NEIU | NORTHEASTERN ILLINOIS UNIVERSITY

University Policy

Volume G1: Governance	**G1.6** **Naming of University Facilities and Programs** **Effective Date:** 12/12/2011 **Last Revised:**	**Responsible Office:** Institutional Advancement
		Responsible Officer: Vice President for Institutional Advancement

POLICY STATEMENT

Northeastern Illinois University has the authority to name any facility or program, if sufficient funding is provided, the individual/foundation/corporation supports the University's values and mission, and no conflict of interest exists.

PURPOSE OF THE POLICY

This policy establishes the parameters for proposing, reviewing, and approving the naming of University facilities and programs.

WHO IS AFFECTED BY THIS POLICY

The University Community and potential nominees, for whom facilities and/or programs are to be named.

DEFINITIONS

Facilities—buildings, including rooms, halls, auditoriums, etc.; structures, landscaped areas, walkways, driveways, streets, open spaces, or any other property under the jurisdiction of the University. Facilities can include commemorative plaques and the like, which may be affixed inside buildings near rooms, auditoriums, lecture halls, dining and lounge areas, laboratories, etc., recognizing distinguished individuals, and/or a donor (or donor's honoree) who has provided a substantial philanthropic contribution in support of that space or program.

Programs—any academic or non-academic program, college, school, center, institute, etc., but not endowed academic positions such as chairs, professorships or fellowships.

REGULATIONS

Board Regulations, Section VI. Physical Facilities, Subsection C. Naming of Board Property
Board Regulations, Section V. Administrative Affairs, Subsection I. Contributions
NEIU Foundation Naming Opportunities Policy (*see* Appendix)

In order to name a facility or program in honor or memory of a person or foundation or corporation, the proposal's nominee must meet at least one of the following criteria:

1. a. Nominee must have provided a substantial portion of the funds needed to construct, renovate, remodel or build an addition to a facility; or establish, advance or maintain a program;
1. b. Nominee must have been nominated by a person or entity who has provided or identified the source(s) of a substantial portion of the funds needed to construct, renovate, remodel or build an addition to a facility; or to establish, advance or maintain a program;
2. a. Nominee was a distinguished person in the public life of the City of Chicago, State of Illinois, nationally or internationally, including those who have held elective or appointive office, members or employees of the University's Board of Trustees, or members or employees of the Illinois Board of Higher Education.

2. b. Nominee is a former member of the University's faculty, staff, or student body.
2. c. Nominee is an alumna or alumnus.

The following individuals are ineligible for nomination due to current or potential conflicts of interest:

1. Nominee may not be a current member or employee of the University's Board of Trustees; neither may the nominee be a current member or current employee of the Illinois Board of Higher Education;
2. Nominee may not be a current member of the faculty, student, or staff of the University.
3. Nominee may not hold elective or appointive office in local, county, state, federal, or foreign government.

PROCEDURES

When considering naming proposals, particularly for programs, faculty advice will be sought at the appropriate levels. This advice shall be noted and submitted along with the proposal to the President. The proposed name for a facility should be consistent with the existing pattern of names and function of the facility under construction.

1. A proposal including the name of the nominee and evidence/sources of philanthropic support is submitted to the Vice President for Institutional Advancement (VPIA).
2. The VPIA will review the proposal and forward a description of the proposal to the President, including the nominator, nominee, and source(s) and amount of funding, normally within 30 days of receipt.
3. The VPIA will use best practices to assure confidentiality as appropriate, the honorable nature of the proposal, and its impact on the University community.
4. The President will submit a recommendation to the Board of Trustees.

GUIDELINES

The VPIA will also coordinate with the Vice President of Finance and Administration (particularly if a Facility is involved) and/or the Vice President of Academic Affairs (primarily if a Program is involved) as appropriate. It is understood that all costs associated with the naming, including signage, will be considered in the calculation of the funds needed to construct, renovate, remodel or build an addition to a facility; or to establish, advance or maintain a program.

