

KANSAS STATE UNIVERSITY FOUNDATION

Title	Recognition Policy	Version	4
Approved By	Kansas State University Foundation Board of Directors	Approval Date	06/13/2025
Approved By	Development Committee	Approval Date	02/27/2025
Liasion to the Committee	Eric Holderness (Vice President of Development)		

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Rationale

In recognition and appreciation of their generosity, Kansas State University Foundation (“Foundation”) and Kansas State University (“University”) may seek to honor donors through naming recognition. Beyond the province of the Kansas Board of Regents (“KBOR”) whose policies govern major physical and non-physical component naming, the Foundation develops and implements local policies and procedures in collaboration with the University to ensure proper approvals, appropriate written documentation, consistency, equitability, and appropriate stewardship of these gifts. This policy does the same for minor components for which KBOR approval is not required. The ultimate goal is to promote lasting and mutually meaningful donor relationships with the University that maintains KBOR compliance.

Applies to

This policy applies to all naming gifts secured by the University for physical and non-physical components, programs, facilities, and academic naming recognition.

All employees of the Foundation and the University who interact with donors and prospective donors, including the University’s affiliated organizations, must adhere to this policy. This policy will be relevant to current donors and prospective donors as well as part of pertinent gift discussions, as well as institutional partners such as the President, Provost, Deans, and other University leaders who play important roles in the University’s fundraising efforts.

Other University parties impacted by this policy include the Division of Facilities, Finance, Marketing and Communications, as well as business unit managers and general University staff within offices of those parties stated previously.

Policy

PHYSICAL NAMING RECOGNITION AUTHORITY AND CRITERIA

In collaboration with the designated college/unit, campus leadership and the Foundation, donors may be offered the opportunity to select the name of the physical or non-physical entity being funded by their gifts. Naming recognition gifts do not confer the right to the donor to determine the use of the fund or the asset which carries the associated name.

The naming of a University asset or entity must be made in accordance with KBOR, University and Foundation policies. Gift commitments recognized with naming must meet all the terms of the Foundation [Gift Acceptance Policy](#).

APPROVAL PROCESS

A naming must first have approval from the Foundation and the University before being submitted to KBOR for final approval when necessary. The Foundation shall verify there is no overlapping existing donor recognition and undertake thorough due diligence to avoid undesirable influence or conflicts of interest or other issues that would impact the image, reputation, mission or integrity of the Foundation or University.

New naming recognition shall not be put into use prior to obtaining the appropriate approvals. The approval process will not begin until the proposed name is known, and the associated gift commitment has been signed and received. If the donor does not wish to select the name to be applied when the gift is made, the Foundation may accept the gift with the name determined later. In such a case, the name will be subject to the terms and conditions in place with all entities at the time that approval is sought.

Capital projects with a naming recognition strategy attached must first be budgeted and approved in accordance with the Foundation's [Policy and Guidelines for Approval of Capital Projects at Kansas State University](#)

1. FUNDING DETAILS

- 1.1. Gift commitments for naming recognition are expected to be paid in full within five years unless the Gift Acceptance Committee (GAC) approves otherwise.
 - 1.1.1. A minimum of 50% of the total gift commitment must be received before the naming can be activated or associated signage installed unless otherwise authorized by the Vice President of Development or the Foundation Chief Executive Officer (CEO).
- 1.2. Not all naming opportunities are suitable for deferred gifts.
 - 1.2.1. If the gift is a binding, irrevocable commitment, the name may be activated before the full gift is received, but only with approval from the Vice President of Development or the Foundation CEO, in coordination with the University.

- 1.2.2. For non-binding, revocable gifts with naming opportunities, the name will only be activated once the gift is fully received, assuming the naming option is still available unless otherwise approved by the Vice President of Development or the Foundation CEO, in coordination with the University.
- 1.2.3. Gift agreements should include contingency plans for scenarios where facilities, programs, faculty positions, or entities might not exist in the future, or the required giving level has changed, or there is already an existing naming recognition before receiving the intended planned gift.
- 1.3. The Foundation reserves the right to remove naming recognition if a gift commitment is not fully funded, without reimbursement of original gift.
- 1.4. The University shall retain the right to honor individuals, corporations, and organizations with naming recognition without a financial commitment, although this may diminish potential philanthropic opportunities in the future. Note that requests for non-gift-related honorific naming must be directed to the Provost.

