

NORTHERN ILLINOIS UNIVERSITY FACILITY NAMING POLICY

1. INTRODUCTION AND PURPOSE

This document outlines protocol regarding the naming of facilities at Northern Illinois University (NIU). Naming opportunities are an integral part of efforts to secure major philanthropic gifts for the advancement of the University's mission, but also an opportunity to recognize and honor eminent persons for outstanding service or contribution to NIU. To effectively guide this process, it is necessary to delineate standards to be followed, factors to be considered, and criteria to be employed prior to granting approval for a formal naming associated with any University facility.

The following standards ensure that the naming of University facilities involves careful deliberation and attention to the appropriateness of the name.

2. AUTHORITY

Sole and final approval for the naming of campus facilities is the responsibility of the Board of Trustees of Northern Illinois University as stated in *Section VI. Physical Facilities, Subsection C. Naming of Facilities*, of the Regulations of the Board of Trustees. The Board of Trustees of NIU shall follow transparent, consistent, and accountable processes in the naming of facilities under its jurisdiction. In considering the recommendation from the Executive Vice President and Provost, Vice President for Administration and Finance and CFO, and Vice President of University Advancement, or equivalent positions, to name facilities, the President and the Board of Trustees shall ensure compatibility with the vision and mission of NIU.

A. Scope: The Board Regulation provides broad authority over all university facilities. Any contract or other agreement associated with the naming of a University facility, to include multi-media licensing agreements and sponsorship contracts, must be developed within the context of the Board's authority and in accordance with university standards. Such agreements will undergo full advance review by the Executive Vice President and Provost, the Vice President for Administration and Finance and CFO, and the Vice President for Advancement, or equivalent positions, prior to approval. Once approved at the university level, the President, after consultation with appropriate members of the university community, shall inform the Board of any proposed naming for a specified facility prior to the execution of a contract, or the acceptance of a philanthropic gift, that may result in a naming decision.

B. Internal spaces: The naming of spaces internal to a building or facility shall be developed and recommended by the Vice President for University Advancement by delegated authority of the Board of Trustees, and approved by the Executive Vice President and Provost and the Vice President for Administration and Finance and CFO or equivalent positions.

3. DEFINITIONS

A. Physical Facilities as defined by the Northern Illinois University Board of Trustees:

- Buildings
- Structures
- Stadia
- Commons
- Streets
- Drives

- Landscaped Areas
- Or any other property under the administrative control of the university

B. Interior Spaces and Other Facilities include:

- Rooms
- Atria
- Lobbies
- Food Service Locations
- Wings
- Floors
- Lecture Halls
- Laboratories
- Common Areas
- And all other areas located within buildings or other facilities

C. Other definitions:

- Functional: Designed for, or suited to, a particular operation or use.
- Honorary: Conferring or implying honor or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments, or by success in any walk of life.
- Philanthropic: The act of philanthropy; generally defined as gifts to the University which have real or in-kind monetary value.
- Auxiliary Facilities: Those facilities financed through public/private partnerships (e.g. borrowed funds).
- Original Facilities: Those facilities considered either technically original to the NIU campus, developed earlier in its history, and/or currently bearing a longstanding name (e.g. Holmes Student Center).
- Total project cost: The budgeted cost of project at the time of the gift.

4. GUIDELINES

A. Naming: Facilities should be named in such a way as to reflect the general activities for which the building is utilized. A building name may include a designation such as auditorium, center, gymnasium, hall, institute, school, laboratory, etc.

A.1. Honorary: Those individual(s) for whom Facilities are named or in whose honor a designation is bestowed must exemplify the values of the NIU. Additionally, the integrity of the honoree shall be beyond reproach. Facilities may be named for:

- Notable members of the university faculty and staff who have emeritus status or have been retired for five (5) years or more.
- Elected persons of the state, nation or country that are no longer living.
- Elected persons of the state, nation or country that that have been retired for ten (10) years or more.
- Faculty, staff, alumni or friends of the University community who have made extraordinary contributions to the University or society. Honorees shall have achieved distinction in one or more ways:
 - Served the University in an academic capacity, achieved the highest scholarly distinction and earned a national or international reputation.
 - Served the University in an important administrative capacity, rendered distinguished service, and provided exceptional contributions to the University.
 - Contributed in truly exceptional ways to the welfare of the institution, state, or nation or achieved such unique distinction as to warrant recognition.

A.2. Philanthropic: For or by individual or corporate donors who provide significant gifts in support of Facilities and programs at the University.

A.3. Non-philanthropic sources: If the University/Foundation decides to fund a building project with funds other than donations, and/or a business plan with alternative/additional funding, consideration may be given as determined by the Executive Vice President and Provost and the Vice President for Administration and Finance and CFO, and, in consultation with the Vice President for University Advancement.

A.4. Original facilities and longstanding honorary designations: It shall be the general practice to maintain historic and honorary names either attached to longstanding campus facilities (e.g., Holmes Student Center), or where an honorary name has been attached to a facility for over 50 years. Renaming of such facilities will be considered in the context of emerging philanthropic or new honorary naming opportunity if the terms conform to university standards, have been reviewed and recommended by the Advisory Committee, and approved by the Board of Trustees. Considerations with regard to appropriate perpetuation of the prior name will be given, and may include, for instance, a plaque in or adjacent to a newly-named original building.

B. Signage: All new building signage shall conform to the University Signage Standards.

B.1. When an entire Facility is named for an individual, the actual name may appear on the façade of the structure, University signage, and campus maps as appropriate.

B.2. Space within named buildings (e.g., rooms, lounges, laboratories, performance spaces, lecture halls, etc.) may be further designated by plaques or tablets installed in buildings, but in complement and coordination with other recognition and designations within those buildings. All such identifications must be approved by the Vice President for University Advancement and in consultation with the Vice President for Administration and Finance and CFO.

B.3. Interior Signage minimum funding levels are determined by the Division of University Advancement in accordance with the NIU Foundation’s Gift Acceptance Policy and Donor Recognition Guidelines, and approved by the Executive Vice President and Provost and the Vice President of Administration and Finance and CFO, or equivalent positions.

B.4. Exterior Signage minimum funding levels:

Signage Type	\$500K to \$1M	\$1M to \$10M	\$10M +
Standard university exterior signage	x	x	x
Prefinished anodized aluminum lettering not to exceed 1’ in height on exterior of the building (academic buildings, e.g.)			x
Stylized signage on exterior of building as appropriate to building style and design (athletic facilities, e.g.)			x

B.5. Total cost for all signage shall be determined on a project basis and in accordance with the NIU Foundation's Gift Acceptance Policy and Donor Recognition Guidelines.

B.6. When a named Facility has reached the end of its useful life and will be razed or the unit moves into a different Facility, the donors will be appropriately recognized in a related Facility. This stipulation does not override time periods listed in Section 5. A.1.

C. Changes or Removal of a Name:

C.1. To change the name of a Facility, the initiator must provide a proposal that includes a justification for the name change. If the change involves naming the Facility in honor of a person, the proposal must include a review of the accomplishments and/or contribution of the individual.

C.2. In certain circumstances, the University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming. Circumstances that may lead to such a consideration include, but are not limited to:

- Comprehensive renovation of, or addition to, a particular space.
- Failure by the honored person, family or organization to fulfill agreed upon obligations.
- The demolition of a facility or the discontinuation of an activity.
- Actions by an honored person, family or organization that is inconsistent with the values and mission of the university.
 - If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the University's standards, or otherwise be contrary to the best interests of the University, the naming may be revoked.
 - In the instances where a decision has been made to revoke a naming in accordance with this policy, prior to final approval, the University shall provide the benefactor, or a representative of the benefactor, the opportunity to voluntarily relinquish the name from the University facility or academic unit, as the case may be.
 - However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Namings should not be altered simply because later observers would have made different judgements.

This should be done judiciously, and involve the approval of the Vice President for Administration and Finance and CFO or equivalent position, the General Counsel, the University President, and the Board of Trustees.

D. Exceptions: There may be instances where exceptions will be granted to the guidelines above. These will be reviewed and endorsed by the Vice President for Administration and Finance and CFO, or equivalent position, in consultation with appropriate additional stakeholders, and submitted to the Board of Trustees for consideration.