APPENDIX

NEIU Foundation Naming Opportunities Policy

AUTHOR REFERENCE

President's Report to the Board of Trustees of NEIU, April 10, 2008, Section C., NEIU Internal Policy Guidelines Naming of University Facilities and Programs, pp. 10-11.

HISTORY

Formerly Administrative Memorandum No. 50 – Naming or Designating Northeastern Property, effective dated 03/01/1995

CONTACT INFORMATION

Please direct questions or concerns about this policy to:

Contact	Phone	E-Mail
Institutional Advancement Office	(773) 442-4200	neiufoundation@neiu.edu

DISCLAIMER

The University reserves the right to modify or amend sections of this policy at any time at its sole discretion. This policy remains in effect until such time as the Responsible Officer calls for review. Requests for exception to any portion of this policy, but not to the policy statement, must be presented in writing to the Responsible Officer.

APPENDIX

Northeastern Illinois University Foundation

Naming Opportunities Policy and Minimum Amounts for Endowed Funds Revised 10.29.2024

Introduction:

It is the practice of Northeastern Illinois University (University) to recognize donors and friends of the University through the naming of certain facilities and programs. Naming opportunities provide a way to recognize key individuals or entities that have made significant contributions in various forms to the University, and they also provide a way to honor donors who contribute significantly to the Northeastern Illinois University Foundation (Foundation) and wish to leave a legacy.

Depending on the level of commitment, recognition may include naming opportunities for faculty and student endowed funds, facilities, colleges and programs.

Gifts in support of naming opportunities may be deductible in accordance with IRS guidelines. Each gift will be treated in accordance with the requirements applicable to the particular form that the gift takes.

These revised guidelines become effective November 15, 2022 superseding the earlier version. The commemorative naming guidelines have been updated to ensure that the gift impact is maintained and related processes are managed efficiently. In consultation with the University President, the Foundation may amend this policy from time to time.

Purpose:

The naming of facilities and programs at the University, while guided by this policy, is the prerogative of the University President, and, ultimately, the Board of Trustees. This policy serves as a guideline for philanthropic support from individuals, families, organizations, corporations and foundations.

To maintain consistent standards, the Foundation, in consultation with the University President, adopted the following guidelines with the understanding that specific circumstances may call for agreements that fall outside of these stipulations.

A naming policy is an important component of donor recognition and stewardship. The guidelines proved consistency, transparency and accountability while being sensitive to the needs and goals of the donors and the University.

This Naming Opportunities Policy provides:

- Guidance to prospective donors and University and Foundation staff about the size and structure of gifts necessary to attain various levels of recognition;
- Standards to ensure endowment funds will be sufficient in size to support the desired purposes;
- Consistent recognition of named funds created through current gifts or deferred gift commitments.

I. Guidelines for Consideration of Naming Facilities, Colleges, Centers, Departments or Units

All commemorative naming of facilities, colleges, centers, departments or units require early involvement and approval by the University President in consultation with other university administrators, and in the case of major facilities, authorization by the Board of Trustees. Exceptions to the guidelines require the approval of the University President or designees.

Major facilities include entire buildings, wings of buildings, colleges, programs and large sections of campus.

When naming a facility or program in recognition of a gift, the size of the gift should be appropriate to the cost of constructing or renovating the facility and the relative visibility of the facility or program.

The Foundation's determination of the present value of a future gift will be used when considering a naming opportunity in recognition of an irrevocable deferred gift. No facilities or programs will be named in recognition of revocable gifts unless authorized in writing by the University President.

When the University is considering naming a facility or program for a business entity where the facility or program is or will be funded in whole or in part by the proceeds of tax-exempt bonds, any naming must be reviewed by the Office of Legal Affairs prior to approval.

a. Construction

Construction is defined as any project that, at a minimum, involves new walls in a facility, notwithstanding whether the facility is new and/or a standalone structure.

