

Kansas State University and the KSU Foundation Naming Policy

Private gifts to support Kansas State University through the KSU Foundation offer an opportunity for appropriate recognition for benefactors, including individuals, corporations and other organizations.

The KSU Foundation Board of Directors, in conjunction with the President and Provost of Kansas State University, sets minimum gift level amounts and establishes approved guidelines for gift naming opportunities.

These naming levels will be subject to review and change based on economic conditions present at Kansas State University.

GENERAL

1. Purpose

1.1. The KSU Foundation and Kansas State University will seek to honor or memorialize individuals and organizations who have made a significant contribution to the University through naming recognition for their gift. Naming recognition may include, but is not limited to, naming a building or definable portion of a building, definable outdoor areas, colleges or academic programs, faculty positions and awards, and funds for scholarships, department support, and research support (hereinafter referred to as "Facility").

2. Policy review process

2.1. This naming policy shall be reviewed by the KSU Foundation Development Committee at least every two years. All recommended changes will require review and approval by the KSU Foundation Board of Directors and the KSU President's Cabinet. All gift agreements that include naming recognition shall reference this document.

3. Responsibilities

3.1. The act of naming a Facility shall be that of the President's Cabinet, following the recommendation of the KSU Foundation President/CEO (*hereinafter Foundation CEO*) and the K-State Senior Vice President and Provost (*hereinafter Provost*). The Foundation CEO and the Provost shall endeavor to determine that the proposed action is consistent with the interest of the University.

- 3.2. The Provost is responsible for providing to the President's Cabinet naming requests that are solely "honorary," with no financial commitment.
- 3.3. The Provost and Foundation CEO are jointly responsible for providing to the President's Cabinet naming requests that have a financial commitment, when they deem it necessary for university approval.
- 3.4. The Provost and Foundation CEO may recommend exceptions to the naming policies, subject to approval of the President's Cabinet.

4. Naming recognition guidelines

- 4.1. The University shall retain the right to name facilities to honor individuals without a financial commitment, knowing that this will eliminate potential philanthropy.
- 4.2. Naming recognition may include 1) **new** facilities that are to be constructed or acquired, 2) **existing** facilities that are undergoing major or minor renovation, or 3) **existing** facilities that are not undergoing renovation.
- 4.3. New or existing facilities will not be named for members of the University faculty, staff, members of the Board of Regents, Governor, elected officials or state employees concerned with the function, oversight, or control of the University, so long as the relationship exists, and in accordance with the Regents' standards.
- 4.4. Corporate or other organization names may be used to name any University Facility, to include, but not be limited to a building, definable portions of buildings, geographical areas or academic entities or positions. As with individuals honored with Facility naming at the University, corporations or organizations proposed for Facility naming should have a positive image and demonstrated integrity. Corporations or organizations are encouraged to be major benefactors of the University by recognizing a person or family important to their success. An interior feature, object or space may also be named for a corporation or organization. Only in rare situations will a building or outdoor area be named for a corporation or organization whose gift represents a major contribution toward total project cost.
- 4.5. In most cases, donations for naming should be realized in full within five years of the commitment. Project timelines may influence pledge payment schedules. The Foundation will assess at the time the pledge is made whether the donor's financial condition will allow for the orderly and timely execution of the terms of the pledge.

5. Naming recognition approval

- 5.1. Proposals for naming recognition shall be specified within the donor MOU and shall be forwarded to the University Provost and the Foundation CEO.
 - 5.1.1. Proposals shall be accompanied by sufficient documentation of the gift, along with a proposed naming agreement.
 - 5.1.2. Proposals that are approved by the Provost and Foundation CEO will be presented to the President's Cabinet for final approval.
 - 5.1.3. Proposals that are not approved through this action shall be returned to the originator with justification.

6. Duration and modification of naming recognition

- 6.1. The duration of a benefactor's or honoree's naming recognition period ordinarily continues for as long as the Facility is used in the same manner or for the same purpose for which the naming occurred for the life of the Facility. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named Facility, the University may deem that the naming period has concluded.
 - 6.1.1. The appropriate University representative will make all reasonable efforts to inform in advance the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.
 - 6.1.2. The University may, but is not required to, 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.
 - 6.1.3. Internal space may be named for a specific duration of time due to relatively fast nature of change of purpose.
 - 6.1.4. Project sponsorship naming recognition will be handled on a case-by-case basis with ultimate approval to be the University Administration.
 - 6.1.5. If a donor who has been offered a naming opportunity falls into disrepute, the university reserves the right to discontinue the use of the relevant name.

6.1.6. Renaming

6.1.7. When the benefactor's or honoree's naming recognition period has concluded, the Facility 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.

MINIMUM GIFT LEVELS FOR NAMING RECOGNITION

FACILITIES AND SPACES

7. Facilities

7.1. A gift for naming a Facility ordinarily should equal or exceed:

7.1.1. At least 60 percent of the total cost of construction or acquiring the new Facility – 50 percent for construction and 10 percent for maintenance as referenced in Board of Regents policy (Sec. II, c.3), or

7.1.2. At least 60 percent of the total cost for renovation of an existing Facility – 50 percent for construction and 10 percent for maintenance, or

7.1.3. At least 60 percent of the replacement cost of an existing Facility not undergoing renovation – 50 percent for construction and 10 percent for maintenance.

