

West Virginia University at Parkersburg Board of Governors

**POLICY A-06
NAMING OPPORTUNITIES**

Section 1 General

- 1.1. Scope. -- Policy regarding the naming of buildings, areas or programs.
- 1.2. Authority. -- W. Va. Code § 18B-1-6, §18B-2A-4
- 1.3. Effective Date. – December 20, 2010

Section 2 Policy

- 2.1 Offering a naming opportunity provides West Virginia University at Parkersburg with the occasion to recognize exceptional contributions. Such contributions enrich and strengthen the college and its sense of heritage and are significant events in the history of the institution. Therefore, the WVU at Parkersburg Board of Governors will approve names for college buildings, facilities, grounds, and programs that recognize significant contribution to the college through gifts and/or extraordinary service. Having named facilities, landscape features, scholarships and programs is highly prestigious, strengthening the institution's reputation and enriching its heritage. Naming is a major decision that will be a permanent part of the college's history.

Section 3 Naming Opportunities

- 3.1 Naming may be made for an individual, family, organization, non-profit foundation or corporation.
- 3.2 Naming opportunities will be available for:
 - a. Buildings and definable portions of buildings and facilities including but not limited to foyers, wings, classrooms, conference rooms, labs, offices, studios, auditoria, theatres, and dining commons;
 - b. Grounds or landscaping improvements, including but not limited to plazas, courtyards, quads and gardens; architectural features such as fountains, bell or clock towers, and gates; athletic fields and facilities; natural landmarks, campus entries, and roads;
 - c. Schools, centers, institutes and departments; endowed funds for programs; academic chairs; faculty positions; lectureships and lecture series; fellowships; faculty, staff and student awards; artist in residence positions; and collections.
- 3.3 The WVU at Parkersburg Director of Development will submit to the Board of Governors through the President an annual inventory report by December of each year identifying the facilities, organizational units and programs of the institution that are available for naming opportunities and the resource potential associated with each.

Section 4 Naming Guidelines

- 4.1 A building or organizational unit may be named for an individual, if the individual has rendered distinguished service to the institution or made a significant financial contribution in support of a facility, program or organizational unit.
- 4.2 If a named facility is demolished or significantly remodeled beyond the original design, a suitable plaque may be installed in a visible location.
- 4.3 If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, the Board of Governors reserves the right to remove any name that would not reflect positively on the institution, that would conflict with the purpose or mission of the college, or for which gift commitments have not been fulfilled.
- 4.4 No building, facility, grounds or program will be named for a religious or political organization, cult, service organization or special interest group of any type.
- 4.5 Naming for individuals or families is expected to last the lifetime of the facility or academic endowment, as does naming for foundations and organizations. Naming for corporations usually spans a specific time period.

Section 5 Gift Donations for Naming Opportunities

- 5.1 Gifts must be irrevocable and accessible.
- 5.2 Gift donations for naming opportunities must be a very significant portion of the cost of construction, or the fair market value of an existing facility, unless the naming opportunity recognizes extraordinary service.
- 5.3 Pledges may be fulfilled over a period of one to five years.

Section 6 Approval

- 6.1 The President of WVU at Parkersburg and the Executive Director of the WVU at Parkersburg Foundation may arrange for naming opportunities; however, final approval must be granted by the WVU at Parkersburg Board of Governors.