APPENDIX 15

Donor Recognition - Naming Opportunities and Suggested Gift Ranges

INTERNAL DOCUMENT ONLY

PLEASE CONSULT WITH YOUR FUNDRAISER

If you do not have a fundraiser, please contact the Office of Donor Relations & Stewardship

Updated: 4/28/14 by the Director of Donor Relations & Stewardship

The "naming" of any facility, program, or collection at the university is governed by the current CSU Policy Number: 15501.00 Title: "Naming of California State University Facilities and Properties," CSU Policy Number: 15502.00 Policy Title: "Naming of California State University Schools, Colleges, Programs and Other Academic and Non-Academic Units," and the "Policy on Naming California State University Facilities and Properties" spelled out in the CSU Executive Order No. 713, as well as any supplemental policy in place at the university. Further, the following naming guidelines are derived from the above mentioned policies and the Chancellors Office Valuation Guidelines and Naming Procedures.

Under CSU Executive Order No. 713, "the campus president has the authority to name individual rooms, limited areas, and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The president is also delegated authority to approve temporary namings for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. Each proposal for naming a CSU facility or property shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that names given are appropriate to the University." A complete set of rules for naming opportunities are on file in the Office of Donor Relations & Stewardship. All naming requests (prior to proposal to the donor) shall initially be submitted to the Director of Donor Relations & Stewardship who will alert the Naming Committee. The Vice President for University Advancement serves as Chair of the Naming Committee and the committee will in turn review all requests before making recommendations to the university president for final approval. The committee will consist of the following representatives: VP, University Advancement; VP, Administrative Affairs or AVP, Administrative Affairs; Foundation CFO; Director of Donor Relations & Stewardship, Development Officer associated with the gift, and, if needed, the Director of Planned Giving.

In the case of naming where Board of Trustees of the California State University is required, such as facilities or programs, the Academic Senate will need to vote on the naming and verification will be included in the packet forwarded to the Chancellors Office.

While the decision to name a structure or program is subject to many considerations, the following guidelines are recommended for gift naming opportunities to Cal Poly Pomona. No formal proposals or commitments may be made to donors without prior review and agreement, in principle, of the president via the vice president for advancement.

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

Useful life is determined by the university. Typically, the shell of a building may last for 75 years or more, but the interior and the building systems (electrical, heating/ventilation) can be expected to be renovated at least twice if not more times depending on the needs of the facility and/or programs housed. When naming an interior room of a building, the naming is only good for the useful life of that room rather than the building facility as a whole as the shell may last longer than the useful life of the room due to expected interior renovation needs.
A. Naming opportunities

<table>
<thead>
<tr>
<th>Structures/equipment:</th>
<th>Programs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buildings</td>
<td>College/school</td>
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<tr>
<td>Conference room</td>
<td>Programs</td>
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<tr>
<td>Conference center/multiple rooms</td>
<td>Centers</td>
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<tr>
<td>Parks (benches and furniture)</td>
<td>Institutes</td>
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<tr>
<td>Labs</td>
<td>Scholarships</td>
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<tr>
<td>Lecture halls</td>
<td>Library collections</td>
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<tr>
<td>Class rooms</td>
<td>Lecture series</td>
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<tr>
<td>Faculty office</td>
<td>Professorships</td>
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<tr>
<td>Lobby areas</td>
<td>Visiting artists/scholars</td>
</tr>
<tr>
<td>Patios</td>
<td>Awards/Honors</td>
</tr>
<tr>
<td>Walkways</td>
<td></td>
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<tr>
<td>Statues</td>
<td></td>
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<tr>
<td>Performance areas</td>
<td></td>
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<tr>
<td>Hallways in buildings</td>
<td></td>
</tr>
<tr>
<td>Equipping/furnishing rooms</td>
<td></td>
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<tr>
<td>Individual seats in performance hall</td>
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</tbody>
</table>

B. Gift levels for naming

1. Existing facilities  
   Consideration will be made on a case-by-case basis. Typically the present cash value should equal the cost of remodeling or 30% the cost of the historical value of the building, whichever is greater.

   Naming opportunities for a donor or a donor's designee of existing facilities are available through a substantial contribution equaling approximately thirty percent of the replacement cost. Usually these funds are endowed to allow Cal Poly Pomona to meet important future needs of the named facility. Also, it is expected that a gift resulting in a named building will have a relationship to the academic/program unit(s) within the building. Ordinarily, only present dollar value of deferred gift commitments will be counted toward the thirty-percent minimum. Valuations are based on either the total cost of the facilities (including the building and the contents) or just the shell of the building: the decision on whether or not to use the total cost or shell of the building as the basis for the valuation is at the discretion/recommendation of the Facilities Naming Committee.