7.1.4. A naming opportunity for recognition may be provided to individuals, corporations, and other organizations that have provided a significant contribution to a specific program within a new Facility, renovated or existing Facility within which the program is conducted.

7.1.5. Formula for the renovation cost or object replacement will be the project cost to build or replace divided by sq. ft. for the building or project cost times sq. ft. of the space or project to be named. (Example: \$5,000,000 / 35,000 total sq ft. x 3,500 sq ft of renovated space = \$500,000 to renovate cost/replacement) (Reference project sheet)

8. Interior features, objects or spaces -- A named interior feature, object or space will not be exhibited on external building walls; the name will be located as close as possible to (and otherwise affiliated with) the funded feature, object or space.

8.1. A gift for naming an interior feature, object or space ordinarily should equal or exceed:

8.1.1. At least 60 percent of the total cost of construction or acquiring the new named interior feature, object or space – 50 percent for construction and 10 percent for maintenance, or

- 8.1.2. At least 60 percent of the total cost for renovation of existing named interior feature, object or space – 50 percent for construction and 10 percent for maintenance, or
- 8.1.3. At least 60 percent of the replacement cost of an existing named interior feature, object or space not undergoing renovation – 50 percent for construction and 10 percent for maintenance.
- 8.1.4. A naming opportunity will be provided to individuals, corporations, and other organizations who have provided a significant contribution to a specific program within a new *named interior feature, object or space, renovated or existing named interior feature, object or space*, within which the program is conducted.
- 8.1.5. Formula for the renovation cost or object replacement will be the project cost to build or replace divided by sq. ft. for the building or project cost times sq. ft. of the space or project to be named.

ACADEMIC NAMING RECOGNITION

9. Naming a college, school, department, center, institute or academic program

- 9.1. A gift for academic naming recognition ordinarily should:
- 9.1.1. Be in the form of an endowment, of which at least one-half (50%) is unrestricted for the benefit of that program, and
- 9.1.2. Be determined by the size, operating budget, national ranking, and visibility of the program, as well as naming amounts of peer programs in the discipline, and
- 9.1.3. To name a college, school, department, center, institute or academic program will require a significant gift that will generate resources to strengthen and build excellence in academic and research programs. All naming requests require approval by the President, Provost, the appropriate Dean/Director, and the Foundation CEO. In some instances, Board of Regents approval is required.

FACULTY POSITIONS

10. Dean's position

- 10.1. These accounts will be used to provide excellence funds for a dean to meet the special needs and opportunities in the college. Any expenditures providing a direct benefit to the Dean must have the approval of the Provost.
- 10.1.1. Endowment minimum - \$5,000,000

11. Director/department head

11.1. These accounts will be used to provide excellence funds for a department head to meet the special needs and opportunities in the chosen department within the college. Any expenditures providing a direct benefit to the Director/Department Head must have the approval of their direct supervisor.

11.1.1. Endowment minimum - \$2,500,000

12. Chair

12.1. A chair enables the university to strengthen its academic programs by recruiting, recognizing, or retaining educators, scholars, and researchers who are nationally renowned. The named chair is an honor bestowed by the university on an outstanding member of the faculty or an individual who has a proven record of distinguished professional work. Acceptable expenditures of funds include but are not limited to salary supplement, equipment and supplies for faculty member or his/her research, assistantships for research, and conference and research travel. The final choice of the recipient of each chair will be made by the University Provost as recommended by the Dean/Director of selected area for chair.

12.1.1. Endowment minimum - \$2,000,000

13. *Distinguished professorship

13.1. A professorship enables the university to strengthen its academic programs by recruiting, recognizing, or retaining educators, scholars, and researchers who are emerging stars. The named professorship is an honor bestowed by the university on an outstanding member of the faculty or an individual who has a proven record of distinguished professional work. Acceptable expenditures of funds include but are not limited to salary supplement, equipment and supplies for faculty member or his/her research, assistantships for research, and conference and research travel. The final choice of the recipient of each professorship will be made by the University Provost as recommended by the Dean/Director of selected area for professorship.

13.1.1. Endowment minimum - \$1,000,000

14. *Visiting professorship

14.1. Recognizes distinguished visiting faculty coming from other universities or a professional coming from a related area in the industry. Acceptable expenditures of funds include but are not

limited to salary supplement, equipment and supplies for faculty member or his/her research, assistantships for research, and conference and research travel.

14.1.1. Endowment minimum - \$ 500,000

15. *Faculty professorship (Teaching, Research or Extension)

15.1. The awarding of an endowed teaching professorship generally is to recognize and encourage a current member of the faculty who has achieved distinction or who has displayed significant promise for future eminence in research and/or teaching. Acceptable expenditures of funds include but are not limited to salary supplement, equipment and supplies for faculty member or his/her research, assistantships for research, and conference and research travel.

