



POLICY STATEMENT 70 NAMING UNIVERSITY FACILITIES AND ACADEMIC UNITS

POLICY DIGEST

Monitoring Unit: Office of Academic Affairs
Initially Issued: October 5, 1993
Last Revised: January 4, 2017

I. PURPOSE

To establish policies and procedures for naming facilities represented by the Board of Supervisors of Louisiana State University and associated Academic Units.

II. DEFINITIONS

University Facility: any building or portion thereof, site, street, park or open space, or other tangible and relatively permanent feature under the control of Louisiana State University.

Academic Unit: a college, school, department, institute, program, or center.

Notable Donor or Benefactor: a memorial gift, a living or deceased individual, a corporation, or other organization whose naming desires may be considered if the gift or donation meets or exceeds an approved amount or the following normal thresholds (see Section IV.F below for additional stipulations and Section V for restrictions) or, in individual cases of unusual character, some other threshold approved *in advance* by the President.

- A. for a building: normally contributes at least 50 percent of the cost of constructing a new building or not less than 75 percent of the cost of renovating an existing building or contributes the equivalent to the university's general endowment for a building constructed or renovated with State and/or Federal funds.
- B. for a college or school: normally contributes not less than \$20 million to the endowment of that college or school.
- C. for an academic department: normally contributes not less than \$10 million to the endowment of that department.
- D. for an institute, program (degree and non-degree) or center: normally contributes not less than \$1 million to the endowment of that institute, program or center.'
- E. for a portion of a facility: such amount as may be required to renovate or otherwise equip it for a specified use.

Note: Amounts listed in B., C., and D. above may be adjusted from time to time to account for

inflation or other considerations upon approval of and at the discretion of the President.

Committee on Naming University Facilities & Academic Units is appointed by the Executive Vice President & Provost and serves in an advisory capacity to the Executive Vice President & Provost. The Committee consists of the following individuals serving staggered terms:

- A. One committee chair voted on by the committee from among its voting members.
- B. Eight tenured faculty members serving for terms of four years, staggered in classes of two. Members may be reappointed.
- C. President's Office Designee –member with voice but no vote.
- D. Executive Vice President & Provost's designee- member with voice but no vote.
- E. Vice President for Finance & Administration's designee- member with voice but no vote.
- F. One CEO from either the LSU Foundation, Alumni Association or Tiger Athletic Foundation – ex-officio member serving a two year term with voice but no vote. CEO's serve on a rotating basis.

III. GENERAL POLICY

- A. The Facilities and Academic Units under the control of LSU are named upon the recommendation of the President with the approval and authority of the Board of Supervisors, in accordance with applicable statutes and regulations and this Policy Statement.
- B. The Board of Supervisors at any time, on good cause, can change or revoke the name on any Facility or of any Academic Unit named under the provisions of this Policy Statement.
- C. Facilities and Academic Units may be named to *honor* the contributions and achievements of an individual (See Section V.), organization, or corporation associated with LSU in accordance with State statutes, Permanent Memoranda, and this Policy Statement. Naming of any Facility or Academic Unit in honor of an individual, organization or corporation must be approved by the Board of Supervisors. The provision of functional names for facilities in which the name of an individual, organization, or corporation is not involved, is left to the discretion of the Executive Vice President & Provost as provided for in Section IV.
- D. A naming or alternative naming (See Section IV.B.) of a University Facility or Academic Unit that is agreeable to a Notable Donor or Benefactor, as well as to the University, will not be made, nor any alleged promise of such naming honored, without compliance with this Policy Statement and the prior approval of the Dean, Vice President/Vice Provost, or comparable administrative official under whose immediate authority the Facility or Academic Unit falls, the Executive Vice President & Provost, the President, and the Board of Supervisors.
- E. Any proposal, gift, pledge or planned giving agreement that contemplates delivery of a naming to a donor must contain the following language:
- F. Any and all namings involving buildings or portions thereof, sites, streets, open spaces, colleges, schools, departments, institutes, programs or centers under the control of the Board of Supervisors of Louisiana State University require the approval of the Dean

and/or Vice President/Vice Provost or comparable administrative officer, and/or Vice President under whose immediate authority the Facility or Academic Unit falls, the Executive Vice President & Provost, the President, and the Board of Supervisors and must be in compliance with State law, Permanent Memoranda, and this Policy Statement. No naming or agreed alternative naming may be delivered to any person, organization or corporation without said approval nor will any alleged promise be honored that does not comply with these stipulations. Donors are advised that approval is not automatic or guaranteed.