5. FUNDING CRITERIA

A. Limited Terms: The length of time a Facility shall retain a name shall be based on the donation or funding provided.

A.1. Facility Funding Categories

Total Project Cost	Maintenance Endowment Level (15%)	Gift Level	Guaranteed For
\$1M to \$5M	\$150,000 - \$750,000	\$1,150,000 - \$5,750,000	10 Years
\$5M to \$10M	\$750,000 - \$1,500,000	\$5,750,000 - \$11,500,000	15 Years
\$10M to \$20M	\$1,500,000 - \$3,000,000	\$11,500,000 - \$23,000,000	20 Years
\$20M to \$30M	\$3,000,000 - \$4,500,000	\$23,000,000 - \$34,500,000	30 Years
\$30M to \$40M	\$4,500,000 - \$6,000,000	\$34,500,000 - \$46,000,000	40 Years
\$40M +	\$6,000,000 +	\$46,000,000 +	50 Years

A.2. Right of first refusal: A right of first refusal to renew a facility naming agreement shall be extended to coincide with the completion of each gift term to the entity or person currently holding the name. The offer to renew shall be extended no later than one year prior to the expiration of the current naming agreement, and if no renewal is confirmed within 6 months of the expiration, the University will exercise its right to pursue renaming.

B. Facility Naming Criteria: When a facility is to be named in consideration of a financial contribution, the gift shall be received, or its future receipt shall be assured, through the appropriate signed gift agreement, before a naming action shall be taken as follows:

B.1. Gift Considerations and Status at the Time of Naming:

B.1.1. Commitments to name a building, structure or exterior space must be related to contributions in cash, cash equivalents, marketable securities, or enforceable pledges to be paid in no longer than ten years.

B.1.2. Irrevocable planned gifts may generate current naming of facilities if current cash flow considerations are not an issue from a project financing perspective. Such gifts will be credited at their face value with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.

B.1.3. Gift agreements for the naming of buildings, structures, or interior or exterior spaces (before construction completion) should allow for unrestricted use of the donated funds.

B.1.4. Pledges: In the case of facilities, gifts must be current use gifts and may include a maximum ten year pledge. If the pledged gift is to name new construction, renovation or other project with cash flow considerations, the timing of the payments should be such that sufficient dollars are available to cover project costs.

B.1.5. Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under the right circumstances. Each combination must be explained fully to the Executive Vice President and Provost and the Vice President for Administration and Finance and CFO, or equivalent positions, and a case made for the appropriateness of the naming given the specifics of a particular gift. Emphasis will be given to cash flow requirements and the predictability of the long term value of the revocable deferred gift component, and the predictability of its receipt.

B.2. Minimums: The minimum contribution giving rise to the opportunity of naming an entire building, structure, or exterior space for new construction or renovations requires at least 51% of the total project cost, plus a 15% maintenance endowment. The naming could require more depending on the prominence/exposure and the ability of the university to acquire additional funding. New construction or renovation cannot commence until sources for 100% of the total project cost, including a 15% maintenance endowment, are identified

and confirmed by the Executive Vice President and Provost and the Vice President for Administration and Finance and CFO, or equivalent positions,.

B.2.1. New Facilities: 51% of the private fundraising goal for the project

B.2.2. Existing Facilities: 51% of the private fundraising goal for the project, if construction is to be done; or 51% of the currently assessed valuation of the building.

B.2.3. Addition to Existing Facilities: 51% of the private fundraising goal for the project

B.2.4. Renovations: 100% off the total project cost if project is less than \$5,000,000; if project is greater than \$5,000,000, 51% of the private fundraising goal of the project.

B.2.5. Outdoor Areas (i.e. courtyards, gardens, streets, fountains, benches, etc.): 100% of the total cost.

C. Programmatic Centers and other naming opportunities (Academic and Administrative):

C.1. Colleges, Schools, Institutes, Departments, Academic or Administrative Units: The specific level for each unit will be determined by the Vice President for University Advancement, in accordance with the NIU Foundation's Gift Acceptance Policy and Guidelines for Donor Recognition, and approved by the Executive Vice President and Provost and the Vice President of Administration and Finance and CFO, or equivalent positions.

C.2. A minimum of a \$5,000,000 endowment gift is needed to name a programmatic center.

C.3. An alternate funding plan may be implemented with the approval of the Executive Vice President and Provost and the Vice President for Administration and Finance and CFO and in consultation with the Vice President for University Advancement, or equivalent positions. The Vice President for Administration and Finance and CFO, or equivalent position, retains the flexibility to negotiate alternative financial arrangements where the best interest of the University is served.

6. PROCEDURES

Northern Illinois University Board of Trustee Regulations: The President, after consultation with members of the university community, shall either make a confidential report to the Chairman of the Facilities, Finance and Operating Committee of the Board of Trustees (if donor confidentiality is an issue), or members of the Board in support of any proposed name for a specific Facility.