2. SIGNAGE GUIDELINES

- 2.1. Interior and exterior signage requested to recognize donors will be managed in partnership between the KSU Foundation, the University, the relevant College or Unit, as well as the University Division of Facilities, while staying within the campus master plan guidelines.
- 2.2. The budget for new projects, renovations, programs or non-physical naming's must always include a clear and specific allocation earmarked for installing naming recognition signage. Long-term updating and maintenance of recognition signage, including all financial costs, however, is the responsibility of the University, College or Unit to which the signage applies. Perpetual maintenance and updating shall not be delayed or abdicated due to financial capacity or discretion. In the event of inaction by the unit, the Foundation and University Division of Facilities will initiate the update or maintenance project and identify an institutional fund to cover the cost to be billed back to the responsible unit by University Central Finance.
- 2.3. Interior space signage will be located as close as possible to the funded feature, object or space.
- 2.4. Corporate or organization logos will not typically be incorporated into signage. The use of these logos can be approved by the University and Foundation on a per-case basis.

3. DURATION AND MODIFICATION

- 3.1. The duration of naming recognition continues for as long as the naming recognition is used in the same manner or for the same purpose for which the naming occurred unless otherwise defined with a limited duration in the Memorandum of Understanding. Upon demolition, Act of God, replacement, substantial renovation, re-designation of purpose, or similar modification of the naming recognition, the Foundation or University may deem that the naming period has concluded. The Foundation 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. The Foundation will also give the right of first refusal to the same individual(s) toward new or recreated facilities or programs where the same purpose remains.

- 3.2. The University may, but is not required to, provide for the appropriate perpetuation of the previous name when the original component is removed or modified. 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.
- 3.3. When the benefactor's or honoree's naming recognition period has concluded, the naming recognition may be renamed, with the original name removed, subject to any specific terms and conditions set forth in the original naming agreement.
- 3.4. If a donor who has been offered or granted a naming recognition falls into disrepute, the University or the Foundation reserves the right to discontinue the use of the relevant name, without reimbursement of original gift. This could include, but is not limited to, issues that would impact on the image, mission or integrity of the Foundation or University. Removal of the naming recognition may be subject to approval from the University, the Foundation or KBOR.

4. RECOMMENDED GIFT LEVELS

Recommended gift levels for naming recognition will be determined by the Foundation in collaboration with the colleges/units and the University Division of Facilities. Considerations for minimum levels include utility, visibility, location, and size. Efforts are made to maintain consistency between comparable named spaces across the institution.

NON-PHYSICAL NAMING RECOGNITION

5. Endowed fund

- 5.1. 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 unless an exception is authorized by the GAC.
- 5.2. Endowed minimum: \$50,000.

6. Expendable fund

- 6.1. 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 level within a period of 5 years, without exception.
- 6.2. Expendable minimum: \$12,500
- 6.3. Criteria is limited to support of only a specific college or major unit/department.

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

- 7.1. A gift for academic naming recognition ordinarily should:

- 7.1.1. Be in the form of an endowment, of which at least one-half (50%) is unrestricted for the benefit of that program, and
- 7.1.2. 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
- 7.1.3. Naming 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, the Foundation CEO, and Board of Regents when necessary.

ACADEMIC FUNDS

8. Faculty award

- 8.1. Recognizes and rewards outstanding performances in teaching, service and research in the specific college. Recipients are typically chosen by their college or school.
- 8.2. Endowment minimum - \$100,000
- 8.3. Annual/expendable minimum - \$5,000/year for a period of five years

9. Scholarships

- 9.1. Donor Designated Scholarship – Provides student financial assistance, awarded based on merit or demonstrated financial need. Donors may determine the criteria and award amount subject to the guidelines agreed upon by the University and the KSU Foundation. [KSU Scholarship Criteria Language Guide - Effective 08-12-2025](#) 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.
- 9.2. Endowment minimum - \$50,000
- 9.3. Annual/expendable minimum - \$2,500/year for a period of five years

10. Research fund

- 10.1. Provides support for substantial research endeavors in the area chosen by the donor and Kansas State University.
- 10.2. Endowed minimum: \$250,000
- 10.3. Annual/Expendable minimum - \$10,000/year for a period of five years

11. Undergraduate Research

- 11.1. Provides support for an undergraduate student to engage in research experience.
- 11.2. Endowment: \$50,000
- 11.3. Annual/Expendable minimum: \$2,5000/year for a period of five years

12. Discretionary/Excellence Fund

- 12.1. Provides discretionary support for a college or department/major unit to be used at the discretion of the dean/academic leader.
- 12.2. Endowment: \$50,000

12.3. Annual/Expendable minimum: \$2,500/year for a period of five years

FACULTY POSITIONS

Named faculty positions enable the university to strengthen its academic programs by recruiting, recognizing, or retaining educators, scholars, and researchers who are already nationally renowned, as well as emerging stars who have displayed significant promise for future eminence in research and/or teaching. Graduate assistants also provide a vital means of bringing the best and brightest students to the University, serving as research or graduate assistants to faculty.

