

**POLICY AND PROCEDURES FOR NAMING OF FACILITIES  
AND PROPERTIES ON CAMPUS**

**I. POLICY**

- A. The policy of California State University, Fresno, on the naming of facilities and properties on campus is governed by the policy of the Board of Trustees of the California State University.
- B. The policy of the Board of Trustees of The California State University is dated January, 1995, as follows:

The Board of Trustees of the California State University retains authority for naming all CSU facilities and properties; i.e., all buildings; major portions of buildings; university or college streets or roads; stadium and baseball fields, and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties. The Board delegates to the Chancellor the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The Chancellor may sub-delegate this authority as he or she deems appropriate.

This policy is intended to encourage private support through opportunities to name campus facilities and properties and only under extraordinary circumstances should facilities and properties be named without a gift.

Each proposal for naming a CSU facility or property shall be considered on its own merits. No commitment for naming shall be made prior to Trustee approval of the proposed name.

A name of a CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.
  - 4.1 When a donor gift is involved:
    - 4.1.1 It is desirable for the CSU to name facilities and properties in honor of significant contributors of funds to the university.
    - 4.1.2 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's or property's usefulness to the university.

- 4.1.3 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.
- 4.1.4 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.)
- 4.2 When no donor gift is involved.
  - 4.2.1 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 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.
  - 4.2.2 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.
  - 4.2.3 No more than one facility or property in the system shall be named after any one individual.
  - 4.2.4 No facility or property will be named after seated, elected, or appointed officials.
- 5. In special circumstances, the Board of Trustees may waive any or all of the above criteria.

### **Procedure**

The following procedure will be observed when submitting a proposal for naming a CSU facility or property:

- 1. The request to name a specific facility or property shall have the approval of the President of the campus. The President shall forward the request to the Vice Chancellor for University Advancement.

Each naming request must:

- 1.1 Be submitted at least six weeks prior to the Board of Trustees meeting at which the item is to be presented.
  - 1.2 Demonstrate compliance with Board of Trustee policy.
  - 1.3 Succinctly state reasons for the proposed name.
  - 1.4 Name the constituent group(s) or individual(s) proposing the request. Name constituent group(s) or individual(s) recommending that the campus president approve the request. Confirm that the president has consulted with the executive committee of the Campus Academic Senate.
  - 1.5 Include complete biographical data if the naming is to honor an individual.
  - 1.6 Ensure that all participants involved in this process constantly remember that strict confidentiality is required.
  - 1.7 Identify the "special circumstances" when requesting a waiver of policy, if any.
2. Upon receipt of the naming request, the Vice Chancellor for University Advancement will convene a review panel. The panel shall consist of:
- 2.1 Vice Chancellor, University Advancement  
Vice Chancellor, Business Affairs  
President of a campus (to be appointed by the Chancellor)  
President submitting request or his/her designee  
Chair of the Academic Senate
  - 2.2 After its review, the panel will transmit its recommendations to the Chancellor.
  - 2.3 If the Chancellor approves the requests, the University Advancement staff will prepare a Brief and Agenda Item for presentation at the next Board of Trustees meetings as follows:
    - 2.3.1 The Brief will be prepared for inclusion in the Agenda for the Committee on Institutional Advancement.
    - 2.3.2 Each Agenda Item will be prepared for presentation at a meeting of the Committee on Institutional Advancement of the Board of Trustees.
3. Confidentiality is to be maintained on all requests submitted.

**Requests for naming of facilities and properties should be submitted to:**

**Douglas X. Patino  
Vice Chancellor, University Advancement  
The California State University  
400 Golden Shore, Suite 116  
Long Beach, CA 90802  
(310) 985-2542  
(310) 985-2610 FAX**

**II. PROCEDURES OF THE CALIFORNIA STATE UNIVERSITY:**

- A. Pursuant to procedures adopted by the California State University, the President of the University may submit requests to name a specific facility or property on a campus, which will be forwarded for consideration by the Board of Trustees in accordance with said procedures.

**III. PROCEDURES OF CALIFORNIA STATE UNIVERSITY, FRESNO:**

- A. The final decision on a recommendation to the Board of Trustees of The California State University to name a specific facility or property is vested with the President of the University, and the President is the only person authorized to forward to the Board of Trustees of the California State University a request to name a specific facility or property on the California State University, Fresno campus.
- B. Faculty, administrative personnel, support staff, students, and members of the community, or groups of such persons, may submit requests to name a specific facility or property on the campus in the following manner:
1. The request must be in writing and shall be forwarded to the Vice President for University Advancement for preliminary review.
  2. The request must comply with the policy of the Board of Trustees (see Section I above).
  3. The request must succinctly state reasons for the proposed name.
  4. The request must identify the campus constituent group(s) proposing the request.
  5. The request must include complete biographical data if the naming is to honor an individual.
  6. Confidentiality is to be maintained on all requests submitted.
- C. REVIEW BY THE VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT:
1. Upon receipt of a written request, the Vice President for University Advancement shall review the request and accompanying data.
    - a) If the request does not comply with the policy and procedures, the request shall be denied and the originator of the request shall be notified and shall be furnished with an appropriate explanation.
    - b) If the request is inadequate, the Vice President for University Advancement may request further information prior to consideration.
    - c) When a request is complete, including accompanying data, the Vice President for University Advancement shall consult with the Executive Committee of the Academic Senate.

(d) After consideration by the Vice President for University Advancement and consultation with the Academic Senate:

- (1) If the request is denied by the Vice President for University Advancement, he shall notify the originator of the request.
- (2) If the recommendation is in the affirmative, the request, all documentation, and the written recommendation of the Vice President for University Advancement shall be forwarded to the President.

D. REVIEW BY UNIVERSITY ADVISORY BOARD:

1. The California State University, Fresno Advisory Board consists of twelve community leaders who are interested in the welfare of the University and who advise the President of the University matters which relate to the advancement of the University in its relationship to the community.
2. The President, at his discretion, may forward all documentation to the University Advisory Board for the recommendation.

E. REVIEW AND RECOMMENDATION OF THE PRESIDENT:

1. After receipt of all documentation and recommendations, the President shall decide whether to make a request to The California State University for forwarding to the Board of Trustees.
2. It is recognized that several requests to name a specific facility or property may be forwarded to the President with affirmative recommendations. The decision of the President shall be final and binding on the University.
3. The President shall notify the originator of the request whether or not the request is being forwarded to The California State University and the Board of Trustees for consideration.

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Approved  
Revised  
Revised

January 1985  
September 1988  
March 1996