   All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

2. New (combined state and private funding)  
   Consideration will be made on a case-by-case basis. The funding preference is 50% of costs, but a minimum consideration starts at 30% of the cost of the building or structure. If a potential gift is less than 50%, other major donors will be given the option to donate more than a 30%.

   Valuations are based on either the total cost of the facilities (including the building and the contents) or just the shell of the building: the decision on whether or not to use the total cost or shell of the building as the basis for the valuation is at the discretion/recommendation of the Facilities Naming Committee.
All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

3. **New** (totally privately funded at 100% of costs or concurrence)

At least fifty percent or more of the construction costs of the building or area and, where possible, additional endowment support to defray operation cost is requested to name capital projects that are privately funded. If a facility is to be wholly funded from private sources, at least 80% of the funds shall be received and the balance secured with a signed university pledge form from all donors receiving the naming opportunity or there must be concurrence of other major donors. Certain exceptions can be made, depending on the fundraising plan for a specific capital campaign. As with existing facilities, it is expected that gifts resulting in a named building will have a relationship to the academic unit(s)/programs within that building. Ordinarily, deferred gift commitments will not be counted toward the 50% minimum, unless full funding is available for construction.

Valuations are based on either the total cost of the facilities (including the building and the contents) or just the shell of the building: the decision on whether or not to use the total cost or shell of the building as the basis for the valuation is at the discretion/recommendation of the Facilities Naming Committee.

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

4. **Endowing an entire college or program:** Consideration will be made on a case-by-case basis, but the endowment level needs to be sufficient to generate income at a significant percentage (at least 10%) of the annual operating budget using a calculation of 5% earnings per year.

   Examples: $30M – College of Business Operating Budget = $12-15M
   $24M – College of Engineering Operating Budget = $12M

   The recommendation is that the endowment generates at least 10% of the annual operating budget for the college, assuming a 5% annual return on the endowment.

   The naming of a college, department, or unit (e.g., The Collins College of Hospitality Management) provides one of the ultimate vehicles for assuring long-term program prestige and excellence. Endowment of such magnitude should enable the recipient unit to achieve and sustain national stature through recruitment of outstanding faculty and students. Although the amount needed is negotiable, the ideal endowment gift should produce sufficient income to cover a significant percent of the college, department, or other unit's annual budget. Before any negotiations are made with a potential donor, the dean of the prospective area must consult with and receive the approval of the president, provost, and university advancement vice president.

5. **Naming sub-units (rooms/laboratories/equipment):** Consideration is made on a case-by-case basis using square footage, room type (lab/classroom) and existing named like spaces

   Minimum gift levels will also take into consideration the visibility of the facility, the nature of the activity housed in the named area, and other relevant factors.

   All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.
6. Outdoor features/fixtures: Total direct costs and as required an endowment for upkeep.

Numerous opportunities exist to name places and landmarks in memory of family or friends or in honor of donors who make substantial contributions toward landscape improvements that would enhance the beauty and utility of the campus. However, this may require additional approval by the Landscape Advisory Committee in Capital Planning. If no endowment is established to maintain the outdoor feature/fixture, the naming agreement(s) must be for the useful life or for a period of years.

7. Conferences/programs: Consideration is made on a case-by-case basis but preferably 50% of the cost is desirable.

Some outright gifts covering the cost of the event offer the opportunity for named gifts.

8. Gifts of real property/collections

Outright gifts of real property or collections may carry the name of the donors provided adequate funds are available for space and operational needs. An outright gift of land that is accepted by the university and held for research, extension, or instruction purposes may be named in honor of the donor.

All naming agreements associated with equipment or facilities must be for the useful life of the room/equipment/facility or for a period of years.

APPENDIX 16

Donor Recognition - University Wide Suggested Minimum Endowment Levels

INTERNAL DOCUMENT ONLY - Updated 11/18/13 by NRG

In order to meet the terms of endowed funds, the following minimum amounts are required to establish a named endowment. If an endowment is to be set-up at an amount lower than any listed below, it requires approval by the Vice President of Advancement before any agreements are signed or gifts are made. An email requesting review and approval needs to be sent to the Vice President of Advancement with a CC to the Associate Vice President for University Development and the Director of Donor Relations & Stewardship.

