

West Virginia University 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. – August 19, 2025
(Replaces version dated – December 20, 2010)

Section 2 Policy

- 2.1 Naming opportunities allow WVU Parkersburg to recognize extraordinary contributions that support and advance the college's mission. These contributions—whether through philanthropic support or distinguished service—enhance the institution's legacy and visibility. Accordingly, the WVU Parkersburg Board of Governors will consider naming buildings, spaces, and programs in honor of individuals, families, organizations, or entities whose impact on the college is deemed exceptional and lasting.

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, auditorium, 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, campus entries, and roads;
 - c. Schools, centers, institutes and departments; endowed funds for programs; academic chairs/deans; faculty positions; lectureships and lecture series; fellowships; faculty, staff and student awards; artist in residence positions; and collections.

Section 4 Naming Guidelines

- 4.1 A facility, program, or academic unit may be named in honor of an individual who has demonstrated exceptional service to the college or contributed significantly through financial support or leadership.

- 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 The Board of Governors reserves the right to revoke any naming designation if circumstances change in a way that may adversely affect the reputation or mission of the institution or if associated gift commitments are not fulfilled. Further criteria and procedures for name removal are outlined in the WVU at Parkersburg Foundation's Gift Acceptance and Naming Policy.
- 4.4 No naming will be granted to entities primarily organized for religious worship, political campaigning, or advocacy activities that may conflict with the college's commitment to neutrality and inclusiveness.
- 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 Contributions must represent a substantial share of the project's total cost or the assessed value of an existing facility. Exceptions may be made in cases of extraordinary service as determined by the Board.
- 5.3 Pledges may be fulfilled over a period of one to five years.
- 5.4 The WVU Parkersburg Foundation will document all naming agreements in writing, including terms, recognition duration, and gift fulfillment timelines.

Section 6 Approval

- 6.1 6.1 The President and the Executive Director of the WVU Parkersburg Foundation may recommend naming opportunities to the Board of Governors. Final approval of all naming decisions resides solely with the Board.