The recommended minimum for naming a newly constructed facility, or addition to an existing facility that is funded by both public and private support requires that the gift be at least equal to one-third of the total cost of the project. Any donated funds not needed to cover construction costs will be allocated for endowing operations of the facility or for programs conducted within the new facility.

When a facility is funded entirely by private gifts, a donation at least equal to one-half of the total cost of the project is required in order to provide a naming opportunity.

b. Renovation of an Existing Facility

Renovation is defined any activity that modernizes, alters, reworks, or remodels an existing space, but is not so extensive as to be construction.

The recommended minimum for naming an existing facility in need of renovation or equipment that is funded by both public and private support will be a donation at least one-third the total cost of the project. Any donated funds not needed to cover renovation costs will be allocated for endowing operations of the facility or for programs conducted within the facility.

When a facility is renovated entirely by private gifts, generally the naming opportunity will be based on 100% of the project cost if the total is less than $2 million. If renovation or equipment expenses are above $2 million, then at least one-half of the project cost is required to be donated in order to provide a naming opportunity.

c. Existing Facility without Renovation Needs

In addition to funding the construction or upfit of a room or space, naming opportunities are available for facilities that require no construction or renovation. In such cases, rooms or other spaces within University facilities may be named in recognition of gifts to programs.

When naming a space in recognition of a related programmatic gift, the required size of the gift should take into consideration the public visibility; the intended use of the space; the size of the space; any special technology, equipment or furnishings that will be part of the space; and relationship to similar named spaces owned or controlled by the University.

The recommended minimums are indicated in Appendix I. Naming Opportunities.

II. Guidelines for Named Faculty and Non-Academic Positions

Named faculty and non-academic positions are created to recognize and augment support for outstanding faculty and other non-academic staff positions. The donor, the University President, appropriate University Dean or representative, and the Vice President for Institutional Advancement will agree upon the name applied to and the criteria for utilization of an endowed or expendable fund to support faculty and non-academic positions.

The qualification, selection, award and review of any named faculty and/or non-academic positions shall at all times follow appropriate University policy and procedures.

Naming opportunities include:

Chair – Named department chair positions provide a flexible resource to meet the special needs and opportunities in a particular academic department. Because these funds are not intended for one specific project, program or person, they can be focused on urgent or emerging priorities, and for uses including but not limited to graduate assistants, travel, or equipment to the chair holder.

Professorship – Named professorships are an academic honor that recognizes distinguished faculty. They also help recruit and retain exceptional scholars by acknowledging their professional accomplishments and continuing activity, and ensuring appropriate compensation. Funds from named positions support the faculty member's research, provide students valuable learning opportunities and expand academic programs.

Visiting Professorship – Named endowed visiting professorships, similar to endowed professorships, are an academic honor that supports expert practitioners and visiting scholarship who bring new experiences to the University community, enhancing the intellectual atmosphere of campus and the education of students. Income may be used to provide consistent, continuing support for special programs that can be offered to an academic unit by a visiting professor.

Faculty Fellowship – Fellowships are awards given to recognize the leadership potential of talented faculty and encourage professional growth by providing funding to pursue new ideas, creative projects and research that allow them to develop professionally.

Lecturer / Non-tenure Teaching Faculty – Lecturer and teaching faculty awards are designed to recognize talented and promising non-tenure track faculty members and encourage their professional growth.

Directorship / Directors of Centers and Programs – Named director positions are designed to recognize non-academic administrators to provide assistance and leverage human and financial resources with a flexible resource to meet the special needs and opportunities in his/her center or program. Because these funds are not intended for one specific project, program or person, they can be focused on urgent or emerging priorities.

It is a requirement that the expenditure of funds for named positions is in accordance with the terms of the donor gift agreement and that funds are expended in a timely manner. Gifts and/or endowment earnings may be used for part of the base salary, for a salary supplement or for summer salary but at all times consistent with the terms of the agreement. It is also a requirement that the holder of the named position provide periodic reports on the status of the position and the nature of the activities to the donor or the donor's designee.