$5,000,000 University Chair
The University Chair is the highest ranking and most prestigious position in the University. It enables the President to recruit scholars of national and international stature with highly distinguished records of teaching, research, and publication or creative activity in a particular field, or cross-disciplinary fields.

$3,500,000 Dean’s Chair
The Dean's Chair provides discretionary funds that enable deans to implement their vision for developing new programs or launching new strategic directions. Funds will be allocated by the dean to build outstanding departments and programs and to maintain and enhance the quality of the college they lead. Funds can also be used to supplement the dean's salary at the discretion of the President.

$2,500,000 Chair/Director (of programs or centers)
Support for a full professor for research and teaching projects for faculty.
Salary for a full professor averages $118,976 = $2,379,520
Chairs provide the competitive edge universities need to attract top-level administrative and faculty talent. Funds may be used for scholarly activities or salary support.

$1,500,000 Professorship
Endowed fund to support an existing professor. Provides the competitive edge in attracting and retaining senior or junior faculty who have demonstrated outstanding accomplishments or show remarkable promise. It can also support a visiting professor for a one to three year period.

$500,000 Faculty Fellowship
Establishes a faculty position on a term basis to enable the pursuit of promising research. Faculty Fellowships promote faculty development by providing summer or sabbatical stipend plus expenses for tenure track faculty to pursue research, curriculum or service projects. Post-Doctoral Fellowships invigorate a particular discipline by bringing young scholars to conduct research and engage with faculty and students.

$200,000 Lectureship or Seminar Series
To establish an endowment for visiting professors that provides continuous support for a lecture series. Lectureships enable the University to support a faculty member in developing and teaching a new course curriculum or to bring distinguished scholars, writers, and artists to campus to engage faculty and students for a defined period of time.

$200,000 Graduate Student Scholarship
Endowment for a scholarship covering educational expenses. Can also be used for research.
Educational expenses include tuition and books only = $8,895

$100,000 Undergraduate Student Fellowship
Covers a stipend for a student conducting research and/or travel needs.

$50,000 Faculty/Development Funds
In support of faculty developing their careers through study, research, travel, publishing, and professional activities.

$50,000 Teaching Support Funds
Endowment developing new courses, new course materials, or experimentation with new teaching approaches.

$50,000 Equipment
To support the purchase of educational equipment, donors will be recognized by a plaque attached to or placed near the item, if feasible.

$50,000 Student Recognition Grant
Endowment income provides an annual grant to student. Donor designates the field and criteria.

$50,000 Named Endowed Fund
Unrestricted gift to the university or for purposes not mentioned above.
**LIBRARY ENDOWMENT GUIDELINES** – *(Unchanged from previous document except discipline-specific collections which was raised to the $50K endowment minimum)*

<table>
<thead>
<tr>
<th>ENDOWMENT</th>
<th>ANNUAL</th>
<th>YIELD*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Collections</strong></td>
<td>$400,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>To acquire scholarly resources in a multiplicity of formats and duly representative of the world's cultures and points of view in support of the curricula across the disciplines.</td>
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</tr>
<tr>
<td><strong>Discipline-Specific Collections</strong></td>
<td>$50,000 and over</td>
<td>$500</td>
</tr>
<tr>
<td>To acquire scholarly resources in a multiplicity of formats and duly representative of the world's cultures and points of view in support of the curricula within in a given discipline.</td>
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<td></td>
</tr>
<tr>
<td><strong>Equipment</strong></td>
<td>$200,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>To purchase the assistance and adaptive technology needed to provide access to online/web-based library services and resources with patrons with disabilities.</td>
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</tr>
<tr>
<td><strong>Faculty/Staff Development</strong></td>
<td>$100,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>To help faculty/staff acquire the skills needed to effectively utilize emerging instructional and information technology.</td>
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<tr>
<td><strong>Student Assistants</strong></td>
<td>$100,000</td>
<td>$5,000</td>
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<tr>
<td>To hire and train &quot;peer information counselors&quot; who assist students in the development of information retrieval skills, to encourage students to consider librarianship as a career, to provide opportunities for students to assist students in the learning enterprise, and to assist reference staff in providing quality service.</td>
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<tr>
<td><strong>Preservation</strong></td>
<td>$100,000</td>
<td>$5,000</td>
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<tr>
<td>To ensure the preservation of archival documents and collections entrusted to the Library for future generations because of the impermanence of the media on which information is recorded.</td>
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</tbody>
</table>

*Based on a goal to produce an annual income of 5% net. This amount could more or less in years of higher/lower earnings.*