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LANDER UNIVERSITY
The Lander Foundation

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Policy Owner: Foundation Board of Trustees
Policy Implementation: VP for University Advancement

Donative Naming Policy

I POLICY STATEMENT

This policy governs the naming of University campuses, buildings, other physical spaces or structures, academic or departmental units, programs, endowed faculty positions, fellowships and other endowed funds, where appropriate, for naming opportunities associated with donor recognition. This policy applies to all donor-naming opportunities, regardless of whether a donor is an individual, foundation or corporation.

A. GENERAL REQUIREMENTS FOR NAMING OPPORTUNITIES

1. The University may grant naming recognition to a donor in connection with a University building, academic unit, department, program, or faculty and/or student support endowment if the donor has satisfied the minimum philanthropic contributions outlined in this policy, if the naming is consistent with the University's reputation as a public entity, and the naming advances the University's educational, research and public service missions.
2. Because of the public visibility and significance of naming recognition, the University will recognize donors who have attained personal or professional distinction and who have made a significant contribution to the community and/or the University. Recognized donors should be of exemplary personal integrity, and corporate or foundation donors should have a high ethical standard and practice, all as determined in the University's sole discretion.
3. "Honorary Namings" refer to non-gift-related naming in honor of individuals who have made significant contributions to the University or to human betterment, and who are of recognized accomplishment and character. In the event a prospective donor intends to make a gift of at least the minimum suggested contribution outlined in this policy for a facility, program, project, fund, or other item already bearing an honorary name the University reserves the right to offer the individual or the family of the

individual whose name was honored the opportunity to make the minimum suggested contribution or to decline the opportunity, allowing the University to accept the gift of a new prospective donor and to rename the item. The Lander University Board of Trustees must approve the removal of a donor name.

4. Subject to the right of the University to remove a name pursuant to this policy, the naming of a facility, program, project, fund or other item is effective for the useful life of the facility, etc. Under extraordinary circumstances when the continued use of the name would compromise the public trust and reflect adversely upon the University, Lander University reserves the right to rename the building or facility.
5. The naming of any facility as a noticed, non-consent agenda item.
6. These naming thresholds must be funded in full within five (5) years, except when the VP of Lander University Advancement, President and/or Board of Trustees exercises its option by resolution to waive the required time line. A name can be removed from a facility, etc. if the commitment is unfulfilled by the donor at the completion of the agreed payment period. The removal of a name requires the approval of the Lander University Board of Trustees. This provision must be included in all naming agreements. Provisions for notice of termination will be defined in the gift agreement.
7. All endowments created in connection with any naming opportunities shall be managed and administered by The Lander Foundation in accordance with applicable law and the Foundation's investment and disbursement policies, as may be amended from time to time.
8. Discussions with potential donors and prospects regarding naming opportunities should be conducted by Development Officers and Advancement personnel in collaboration with University administrative leadership. Prior consultation with the appropriate academic and/or administrative units will occur when possible.
9. The naming recognition benefits conferred on a donor shall be provided after any requisite board approvals are obtained and no earlier than execution of the gift agreement and receipt of first payment. In the case of an irrevocable gift, when a building or facility will be named and the funds are not required for construction or renovation, naming recognition may be provided following execution of the gift agreement and receipt of requisite board approvals. This payment period must be included in all naming agreements.
10. Generally, a commitment to name a unit or facility does not permit the honoree

to exploit the naming opportunity in any trade, business, advertising, marketing, or other commercial purposes. Such exploitation for a commercial purpose may adversely affect the ability of the University to obtain tax-exempt financing.

11. Minimum suggested gift levels for naming opportunities are attached in the Naming Opportunity Guidelines.
12. The Lander Foundation shall maintain an official list of all approved proposals for naming and a non-exhaustive inventory of naming opportunities.

B. DEFINITIONS

1. "Gifts" refer to contributions consisting of an unconditional transfer of cash or other assets such as securities, land, or personal property, without consideration (i.e. a bargained-for exchange).
2. "Endowments" refer to assets donated with stipulations that they be invested to provide a permanent source of income.
3. "Facilities" shall include, but not be limited to, any University building, structure, room, classroom or space within a facility, plaza, open space, thoroughfare, landscaped area, or other physical improvements or natural features of the University campus or other property under the administrative control of the University.

II SPECIFIC REQUIREMENTS FOR NAMING OF BUILDINGS AND FACILITIES

Existing Facilities: For existing facilities, the donor's gift should equal the total cost of remodeling or a percentage of the replacement cost of the facility, plus a percentage of the total gift as an endowment for programmatic funding and maintenance of the facility. These percentages are to be determined on a case by case basis.

A. New Facilities:

1. For facilities constructed with a combination of university, foundation and donated funds: The Donor's gift, should equal a percentage or more of the cost of the project, plus a percentage of the total as an endowment for programmatic funding and maintenance of the facility. These percentages are to be determined on a case by case basis.
2. For facilities constructed solely with donated funds: The Lead Donor's gift must equal 50% or more of the cost of the project, plus a percentage of the total gift as an endowment for programmatic funding and maintenance of the facility. These percentages are to be determined on a case by case basis.
 - a. Planned gift commitments, with the exception of charitable lead trusts, which must be funded with cash or marketable securities, may not be used as a gift for a naming opportunity for facilities.
 - b. Irrevocable planned gift commitments will be counted at their present value toward the minimum naming amount. Revocable deferred gifts are not eligible to be counted toward the minimum amount required to name a

facility.

- c. Naming of benches, fountains, outdoor gardens, donor walls, other structures and spaces shall be addressed on a case-by-case basis as set forth in this policy.
- d. Transfer of Naming Recognition: If a named building has reached its useful life expectancy and is no longer used by the University and/or is demolished, gift agreements should contain language specifying that the naming rights on the building will not be transferred to another building or new facility. The University will consider giving the original donor, successor or family first right of refusal to fund the new building.

III SPECIFIC REQUIREMENTS FOR NAMING DIVISIONS, COLLEGES, SCHOOLS, DEPARTMENTS, CENTERS, INSTITUTES AND PROGRAMS

Gifts associated with the naming of any division, college, school, or other unit should transform the unit involved, enabling the unit to reach a level of excellence that would have been difficult using State or University funds alone.

- A. The appropriate minimum gift level will be calculated based on a variety of factors, including but not limited to market benchmarks, peer institutions, and profile of students. Naming opportunities are as follows:

College, Independent School, or Division School within a College Independent Center, Institute, Program, or Department Center, Institute, or Program within a College or School.

- B. Other guidelines:

1. The Lander Foundation shall have the latitude to approve a multi-year payment plan for the establishment of an endowment at the major gift level, as determined by the Foundation and the University, provided full payment is received within a reasonable period of time (generally five years) from the execution of the gift agreement.
2. If the stated minimum is not achieved by that time, the donation will be expended according to the designated use until the funds are depleted or it may be placed in another endowment with a similar purpose, consistent with the gift agreement terms. All gift agreements shall contain language specifying that naming recognition is contingent on satisfaction of donor's payment obligations.
3. Each college, school or department may establish named fund opportunities to support the particular activities of its programs so long as the minimum standards stated above are observed.
4. Establishing such named endowments requires the approval of the area Dean, or Director, as well as the Executive Director of the Lander Foundation, Inc.
 - a. Naming opportunities and monetary thresholds for such consideration are set forth in Addendum.

These naming thresholds must be funded in full within five (5) years, except when the Lander University Board of Trustees exercises its option by resolution to waive the required time line.

- b. The restrictions set forth herein must be included in all gift agreements for which a naming of a facility or unit is involved.

IV SPECIFIC REQUIREMENTS FOR NAMED FACULTY AND STUDENT SUPPORT ENDOWMENTS

The following are classified as Named Endowments. These endowments are listed because of their broad appeal to most donors.

1. Distinguished Chair: The Distinguished Chair supports projects determined by the President and related to institutionally defined priorities.
2. Deanship: The Endowed Dean's Chair is to be occupied by an individual serving as Dean of a school or college.
3. Eminent Scholar's Chair: The Eminent Scholar's Chair is to be occupied preferably by an individual with the rank of full professor.
4. Chair: The Chair is to be occupied preferably by an individual with the rank of full professor.
5. Distinguished Professorship: This position is to be occupied preferably by an individual with the rank of full professor.
6. Distinguished Visiting Professorship: This position is to be occupied by a prominent scholar or other distinguished person on a rotating basis generally not to exceed one year in duration.
7. