

Naming Policy

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SECTION I. PURPOSE

The University of St. Thomas offers donors the opportunity to name designated St. Thomas assets in recognition of qualifying philanthropic gifts. From time to time St. Thomas also may name designated assets to honor a person without an associated philanthropic gift. The purpose of this policy is to establish expectations regarding the naming of St. Thomas assets, with or without a philanthropic gift, and the solicitation of donor gifts that include naming opportunities.

SECTION II. POLICY SCOPE AND APPLICABILITY; POLICY APPROVAL

This policy governs the naming of all St. Thomas assets, as defined below. The expectations set forth in this policy apply to all St. Thomas students, employees (faculty, staff and student workers), contractors and volunteers, and all schools, colleges, divisions, departments and other units, including athletic teams and alumni and student clubs and organizations.

Approval of this policy and any amendments is reserved to the St. Thomas Board of Trustees or its authorized committee(s), which are referred to in this policy as the **Board**. The policy may be amended at any time at the Board's discretion.

SECTION III. DEFINITIONS

For purposes of this policy, the following terms have the following meanings:

- a. **Asset** means any St. Thomas property, organizational unit or position, program or fund that can be named, including but not limited to colleges and schools; programs; centers and institutes; deanships; chairs; professorships; faculty fellowships; scholarships; lectureships; awards; buildings, facilities, plazas, gardens and other physical spaces and portions thereof; and other university property.
- b. **Donor** means any person (which may include one or more individuals and/or a corporation, foundation or other organization) who make completed gifts or irrevocable pledges to St. Thomas or its subsidiaries.
- c. **Honoree** means any person (which may include one or more individuals or a corporation, foundation or other organization, or a St. Thomas alumni class) whose name is applied to an asset pursuant to this policy. In the case of assets named by a donor, the honoree may be the donor or another person or persons designated by the donor in accordance with this policy.
- d. **UDAR** means the University Development and Alumni Relations division.

SECTION IV. NAMING AUTHORITY

The Board has ultimate authority to approve the assets available to be named and the naming of assets. The Board has delegated authority to identify assets that may be named and the naming of specific assets to the president, except as otherwise set forth in this policy. No commitment regarding the naming of any asset may be made prior to approval of the naming in accordance with this policy.

SECTION V. MINIMUM STANDARDS APPLICABLE TO ALL NAMING PROPOSALS

Naming of an asset will be approved only if the naming, in the determination of the approving authority, (a) is consistent with the mission, convictions and vision of St. Thomas; (b) will not subject St. Thomas to risks or costs it is unwilling to accept; and (c) meets all other qualifications set forth in this policy for the applicable naming opportunity.

SECTION VI. HONORARY NAMING

Honorary namings may be approved from time to time, without a philanthropic gift to St. Thomas, to recognize an honoree's extraordinary contributions or service to St. Thomas or other meritorious qualities that are consistent with the St. Thomas mission, convictions and vision.

The president has authority to approve honorary naming proposals, other than honorary naming proposals for colleges, schools, buildings and other physical facilities, which are subject to approval of the president and the Board. Honorary naming proposals must have prior approval of the authorized approver(s) before discussion with the potential honoree.

Honorary naming proposals may be submitted to or initiated by the president. Proposals submitted to the president must be accompanied by a statement in support of the proposal, together with any supplemental materials the proposer believes to be relevant. The president may advance proposals that, in the president's judgment, meet the applicable naming standards and would, if approved, benefit St. Thomas. The president is not required to advance an honorary naming proposal.

Honorary naming proposals advanced by the president will be submitted to the President's Cabinet for consideration and a recommendation whether to approve the proposal. The president may seek additional input at the president's discretion, including, if desired, establishing an ad hoc committee to consider the proposal.

Honorary namings are temporary in nature. Assets with honorary namings may be renamed at the discretion of the authorized approver(s) of the naming.

SECTION VII. NAMING OPPORTUNITIES ASSOCIATED WITH PHILANTHROPIC GIFTS

Donors may be granted the opportunity to name assets in connection with charitable gifts as set forth in this policy. The grant of a naming opportunity associated with a gift must be set forth in a properly executed pledge or gift agreement that has been approved by the president or the president's authorized designee, in consultation with the Office of General Counsel.

UDAR is charged with maintaining an inventory of donor naming opportunities.

A. Minimum Requirements Applicable to All Naming Opportunities Associated with Gifts

Unless otherwise provided in this policy or approved by the president or the president's designee, naming opportunities will be granted to donors only in connection with:

1. Completed gifts to St. Thomas that have been fully paid; or
2. Irrevocable pledges that are subject to an enforceable pledge agreement, if the following additional conditions are met:
 - a. The face value of the deferred gift commitment must equal or exceed the minimum gift amount required to qualify for the naming opportunity.
 - b. The agreement must include a donor commitment to make annual gifts to St. Thomas in amounts that fully replace St. Thomas expenditures (e.g., debt service payments) due to the gift not being fully paid, and spendable endowment income that will not be available to St. Thomas due to the gift not being fully paid (calculated using the university's established endowment income distribution formula).
 - c. The donor must make the required annual gifts described in the preceding paragraph until the gift is fully paid.