15.1.1. Endowment minimum - \$500,000

**Faculty supported by Distinguished professorship, Visiting professorship and Faculty Professorship shall all use the generic title of "Professor of [College/Entity]" without reference to a visiting or faculty prefix.*

16. Graduate teaching/research assistantship

16.1. In any great university, excellence in teaching and research requires outstanding graduate students. Talented graduate students inspire the undergraduate students they teach; they serve as creative and productive members of research teams; and they enliven the educational experiences of other graduate students. Endowed graduate assistantships provide a vital means of bringing the best and brightest students to Kansas State University, serving as a research or graduate assistant to faculty.

16.1.1. Endowment minimum - \$300,000

16.1.2. Annual/expendable minimum - \$15,000/year for a period of five years

17. Graduate teaching/research fellowship

17.1. In any great university, excellence in teaching and research requires outstanding graduate students. Talented graduate students inspire the undergraduate students they teach; they serve as creative and productive members of research teams; and they enliven the educational experiences of other graduate students. Endowed graduate assistantships provide a vital means of bringing the best and brightest students to Kansas State University.

17.1.1. Endowment minimum - \$300,000

17.1.2. Annual/expendable minimum - \$15,000/year for a period of five years

NAMING RECOGNITION FOR ACADEMIC FUNDS

18. Endowment fund

18.1. Can be established for any area on campus and may carry the name of the donor or someone the donor wishes to honor. A donor must commit to reaching this minimum endowment level within a period of 5 years.

18.1.1. Endowed minimum: \$25,000

19. Faculty award

19.1. Recognizes and rewards outstanding performances in teaching, service and research in the specific college. Recipients are typically chosen by their college or school.

19.1.1. Endowment minimum - \$100,000

19.1.2. Annual/expendable minimum - \$5,000/year for a period of five years

20. Scholarships

20.1. Donor Designated Scholarship – Provides student financial assistance, awarded based on merit or demonstrated financial need. Donors determine the criteria and award amount. Donor-designated scholarships may be, but are not required to be, renewable. These scholarships may benefit students university-wide, or be designated for awarding in a college, department or program.

20.1.1. Endowment minimum - \$25,000

20.1.2. Annual/expendable minimum - \$1,250/year for a period of five years

20.2. Premier Scholarship – Award criteria and amounts for the premier scholarships have been determined by the university. All premier scholarships are renewable for four or five years of support, depending on the program of study. Premier scholarship investments are encouraged at the college or university wide level. The premier scholarships are: Presidential, Bluemont, Leadership and Wildcat. (See table for amounts.)

21. Student award

21.1. Endowment fund established to provide support to an individual student in pursuit of an academic endeavor.

21.1.1. Endowment minimum - \$25,000

21.1.2. Annual/expendable minimum - \$1,250/year for a period of five years

22. Research fund

22.1. Provides support for substantial research endeavors in the area chosen by the donor and Kansas State University.

22.1.1. Endowed minimum: \$250,000

22.1.2. Annual/Expendable minimum - \$12,500/year for a period of five years

23. Lecture series

23.1. The annual proceeds will be used to pay for honoraria, publicity and the expenses of the lecturer to present a lecture on campus.

23.1.1. Endowment: \$250,000

23.1.2. Annual/Expendable minimum: \$12,500/year for a period of 5 years.

24. Undergraduate Research

24.1. Provides support for an undergraduate student to engage in research experience.

24.1.1. Endowment: \$50,000

24.1.2. Annual/Expendable minimum: \$2,500

	<u>Minimum Endowment Amount</u>	<u>Annual/Expendable</u>	
		Per/Year	5-yr Commitment
FACULTY POSITIONS			
Dean's Chair	\$5,000,000		
Director/Department Head	\$2,500,000		
Chair	\$2,000,000		
Distinguished Professorship	\$1,000,000		
Visiting Professorship	\$ 500,000		
Teaching Professorship	\$ 500,000		
Graduate Assistantship/Fellowship	\$ 300,000	\$ 12,000	\$ 60,000
ACADEMIC FUNDS			
Endowment Fund	\$ 25,000		
Faculty Award	\$ 100,000	\$ 4,000	\$ 20,000
Donor Designated Scholarship	\$ 25,000	\$ 1,000	\$ 5,000
Premier Scholarships		<u>4-year</u>	<u>5-year</u>
Presidential	\$ 525,000	\$ 84,000	\$ 105,000
Bluemont	\$ 250,000	\$ 40,000	\$ 50,000
Leadership	\$ 125,000	\$ 20,000	\$ 25,000
Wildcat	\$ 62,500	\$ 10,000	\$ 12,500
Student Award	\$ 25,000	\$ 1,000	\$ 5,000
Research Fund	\$ 250,000	\$ 10,000	\$ 50,000
Lecture Series	\$ 250,000	\$ 10,000	\$ 50,000
Undergraduate Research	\$ 50,000	\$ 2,000	\$ 10,000