Recommended minimums are indicated in Appendix I . Naming Opportunities.

III. Guidelines for Named Scholarships and Graduate Fellowships

Named scholarships and graduate fellowships are a vital part of private gift support. Funding provides assistance for undergraduate and graduate students to help finance their education. The donor, the appropriate NEIU representative and Foundation representative will agree upon the name applied to and criteria for utilization of an endowed or expendable fund to provide student support.

If pledged over multiple years, earnings from an endowment for a student support fund should normally be re-invested and scholarship awards will not be made until the endowment is fully funded.

Naming opportunities include:

Graduate Fellowships – Named fellowships for graduate students not only help make the cost of higher education attainable, they also attract the top graduate students who assist with teaching and research and stimulate opportunities for learning and discovery. Fellowships are often developed to provide stipends for graduate research assistants; as salary supplements for teaching or research assistants; to offset tuition, fees and book costs; as research awards; and as travel awards to attend professional conferences.

Named Scholarships, Graduate or Undergraduate – Named scholarships can be established with minimum funding levels for any area of the University and may carry the name of the donor, or someone the donor wishes to honor. If the scholarship is restricted to a college or unit, it also may bear that name.

Named Student Awards – Named awards are available to recognize academic excellence and/or students of special merit. Such awards may be offered either to offset the cost of tuition, fees, and books, or as financial recognition directly to the awardee. Such awards may carry the name of the donor or someone the donor wishes to honor, and may also bear the name of a particular University unit.

Recommended minimums are indicated in Appendix I. Naming Opportunities.

IV. Guidelines for Other Named Funds

There are other naming opportunities available for donors interested in supporting specific projects at the university or providing general support assistance to the area of greatest need in a college or department.

Specific areas of support may include research, equipment, library materials, lectureships, etc. The donor, the appropriate University administrator and the Foundation representative will agree upon the name applied to an endowed or expendable fund to provide support for these needs, and to be administered using a named general fund.

If pledged over multiple years, earnings from an endowment general support fund should normally be reinvested until the endowment is fully funded.

V. Names of Facilities that become obsolete or are demolished, or Programs that are discontinued or dissolved

When a facility becomes obsolete or is demolished:

a. The Division of Institutional Advancement will determine suitable recognition that acknowledges the previous gift, which most closely approximates the intent of the original gift. If possible, Institutional Advancement should work with the original donor or an heir to determine suitable recognition.
b. If the original facility is replaced by a new facility, a space within the new facility should be considered to be named for the original donor, taking into consideration the amount of the original gift relative to the size and scope of the new facility.
c. To allow for flexibility in use of spaces over time, naming opportunities should avoid designations that would appear to restrict the use of spaces whenever possible. (For example, the Jones Classroom is preferable to the Jones Sociology Classroom.)

When a program is discontinued or dissolved:

a. Institutional Advancement will work with the donor or his or her heirs (or successor corporation if donor is a corporation) to identify a new naming opportunity that is consistent with the intent of the original gift.
b. If neither the donor nor his or her heirs (or successor corporation if donor is a corporation) can be located, the University will identify an appropriate new naming opportunity consistent with the intent of the original gift.

VI. Circumstances under which a Facility or Program name may be changed or removed

a. The name of a facility or program that was named in recognition of a charitable gift may be removed at the discretion of the appropriate approval authority if the donor defaults on the gift payment.
b. Without affecting the general rule regarding the use of a business entity's name for a building, in the circumstance where a facility is named for a corporation or other organization in recognition of a charitable contribution, and the corporation/organization subsequently changes its name, the facility's name generally will not be changed, but will be preserved to recognize the historical donor. However, the name may be changed if: (1) a name change is requested by the corporation/organization, (2) the change is acceptable to the University as determined by the