A. Review Process

A.1. Since naming facilities has a long-term impact on the University, the approval process is designed to ensure such action is in the best interest of the University. The Vice President for University Advancement, or equivalent position, shall conduct an initial review of all naming proposals submitted for consideration. The Vice President for University Advancement, or equivalent position, shall consult and receive general approval from the following university personnel, or equivalent positions, before making a recommendation to the President:

- Executive Vice President and Provost
- Vice President for Administration and Finance and CFO
- Senior administrator(s) from requesting units
- NIU Foundation Board (when funded by private donations)
- Advisory Committee (special circumstances)

A.2. Advisory Committee: An Advisory Committee, inclusive of representatives of the faculty, staff, the student body, and other such stakeholders as deemed appropriate, shall be appointed by the Executive Vice President and Provost, the Vice President for Administration and Finance and CFO, and the Vice President for University Advancement,

or equivalent positions. The Committee shall be called upon in special circumstances for the purpose of review and recommendation in instances of:

- Honorary naming
- Proposed renaming of an Original Facility
- Other special circumstances, as deemed appropriate or beneficial

The Committee's input and decision-making authority shall be limited where ethical principles, especially donor confidentiality, apply.

B. Submission Process

B.1. Honorary Naming: academic or administrative units that wish to honor an individual/corporation for outstanding contributions to the University or to the spirit of community within the university or the larger community, shall submit a Naming Request Proposal to the Vice President for Administration and Finance and CFO, or equivalent position, who shall consult with the Vice President for University Advancement and the Executive Vice President and Provost, or equivalent positions.

B.1.1. The Naming Request Proposal developed must include:

- Letter of request for naming from dean, director or University administrator, indicating faculty support and detailing the appropriateness of the honorary naming;
- Supplemental information of the individual being honored with the naming of the facility of facility component (see Naming Request Proposal Form)

B.1.2. Review and recommendation: Upon review and endorsement, the Executive Vice President and Provost, the Vice President for Administration and Finance and CFO, and the Vice President for University Advancement, or equivalent positions, will then present the Naming Request Proposal in confidence to the President.

B.1.3. Review and Approval by Board of Trustees: Upon completion of review of the Naming Request Proposal, the President will present the internally vetted and recommended honorary naming proposal to the Board of Trustees for approval.

B.2. Donor Naming

B.2.1. Consultation:

- When facilities have the potential to attract gifts, the appropriate development officer should first consult with the Chief Development Officer and the Vice President for University Advancement, or equivalent positions, regarding initial steps to be taken in securing such gifts.
- Prior to discussions with a donor regarding a naming opportunity, the Vice President for University Advancement will consult with the Executive Vice President and Provost, and the Vice President for Administration and Finance and CFO, or equivalent positions, and the President, as required.

B.2.2. Naming Request Proposal developed: In discussing facility naming opportunities, the development officer will apprise the prospective donor regarding the review and approval process, and complete a Naming Request Proposal.

B.2.3. Division Review: The Vice President for University Advancement, or equivalent position, shall review all such proposals and take appropriate action as outlined in the Facility Naming Policy.

B.2.4. Donor Dialogue: When speaking with potential donors, all architectural renderings, construction models, or other plans should be identified as conceptual and not literal depictions of what the facility will ultimately be. During discussions, it will be emphasized that donors understand they shall not control the details of construction, furnishing, etc.

B.2.5. Gift Agreement: Upon appropriate review, the donor, gift officer, and the Vice President for University Advancement, or equivalent position, will complete a gift agreement. Naming considerations to be taken into account in the agreement include:

- The clear and expressed term of the naming, including:
 - The life expectancy of the building, equipment, rooms, naming duration, etc.
 - Conditions under which the University might exercise authority to rename.
 - The binding nature of pledge to a facility building project, and the specific and timely fulfillment of the pledge that will be relied upon and may be used as collateral for project financing.
- Public recognition of the gift will proceed in accordance with this policy, the Gift Acceptance Policy and Donor Recognition Guidelines of the NIU Foundation.

B.2.6. Review and Approval by the Board of Trustees: Upon completion of review, the Naming Request Proposal and Gift Agreement, the President will present the internally vetted and recommended facility naming proposal to the Board of Trustees for approval.

7. EFFECTIVE DATE AND APPLICABILITY

This policy shall be effective May 9, 2019, which is the official date upon which it was approved by the Northern Illinois University Board of Trustees. The policy is applicable to all future naming instances from this date forward until such time as it is superseded by new policy, and is not applicable to any currently named facilities that were negotiated through a gift or naming agreement prior to this date with the exception of a future occurrence or circumstance as outlined in Section 4.C. above.