- G. To avoid misunderstandings, a copy of this Policy Statement or an Executive Vice President & Provost-approved, donor-friendly summary should be given to each potential Notable Donor or Benefactor early in the negotiation process.

IV. PROCEDURES

- A. A request to name (or to change the name) of any University Facility or Academic Unit must be made in writing to the Executive Vice President & Provost using the official [LSU Facilities Naming Request Form](#) (attached). Requests originating from university faculty or staff should be forwarded through established channels. The request should be accompanied by supporting documentation adequate to indicate that the request meets the established criteria outlined in Section F. The Executive Vice President & Provost will forward the request, with documentation, to the Committee on Naming University Facilities and Academic Units.
- B. The Committee will gather such additional information as it may deem appropriate, including soliciting input of any units occupying the Facility in question. Requests to name an Academic Unit must have the approval of a majority of the full-time faculty of that unit, by recorded vote. The Committee will review the request, the furnished documentation, and any other information available. The Committee may table the request and ask for more information from the originator of the request or ask the originator to accept an alternative naming. The Committee will arrive at a recommendation by simple majority vote and will report its recommendation to the Executive Vice President & Provost in writing.
- C. The Executive Vice President & Provost will take the Committee's recommendation under advisement. If the Committee endorses the original request and the Executive Vice President & Provost accepts the recommendation of the Committee, then the request to name or to change the name of the Facility or Academic Unit will proceed through channels. In cases of simple functional names, the Executive Vice President & Provost will authorize the Office of Facility & Property Oversight to change the name of the Facility in its official files and records. In cases when the request is to name a Facility or Academic Unit after an individual, organization or corporation, the Executive Vice President & Provost will forward the request with his/her recommendation to the President, who will forward it to the Board of Supervisors for disposition.
 - 1. The Executive Vice President & Provost may reject the recommendation of the Committee, or may refer the matter back to the Committee with the request that it reconsider its recommendation.
 - 2. The President may reject the recommendation of the campus or refer the matter back to the campus with the request that it reconsider its recommendation. The President may also make a recommendation to the Board of Supervisors at his/her discretion.

D. The Executive Vice President & Provost will advise the originator of the request, as well as any other individuals who have indicated their interest in the matter in writing, of the final disposition of the request.

E. Criteria

1. In the case of purely functional names, in which the name of an individual person, organization or corporation is not involved, in making its recommendation to the Executive Vice President & Provost, the Committee will consider the appropriateness and accuracy of the name, its simplicity for utilitarian purposes, and the extent to which it duplicates or approximates the names of other campus facilities.
2. In the case of requests to name Facilities or Academic Units in honor of an individual, the Committee will be guided by the following criteria. An individual for whom a Facility or Academic Unit would be named should:
 - a. have had some significant connection with the university, either as a student, an alumnus, a faculty member, an administrator, a Notable Donor or Benefactor, or a supporter and;
 - b. be of outstanding character and distinction and have made substantial contributions to his/her field of endeavor or to society in general or;
 - c. be of outstanding character and distinction and have made significant contributions to the development of LSU or the State of Louisiana in education, the arts, public life, or some other appropriate field of endeavor.
3. In the case of requests to name a Facility or Academic Unit in honor of an organization or corporation, the Committee will be guided by the following criteria:
 - a. be a Notable Donor or Benefactor to the university as defined herein;
 - b. have an honorable reputation;
 - c. agree in writing that the naming does not imply a marketing or product endorsement nor will the naming be so used by the corporation or organization, except in the case of advertising prescribed in connection with LSU Athletics, nor will the naming include the permanent installation of a company or organization logo or mark;
 - d. be named for a specified period of time as outlined in the naming agreement approved by the President and the Board of Supervisors in accordance with this Policy Statement.
4. As indicated in Section III.C., University Facilities and Academic Units may be named to honor a living individual in accordance with State statutes. In order to avoid any appearance of a conflict of interest in such instances, current holders of elected public office, candidates for public office, current LSU employees and members of the LSU Board of Supervisors and of the Louisiana Board of Regents for Higher Education are not eligible for consideration.

