



Category

10-04: Naming Rights Policy

Approval

Board Approved: 01/18/22
Effective Date: 01/18/22
Revised: 01/18/22
Responsible Party: Executive Director, WSU Tech Foundation

Introduction

WSU Tech Foundation ("Foundation") is a not-for-profit corporation organized for the purposes of supporting, assisting, and promoting the interests and welfare of WSU Tech ("College"), and its programs and activities. The Foundation receives contributions and grants from interested parties to support these activities as its major source of income ("Fund".)

Initiating Authority

The Office of the WSU Tech President serves as the initiating authority.

Purpose

To state College policy with regard to naming of College Facilities and to ensure College Facilities bear distinctive names, which reflect outstanding contributions in keeping with the nature and mission of the College.

All Naming

College Facilities may be named for any individual, partnership, corporation, entity, or person, or otherwise given some designation, subject to the restrictions set forth in this policy and with advance approval as set forth in this policy.

In situations where College Facilities have been dedicated to or named for any individual, partnership, corporation, entity or person, the College reserves the right to withdraw the designation or name, subject to approval of the WSU Tech Foundation Board of Directors, for any reason, including but limited to: (1) in the opinion of the College, the individual, partnership, corporation, entity or person has brought disrepute to the College or to the general community so as to reflect negatively or adversely upon the College; (2) change of law requires change of name; or (3) the Facility is razed, demolished or converted to an entirely different use.

In the event a College Facility is named after an individual, partnership, corporation, entity, or person, and the name of such individual, partnership, corporation, entity, or person changes,

the College may consider a name change to the College Facility that reflects the changed name, but factors such as cost to the College, condition of the Facility and overall impact of the name change will also be considered.

Naming of Buildings

Generally, College Buildings are named for distinguished individuals who have made extraordinary contributions of the scholarly, professional, or public service nature related to the College's mission, or for major donors to the construction of the building.

No College Building shall be newly named after a sitting College President, Board members, or elected officials. However, College Buildings named for such individuals before appointment or election or between appointments or elections to one or more of those positions need not be renamed.

Gift Naming

The naming of College Facilities may be recommended by the Foundation to the President and Foundation Board of Directors, pursuant to the procedures below, based on a substantial gift by a Donor.

For the Gift Naming of Interior and Exterior Spaces, the Donor will be recognized for no more than thirty (30) years. At the end of the Naming Period, the Donor name may be removed or retained at the discretion of the College and with approval of the WSU Tech Foundation Board of Directors.

In the event of demolition, destruction or closure of a named College Facility during the Naming Period, the College will make every effort to continue the recognition of the Donor in a meaningful and public way. The College will not typically transfer a name to another College Facility.

Administrative Procedure

1. Gift Naming

- The College shall refer all Donors who are interested in Gift Naming opportunities to the Foundation.
- All Gift Naming requests shall be submitted to the WSU Tech President and WSU Tech Foundation Board of Directors for approval, and no promises, guarantees or agreements shall be made with the donor prior to approval.
- The Gift Naming request shall be made in writing and include a supporting explanation or justification for the request that demonstrates the Donor's: (1) distinguishes career and/or reputation; (2) significant and recognized accomplishments; (3) extraordinary contributions that are financial, scholarly, professional or public service in nature and related to the College's mission; (4) established relationship with the College and its long-term objectives.

- The WSU Tech President and WSU Tech Foundation Board of Directors shall have the authority to approve or deny all Gift Naming requests.

2. Non-Gift Naming

- A College Vice President may submit to the College President a request to name a College Facility that does not involve a Donor gift.
- The naming request shall be made in writing and must state ways in which the name would enhance the public reputation of the College. The following guidelines are suggested in proposing and approving such names:
 - Administrators, faculty or staff who have rendered distinctive service to the College;
 - Persons or organizations dedicated to the purpose, nature and mission of the College who have achieved outstanding distinction through civic, intellectual or artistic contributions to the development of the area, state, nation or to Kansas history.
 - The WSU Tech President and WSU Tech Foundation Board of Directors shall have the authority to approve or deny all Gift Naming requests.