President or his or her designee, and (3) the business pays the complete expense of making the change (e.g., signage, printed materials, etc.).

c. If an individual for whom a facility or program is named is indicted , pled guilty or has been convicted of illegal activity or otherwise is connected with conduct that, in the sole discretion of the University, is injurious to the reputation of the University, the name may be removed, and any gift made in connection with the naming will be retained by the University.
d. In the case of a donor's name change, divorce, or other family dissolution, the name of a facility or program associated with that donor may be changed at the request of the donor or family, at the sole expense of the donor or family, provided the donor or family provides legal documentation of the name change and of the concurrence of all affected parties.

VII. Documentation

All gifts that involve naming recognition should be documented in a written fund agreement between the donor and the NEIU Foundation, which agreement may contemplate appropriate time limitations for the naming recognition, particularly with respect to named facilities.

Appendix I. Naming Opportunities

Naming Opportunities	Recommended Minimums
New Construction of Facility for College or Unit	One-third of the total cost of the project, if funded by both public and private support One-half of the total cost of the project if funded totally by private gifts. To be funded by current gifts or pledge commitments for a period of up to 5 years.)
Renovation of Existing Facility for College or Unit	One-third of the total cost of the project, if funded by both public and private support; Entirety of project cost, if cost is less than $2 million and project is funded totally by private gifts. One-half of the project cost, if cost is in excess of $2 million and project is funded totally by private gifts.
Existing Facility Without Renovation Needs	See chart below.

Existing Facilities without Renovation Needs	Recommended Minimum
Named Lobby or Atrium	$750,000
Named Garden or Plaza	$100,000
Named Auditorium or Large Assembly Area	$500,000

Faculty offices	$5,000
Standard conference rooms	$25,000
Medium meeting rooms	$50,000
Standard classrooms	$50,000
Large meeting rooms	$75,000
Model classrooms	$75,000
Faculty Lounge	$25,000
Open study areas	$25,000
Seminar/reading rooms	$25,000
Café	$100,000
Senior administrator's suite	$100,000
Teaching-learning resource centers	$100,000
Event pre-function and reception areas	$50,000
Stand-alone clinic facilities	$250,000
Conference center	$1,000,000
Naming of entire floor or wing of building	$1,000,000

Naming Opportunities	Recommended Endowment Minimum
Named Academic College or Unit	Endowment funds should generate earned interest sufficient that the value will add significant benefit to the operating budget of the Academic College or Unit. No more than half of the gift can be in the form of an irrevocable deferred gift.

Faculty and Non-Academic Positions	Expendable* Minimum (five years)	Endowment Minimum
Chair	$375,000 to $500,000	$1.5 to $2 million
Professorship	$125,000 to $200,000	$500,000 to $750,000
Visiting Professorship	$75,000 to $125,000	$350,000
Faculty Fellowship	$50,000	$200,000

Lecturer / Non-tenure Teaching Faculty	$50,000	$200,000
Directorship / Directors of Centers and Programs	$375,000 to $500,000	$1.5 to $2 million

Student Support Funds	Expendable* Minimum (five years)	Endowment Minimum
Graduate Fellowship	$35,000	$150,000
Student Scholarships	$5,000	$25,000
Student Awards	$2,500	$15,000

Expendable funds: Named, expendable funds are based on outright, cash gifts that are awarded according to their restricted purposes on an annual basis. Expendable funds are attractive to many donors because they provide immediate financial support to students, and they don't require a large or long-term pledge commitment.

Expendable funds may be created within any college or department, or they may provide general support. Donors have the opportunity to work with NEIU Foundation staff members to define criteria for the fund that will meet their philanthropic intent, as well as address the ever-growing need for student and faculty support.

References:

Iowa State University Foundation Commemorative Naming Guidelines

University of North Carolina Charlotte University Naming Opportunities Policy 602.9

University of Arkansas Fayetteville Policy for Naming Opportunities