F. Duration and Modification of Namings:

1. **Duration:** The duration of a benefactor's name on any facility or unit ordinarily continues for as long as the facility or unit is used in the same manner or for the same purpose for which the naming occurred (useful life). Upon demolition, replacement, substantial renovation, re-designation of purpose, merger, change in nature or similar modification of a named facility or unit, the university may deem that the naming period has concluded.
 - a. The appropriate university representative will make all reasonable efforts to inform in advance the original benefactors or their surviving family members when the naming period is deemed to have concluded.
 - b. The university will provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities. In this way, the university will keep alive the memory of its supporters.
 - c. In the event of a corporate or organization naming of a facility, if the corporate or organization name changes, the university may deem that the naming period has concluded.
2. **Renaming:** When the benefactor's naming period has concluded, the facility or unit may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.
3. **Term Naming:** In appropriate instances, most often involving a corporate benefactor, a naming may be granted for a pre-determined fixed term, usually ten years. At the end of the term, the name of the facility or unit shall expire but may be renewed with the same or a new name. The gift agreement should clearly specify the period of time for which the facility or unit will be named.
4. **Benefactor or Honoree Name Changes:** If a benefactor requests a change to the name of a facility or unit, the university will consider the request. If approved, all replacement signage and other related costs may be at the donor's expense.
5. **Revocation of Naming Approval or Conferral:** In certain circumstances, the university reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming with no financial responsibility for returning any received contributions to the benefactor.
 - a. If the benefactor's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the university's standards, or otherwise be contrary to the best interests of the university, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Naming should not be altered simply because later observers would have made different judgments.

- b. If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked.
 - c. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.
- G. The placement of semi-permanent plaques, such as those intended to honor individual student, school, or team accomplishments or those recognizing donors for their contributions or other support that do not involve the naming of a university facility as defined in this policy, do not require review and approval by the Committee on Naming University Facilities & Academic Units; however, the design, placement, construction, and appearance of such plaques may require review and approval by the Facilities Design & Development Committee per Policy Statement 23.

V. SOURCES

- A. Louisiana Revised Statute 42:267: *Except as authorized or provided by law, no public building, public bridge, public park, [and certain other enumerated facilities] owned by the State or by any political subdivision of the State, or by any institution receiving its support in whole or in part from the state shall be named in honor of any living person.*
- B. Louisiana Revised Statute 17:3351G: *Each [higher education management] board may name buildings at institutions under its supervision and management in honor of living persons pursuant to a policy adopted by the board applicable to such actions. Such policy may include criteria to be used for the naming of buildings in honor of living persons, the policy shall require that such donation be made to an alumni association or a foundation that raises private funds for the support of the institution as provided in R.S. 17:3390.*
- C. Louisiana Attorney General Opinion 86-814: *Therefore, it is the opinion of this office that a portion of a public building, such as a library within a school building, may be named for a living person.*
- D. Louisiana Attorney General Opinion 00-66: *The building at issue, as outlined in your request, is the Baton Rouge Planetarium. You indicate that this is funded by both city and state funds. It is our understanding that you would like to name a portion of the building, a wing, after one of the donors who is alive. We previously opined that a portion of a public building may be named in honor of a living person without violating La. R. S. 14:316. See Atty. Gen. Op. Nos. 86-814. Accordingly, it is our opinion that a wing of the Baton Rouge Planetarium may be named in honor of a living person.*
- E. Permanent Memorandum 2
- F. Policy Statement 23

VI. APPENDICIES

- A. Facilities Naming Request Form