B. Minimum Gift Amounts for Specific Naming Opportunities

1. **Namings of Endowed Positions, Lectureships and Awards.** Endowed positions, lectureships and awards established with the following minimum gifts may, at the donor's request, carry the name of an honoree designated by the donor. Such namings are subject to approval of the president or the president's authorized designee. At the discretion of the president, exceptions to the minimum gift levels below may be approved if determined to be in the best interests of the university.
 - a. **Deanships:** Minimum gift of \$5,000,000 in permanent endowment.
 - b. **Chairs:** Minimum gift of \$3,000,000 in permanent endowment.
 - c. **Professorships:** Minimum gift of \$1,500,000 in permanent endowment.
 - d. **Faculty Fellowships:** Provides research support for faculty. Minimum gift of \$250,000 in permanent endowment.
 - e. **Scholarships and Graduate Fellowships:** Minimum gift of \$150,000 in permanent endowment.
 - f. **Lectureships, Awards and Other Named Endowments:** Minimum gift of \$50,000 in permanent endowment.
2. **Temporary Namings of Positions, Scholarships, Lectureships and Awards.** Expendable (non-endowment) positions, scholarships, lectureships and awards established with the following minimum gifts may, at the donor's request, carry the name of an honoree designated by the donor for a limited duration of up to five years, based on the number of years of expense covered by the gift. Such namings are subject to approval of the president or the president's authorized designee. The duration of the temporary naming must be set forth in the gift instrument.

- a. **Deanships:** Minimum gift in an amount per year that equals or exceeds the dean's annual compensation and benefits, expendable for the entire term of the naming, with a minimum term of three years.
 - b. **Chairs:** Minimum gift in an amount per year that equals or exceeds the chair's annual compensation and benefits, expendable for the entire term of the naming, with a minimum term of three years.
 - c. **Professorships:** Minimum gift in an amount per year that equals or exceeds the chair's annual compensation and benefits, expendable for the entire term of the naming, with a minimum term of three years.
 - d. **Scholarships:** Minimum gift of \$6,000 per year expendable for a minimum term of four years.
 - e. **Lectureships and Awards:** Minimum gift of \$5,000 per year expendable for a minimum term of five years.
3. **Namings of Colleges, Schools, Programs, Centers and Institutes.** Colleges, schools, programs, centers and institutes may be named to recognize endowment and/or expendable gifts that provide annual operating funding in the amounts required to materially and sustainably subsidize the annual costs to operate the college, school, program, center or institute, as determined by the president taking into account factors the president deems relevant, which will include, without limitation, comparable market practices. These naming opportunities are a powerful affirmation of the donor's relationship with St. Thomas, and the quality of this relationship and the donor's contributions will be carefully considered in relation to the asset proposed to be named. These naming proposals must have prior approval of the president and the Board Chair before discussion with the potential donor and are subject to approval of the president and the Board.
4. **Namings of Buildings, Other Facilities and Spaces Within Them.** Buildings, other facilities and discrete spaces within them (e.g., labs, lecture halls, seminar rooms, atriums, mezzanines and other common spaces) may be named to recognize endowment gifts and, if required, expendable gifts that provide annual operating funding as provided below.
- Naming proposals for buildings and other facilities must have prior approval of the president and the Board Chair before discussion with the potential donor and are subject to approval of the president and the Board. The Board reserves the right to increase the minimum gift to name a particular building, facility or space in its discretion.
- Naming proposals for discrete spaces within buildings and other facilities must have prior approval of the vice president for UDAR or the vice president's authorized designee before discussion with the potential donor and are subject to approval of the president.
- a. **New Construction.** Except as provided below or otherwise approved by the president if determined to be in the best interests of the university, the gift must be fifty percent (50%) or more of total project costs, and St. Thomas also may require an additional gift to create an endowment that will support not less than ten percent (10%) of the anticipated annual operating costs of the new building or other facility. The determination whether to require an operating endowment gift and the amount of such gift will be determined by the authorized approver following consultation with Facilities Management and using the established St. Thomas endowment income distribution formula.

Some buildings and other facilities generate a clearly defined revenue stream that can be used to reduce the cost of construction and/or the ongoing operational costs associated with the building (e.g., residence halls, research facilities and health clinics). The Board reserves the right to reduce the minimum gift amount required from a donor to name a building or other facility that has a clearly defined revenue stream, but in no event will the minimum gift be less than thirty-five percent (35%) of total project costs. A separate operating endowment gift will remain a required component for the naming opportunity.

