The Board will take into consideration the significance and amount of the proposed current gift and future potential giving with regard to the academic prestige and recognition of the proposed college, school, program, center, or institute.
 2. In special circumstances, the Board of Trustees may waive any or all of the above criteria.

- II. A name of a CSU facility or property presented for CSU Trustee approval must honor an individual or an organization and must meet the following criteria:
- A. When a donor gift is involved:
1. It is desirable for the CSU to name facilities and properties in honor of significant contributors of funds to the university.
 2. The Board will take into consideration the significance and amount of the proposed gift as either or both relate to the realization or completion of a facility or property or the enhancement of a facility or property's usefulness to the university.
 3. Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting the California State University. The term "substantial gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility.
 4. A donor gift can provide the funding for that portion of the total cost which would not have been available from any other source (such as federal or state loans or appropriations, student fees, bond issues, etc.).
 5. The following guidelines are provided to assist campuses with valuing a naming opportunity. **(See attached California State University Maritime Academy (CSUM) naming formula. A list of campus space needs to be developed-see sample):**
 - a. While each gift may be judged on its own merits, the expectation is that the gift amount will equal a minimum of 10 percent of new capital improvement costs or the appraised value of existing property. Research by the Council for Advancement and Support of Education (CASE) indicates an industry best practice of 50 percent of the construction costs of new facilities and 30 percent of the replacement cost of an existing facility.
 - b. For new construction projects to receive priority consideration from Capital Planning, Design and Construction, the gift should be designated for capital expenditures relate to the acquisition, design, construction and/or equipment of the project.
 - c. Payment of the gift should be realized in full within five years of the commitment.
- B. In a rare instance, when no donor gift is involved:
1. It should honor a person who has achieved unique distinction in higher education and other significant areas of public service, or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to a CSU campus or the system which warrant special recognition, or who has served the CSU in an administrative capacity and who, during administrative service, made extraordinary contributions to a CSU campus or the system which warrant special recognition.
 2. When a proposal for naming in honor of an individual involves service to the university in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
 3. No facility or property will be named after seated, elected or appointed officials.
 4. No more than one facility or property in the system shall be named after anyone individual.

- C. In special circumstances, the Board of Trustees may waive any or all of the above criteria.
- III. The following procedure will be observed when submitting a proposal for naming a CSU facility or property:
- A. The request to name a specific facility or property shall have the approval of the President of the campus. The President and VPUA shall forward the request to the Chancellor. Each naming request must:
 - 1. Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
 - 2. Demonstrate compliance with Board of Trustees' policy.
 - 3. Succinctly state reasons for the proposed name.
 - 4. Name constituent group(s) or individual(s) recommending that the campus President approve the request. Confirm that the President has consulted, in a timely manner, with the executive committee of the campus Academic Senate.
 - 5. Include complete biographical data about the individual or organization.
 - 6. Ensure that all participants involved in this process remember that strict confidentiality is required.
 - 7. Identify the "special circumstance" when requesting a waiver of policy, if any.
 - B. Upon receipt of the naming request, the Vice President for University Advancement (VPUA) will convene a review panel. The panel shall consist of:
 - 1. VPUA
 - 2. Vice President for Administration and Finance.
 - 3. President of a campus (appointed by the Chancellor) President submitting request or his/her designee
 - 4. Chair of the Statewide Academic Senate
 - 5. After the panel's review, the VPUA presents the request to the Chancellor. If the Chancellor approves the request, the University Advancement staff will prepare an agenda item for presentation at the next Board of Trustees' meeting as follows:
 - a. The brief will be prepared for inclusion in the agenda for the Committee on Institutional Advancement.
 - b. An agenda item will be prepared for presentation at a meeting of the Committee on Institutional Advancement of the Board of Trustees.
 - C. Confidentiality is to be maintained on all requests submitted.
- IV. Requests for naming of facilities and properties should be submitted by the VPUA to:

University Advancement
The California State University
401 Golden Shore, Suite 625
Long Beach, California 90802
(562) 951-4810

- V. CSUM has an applicable formula to establish the cost for existing campus space and a listing of all existing campus spaces. The formula below takes into account the existing donor base, historic giving, and is in keeping with the spirit of CSU policies.

HISTORY: MARCH 2012
REVISION:

**CALIFORNIA STATE UNIVERSITY MARITIME ACADEMY
NAMING OPPORTUNITY FORMULA**

EXISTING FACILITIES

For existing spaces on campus that are not undergoing renovation, applying a formula for naming opportunities must remain as simple as possible while at the same time protecting the University’s interests in establishing some semblance of reason campus wide.

Given the existing formulas for attaching pricing to naming opportunities in new and renovated facilities, the following formula was devised for naming existing, non-renovated spaces:

	Value/sq. ft.	Multi plier	Per sq. ft. cost	Space Example	Cost Example
Category I	\$100	1.5	\$150	1,200 sq. ft.	\$180,000
Spectator facilities, lobbies, lecture halls, and other high-traffic locations					

	Value/sq. ft.	Multi plier	Per sq. ft. cost	Space Example	Cost Example
Category II	\$100	1.0	\$100	500 sq. ft.	50,000
Common-use facilities including conference rooms, laboratories, and classrooms					

	Value/sq. ft.	Multi plier	Per sq. ft. cost	Space Example	Cost Example
Category III	\$100	0.5	\$50	400 sq. ft.	20,000
Faculty offices, student offices, and other single-purpose, low-density rooms					

	Value/sq. ft.	Multi plier	Per sq. ft. cost	Space Example	Cost Example
Category IV	\$100	0.25	\$25	10,000 sq. ft.	250,000
High traffic but large square footage - i.e. gymnasium floor, weight room, athletic training room, auditoriums, etc.					

The stated value per square foot (\$100) is a baseline value for existing construction on campus. The use of space clearly affects the value of that space. The multiplier that was put into effect is to enhance the value of high-traffic, high-exposure spaces while allowing for decreased values for lesser spaces such as individual offices.

Existing nameable campus spaces, that either are not new or renovated, will be assigned to Category I, II, or III status. It is not the intent of this formula to have the units develop lengthy lists of spaces and classrooms of similar spaces all with different purposes. It is the intent of this draft to establish the base numbers and then group space by function and size - i.e. small, medium, and large classrooms, etc.

HISTORY: MARCH 2012

REVISION: