Western Carolina University Foundation and Western Carolina University Gift Naming Opportunities: Guidelines and Operating Principles

A. Purpose

These guidelines and operating principles set forth University-wide guidelines for gift naming opportunities at Western Carolina University (the "University").

B. General

Significant gifts to the University through the Western Carolina University Foundation (the "Foundation") or the Western Carolina University Endowment Fund (the "Endowment") will provide opportunities for donors to name a program, facility, unit, scholarship, faculty fund, etc. in honor of the donor or other person(s) recommended by the donor. Each naming gift must be accompanied by a gift agreement that has been approved by the donor or his/her representative(s), the Foundation or Endowment, and the college or unit, school, department, or program that is to benefit from the gift.

The dollar amounts listed below are minimums, unless stated otherwise. Specific naming gift amounts must be approved by the associate vice chancellor for development and alumni affairs in consultation with the provost and/or appropriate vice chancellor, the athletics director and/or dean/director/coach prior to discussion with any donor. In the event the donor is endowing an academic program or professorship, an approval process led by the provost must occur preceding the acceptance of the gift. Any exceptions to these guidelines must be approved in writing by the associate vice chancellor for development and alumni affairs.

The University has established procedures for the naming of University facilities and spaces covered by this policy for reasons other than private gifts. This occurs when some individual merits recognition due to his/her academic, research, or service contributions. Such naming actions are reserved for the recommendation and approval of the chancellor and the board of trustees.

Donors have five years to reach the minimum funding level established in the endowment gift agreement unless otherwise agreed upon. For endowment pledges that do not reach the minimum level within the five-year period, the donor or other representative(s) connected to the gift will be consulted to determine the most useful course of action, which may include a pledge extension, the transfer of the gift to another naming opportunity in proportion with the amount of the pledge received, to a general endowment fund, or be allocated to some other mutually acceptable purpose.

Naming for University facilities, spaces, academic units and programs, and faculty/leadership positions will not be conveyed until the Foundation or the Endowment has received the gift in its entirety. In the event the pledge by a donor is not fulfilled, these naming opportunities at the University are forfeited.

Naming for endowed scholarship, fellowship, and programmatic funds may be conveyed at the execution of the gift agreement. In many instances, donors design total gift fulfillment strategies that include expendable gifts in addition to those directed to the endowment. These expendable gifts are available for award or expenditure in the name of the fund during the period of endowment pledge fulfillment. In the event that pledge receipts do not meet the minimum level outlined in the gift agreement, naming can be conveyed if gifts received have reached the minimum level required by policy; otherwise, the balance of the funds received will be expended for the purposes given until depleted.

The board of trustees has final approval for all naming opportunities at the University. However, to expedite the approval process, the board authorizes the chancellor and associate vice chancellor for development and alumni affairs to do the following:

- Coordinate on their behalf gift agreements and naming designations and to inform members of the University community affected by such gifts.
- Make decisions regarding naming opportunities not covered by this policy for gifts under $100,000.
- Make recommendations to the board of trustees with regard to naming opportunities for gifts above $100,000 that are not covered by this policy.

C. Buildings

Specific dollar amounts to name buildings will be determined on a case-by-case basis; however, the following general guidelines will be used:

- New buildings with 100% private funding: recommended minimum of at least 50% of construction cost (with consideration for variance dependent on specifics of the project), or $1,000,000 whichever is greater
- New buildings with private funding component: recommended minimum of at least 50% of the private funding component (with consideration for variance dependent on specifics of the project), or $1,000,000 whichever is greater
- New buildings with 100% public funding: at least 25% of the cost of construction or $1,000,000 whichever is greater
- Existing buildings: addressed on a case-by-case basis
- Generally, a minimum contribution of $1,000,000 is required to name any building

Naming opportunities involving buildings must be approved by the chancellor and the board of trustees based upon the recommendations of the following:

- Associate vice chancellor for development and alumni affairs, and;
- Provost or other appropriate vice chancellor, and/or athletics director, and/or dean/director.

A proposal to name a building must be approved formally by the chancellor before the proposal is delivered to a prospective donor.

D. Other Physical Facilities

Minimum gift levels are reflected below. Naming requirements will vary on case-by-case basis.

- Laboratories: $150,000
- Lecture Halls: $100,000
- Office Suites: $75,000
- Classrooms: $50,000
- Conference Rooms: $25,000
- Seminar Rooms: $25,000
- Faculty/Coach Offices: $25,000
- Other physical facilities, e.g. galleries, plazas, auditoria, etc.: handled on a case-by-case basis

Naming opportunities for spaces within a building should be defined by the unit head and approved in advance of gift proposal by the associate vice chancellor for development and alumni affairs.

Naming opportunities for other physical facilities must be approved in advance of the gift proposal by the associate vice chancellor for development and alumni affairs. Gift requirements will be determined on a case-by-case basis. Funding amounts will be based on location, structure, and function. If significant ongoing costs will be incurred, an endowment sufficient to cover these costs may also be required.

E. Academic or Other Major University Units

- Colleges: $10,000,000
- Schools/Departments: $2,000,000
- Programs: $1,000,000
- Centers/Institutes: $1,000,000

The dollar amounts shown are minimums. Some colleges, schools, departments (e.g. athletics), programs, centers, and institutes may require larger gift amounts for naming.

Any private gift associated with the naming of any of the above should be at a level that will transform the unit and enable it to reach a level of excellence that would have been extremely difficult using state or University funds alone. The gift should be in the form of an endowment. Income from the endowment should be used to provide a margin of excellence for the unit and should not replace other funds (e.g. general operating budget) previously made available.

Naming opportunities for academic units should be defined by the unit head and approved in advance of the gift proposal by the provost and the associate vice chancellor for development and alumni affairs.

F. Faculty/Leadership Positions

The gift amounts indicated below are the minimum amounts to name faculty/leadership positions. Individual colleges, schools, units, and departments, in consultation with the provost or athletic director, may require amounts above these minimums.

- Endowed Deanships: $2,000,000
- Endowed Athletic Directorship: $2,000,000
- Endowed Coaching Positions: $1,000,000
- Endowed Distinguished Professorships: $500,000-$2,000,000*
- Endowed Emerging Professorships: $500,000+

* Note: When state matching funds are involved, they will be combined with the donor's gift to reach the naming minimums.

+Note: Does not qualify for state matching funds

Named deanships, professorships, and the athletics equivalents help the University attract and retain outstanding scholars, administrators, and coaches to lead its academic and athletics programs.

Distinguished Professorships will be filled by truly outstanding scholars and teachers, as judged by rigorous, nationally accepted standards, who can help transform a department or discipline. Comparable standards apply to named athletics positions. Emerging Professorships will be filled by new faculty who are emerging in their discipline and, through the professorship, are provided the resources to become leaders in their field of study.

Earnings from endowed faculty and athletics positions may fully or partially fund the occupant's salary and may also be used to provide related program funding, professional development, continuing education, release time for research and writing, and other academic needs.

G. Scholarships, Fellowships, and Program Funds

- Endowed Scholarships: $25,000
- Endowed Program Funds: $25,000
- Endowed Fellowships: $50,000

The above dollar amounts shown are minimums. Target gifts amounts will vary depending on the desired outcomes envisioned by the University and the donors. In other words, the annual

distribution required to support those outcomes will determine the required level of endowment funding.

Scholarships and fellowships help make it possible for talented and deserving undergraduate and graduate students, respectively, to earn Western Carolina University degrees. Scholarships may be awarded based on academic merit, financial need, course of study, and other factors. While specific criteria for eligibility for scholarships may be established, flexibility contained in the gift agreement will allow the University to be most successful in recruiting students with the greatest potential.

Fellowships are a form of financial aid typically reserved for capable and deserving graduate students.

Program funds may be established in support of a college, school, department, academic discipline, or other University program. Such funds may be used to enhance the selected programs in a variety of ways, including support for faculty or student research, faculty development, scholarly travel, and/or for other educational enrichment activities.

H. Time-Limited Naming

Naming opportunities offered to donors for a specified time period (as opposed to permanent naming opportunities) are usually associated with corporate/business sponsorships, and are generally most relevant for naming facilities or components of facilities, but also can be utilized to support other University activities and events, e.g. Mountain Heritage Day and the like. Time-limited naming opportunities must be approved in advance of the gift proposal by the associate vice chancellor for development and alumni affairs.

Funding amounts recommended by the unit or program making the request will be based on location, structure, function, etc. and will be negotiated on a case-by-case basis, using prevailing sponsorship guidelines and keyed to the value of the sponsorship both to the donor and to the University and its programs. Each time-limited naming gift must be accompanied by a gift agreement that has been approved by the donor or his/her representative(s), the Foundation or the Endowment, and the college or unit, school, department, or program that is to benefit from the gift. In general, the right of first refusal will be extended to the current donor for renewal of such contributions prior to the solicitation of new donors.

Opportunities for time-limited naming recognition will be limited to existing designated facilities and programs and will be commensurate with the level of the gift. All signage will be created and displayed by the receiving unit at the unit's or sponsor's expense, must adhere to current University standards as to signage and image, and must be approved in advance by the associate vice chancellor for development and alumni affairs in conjunction with the director of marketing and other University representatives as needed. Signage shall be removed at the expiration of the agreement.

I. Removing Names

The University reserves the right to remove the names of donors who make gifts that allow them to take advantage of one or more of the above naming opportunities and who are subsequently convicted of felonies. The Western Carolina University Board of Trustees must approve any such decisions, based on a recommendation from the chancellor, provost and associate vice chancellor for development and alumni affairs.

J. Review Procedures

The associate vice chancellor for development and alumni affairs is responsible for reviewing these guidelines and operating principles as needed—but at least every five years—and presenting recommended revisions to the foundation board and then to the chancellor and the board of trustees for approval.

Approved on September 5, 2014
Western Carolina University Board of Trustees