- b. Renovation of Existing Structure.** The gift must be fifty percent (50%) or more of the budgeted total project costs. There is no requirement for an operating endowment gift, provided that the renovation does not materially increase operating costs.
- c. Existing Structure with No Related Construction.** For an existing structure with no related construction, the gift must be thirty-five percent (35%) or more of the replacement cost of the structure. There is no requirement for an operating endowment gift.
- d. Discrete Spaces Within Buildings and Other Facilities.** Required gift levels to name discrete spaces within new, renovated or unrenovated existing buildings will be recommended to the president by the vice president for UDAR in consultation with Facilities Management and the dean(s) or other senior administrator whose program(s) occupy the space. Minimum gift levels will take into consideration the visibility of the space to be named, the nature of the activity housed in the named space, the attractiveness and location of the space, an evaluation of the cost of building or replacing the space to be named, and the minimum gift levels required for other naming opportunities existing within the same structure or similar structures of similar age and quality.
- e. Additional Conditions for All Naming Opportunities Associated with New and Renovated Buildings and Other Facilities.**
 - All building and facilities construction and renovation projects must be approved through the university's established capital project approval process.
 - Prior to public announcement of the university's intent to initiate a construction or renovation project that carries an honoree's name, St. Thomas must have on record the required, fully executed gift agreement or irrevocable and enforceable pledge agreement from the naming donor.
 - Deferred gift commitments from the naming donor will be for a term of years that does not exceed the anticipated time for the completion of the construction or renovation and will be secured by a binding commitment from the naming donor's estate, except that the president may approve exceptions to this requirement if the donor will provide an ongoing gift income stream that the president determines is sufficient to offset the university's construction or renovation costs (e.g., in the amount of debt service payments) pending full payment of the gift.
 - Prior to groundbreaking or commencement of construction of a project that carries an honoree's name, St. Thomas must have received the completed gift or, if the naming project is associated with an irrevocable pledge, the first annual gift of spendable income as required by this policy.

5. **Namings of Other Assets.** Gardens, quadrangles, lawns, trees, fountains, benches, operating funds and other assets may be named in recognition of gifts in minimum amounts determined at the discretion of the president. Naming proposals for such assets must have prior approval of the vice president for UDAR or the vice president's authorized designee before discussion with the potential donor and are subject to approval of the president.
6. **Replacement of Limited Life Assets.** Naming of assets that have a limited life and are anticipated not to be in existence for more than twenty (20) years, or that are anticipated to require replacement in twenty (20) or fewer years, will have naming terms that expire at the end of the limited life of the asset. If a limited life asset is replaced by a substantially similar asset, the authorized approver for naming the replacement asset has discretion to offer the naming donor the first option to renew the naming opportunity at a level commensurate with the new cost and anticipated life of the replacement asset. If the donor chooses not to accept this opportunity, the naming opportunity may be presented to other potential donors.

SECTION VIII. REMOVAL OR CHANGING OF NAMING ASSOCIATED WITH A GIFT

A. Initiation by St. Thomas

St. Thomas reserves the right to remove the name of an honoree from any asset if:

1. The donor fails to timely honor the donor's financial or other commitments associated with the naming.
2. In the determination of the Board, the donor or honoree engages in conduct, or St. Thomas becomes aware of past conduct by the donor or honoree, that reflects unfavorably upon the good name, goodwill, reputation or image of St. Thomas.

Given the long life of a university, it is likely that a named building, facility or other physical asset someday will be demolished, substantially remodeled, replaced, sold or otherwise disposed of. Should this occur, St. Thomas will review the circumstances and seek an alternative donor recognition opportunity that is consistent with the donor's original intent.

If a named building, facility or other physical asset is destroyed by fire or an act of God, St. Thomas is not required to rebuild or replace the named asset. However, if St. Thomas uses insurance proceeds to rebuild, renovate or replace the asset and the insurance proceeds exceed at least two-thirds (66%) of the total project expense, then St. Thomas will maintain the honoree's name on the rebuilt, renovated or replaced asset.

B. Initiation by the Donor

On occasion, a donor may wish to change how that donor is recognized by removing, revising or changing the name of the honoree (e.g., where a change in marital status results in changes in the name of an honoree). A naming donor may request that an honoree's name is removed or changed by submitting a written request, rationale and any accompanying supportive documentation to the vice president for UDAR, who will make a recommendation to the president regarding the proposed change. The president (or the president's authorized designee) has authority to approve requested naming changes at the president's discretion. Any expenses incurred by St. Thomas to change or remove the honoree's name will be the responsibility of the donor.

SECTION IX. SIGNAGE

UDAR will work in cooperation with Marketing, Insights and Communications and Facilities Management staff to design and install signage recognizing the honoree on or adjacent to named assets. Signage and collateral materials that reflect approved namings will comply with St. Thomas brand and campus design standards and will be commensurate with the size of the gift and other recognition standards.