The minimum levels for named positions are as follows:

Faculty Position	Endowment Minimum
Dean	\$5,000,000
Distinguished Chair ¹	\$5,000,000
Chair ²	\$2,500,000
Department Head	\$2,500,000
Director ³	\$1,500,000
Professor ⁴	\$1,000,000
Fellow ⁵	\$500,000
Scholar ⁶	\$250,000
Graduate Assistant	\$250,000

A Memorandum of Understanding (MOU) will be created between the donor, the Foundation and University that outlines the use of funds based on the Faculty Position established (per the Endowment Minimum in the chart above) and the University's strategic needs at the time.

Acceptable expenditures of faculty funds include but are not limited to supplement salary and to provide additional operating support for assistants, travel, equipment or other expenses. Any equipment purchased from these funds shall be the property of the University.

¹ A Distinguished Chair position is only to be used for *recruiting* a nationally renowned scholar to the University.

² A Chair enables the university to strengthen its academic programs by recruiting, recognizing, or retaining educators, scholars, and researchers who are nationally renowned.

³ A Directorship will be used to provide excellence funds for an academic unit leader to meet the special needs and opportunities in the chosen program within the University.

⁴ A Professorship enables the university to strengthen its academic programs by recruiting, recognizing, or retaining educators, scholars, and researchers who are emerging stars.

⁵ A Fellowship recognizes a distinguished visiting faculty coming from other universities or a professional coming from a related area in the industry.

⁶ A Scholar is an endowed teaching professorship to recognize a current member of the faculty who has achieved distinction or who has displayed significant promise for future eminence in research and/or teaching.

Any expenditure providing a direct benefit to someone in a named position must have the approval of their direct supervisor.

Any funds disbursed to students are subject to the general rules and regulations governing the University scholarship program.

13. SPECIAL CIRCUMSTANCES AND EXCEPTIONS

Any special circumstances or requests for exceptions must be referred to the Vice President for Development or Foundation CEO, who will determine the course of action in consultation with the University President.

14. POLICY REVIEW PROCESS

This Policy shall be reviewed by the Foundation every two years. Major edits to the policy will be submitted to the Foundation Development Committee for approval once the University President has approved said edits. Recommended changes will then require review and approval by the Foundation Board of Directors.

Definitions

Term	Definition
Charitable Contribution/ Gift/Commitment/ Gift Commitment	As stated by the US Internal Revenue Service (IRS), a donation or gift to, or for the use of, a qualified organization. The gift is voluntary and is made without receiving, or expecting to receive, anything of equal value. Note: KSU Foundation is qualified as a charitable organization under Section 501(c)(3) of the IRS Code.
Donor	An individual, foundation, non-profit organization, business/corporation, or other entity that makes a charitable contribution to the Foundation for benefit of the University.
Major Component	Entire buildings, wings of buildings and large sections of campus. (KBOR/Policies, By-Laws, Missions/Chapter II, Section E. 13)
Minor Component	Campus areas or sections of facilities such as rooms, labs, open outdoor spaces, streets, structures and physical features. (KBOR/Policies, By-Laws, Missions/Chapter II, Section E. 13)
Non-Physical Naming	Any time a proper noun is used to name schools, colleges, institutes, bureaus, centers or other non-physical academic units.
Physical Naming	Any time a proper noun is displayed on the exterior of a building, other major component, minor component, or associated signage. (KBOR/Policies, By-Laws, Missions/Chapter II, Section E 13)

Procedures

There are no procedures applicable to this policy.

References & Links

[Policy and Guidelines for Approval of Capital Projects at Kansas State University](#)

[Campus Facilities Policy](#)

[KSU Division of Facilities](#)

[Kansas Board of Regents Board Policy Manual \(KBOR\)](#)

[KSU Scholarship Criteria Language Guide - Effective 08-12-2025](#)

Contact

Department Name or Person	Phone Number
KSU Foundation CEO	785-775-2004
VP of Development	785-775-2092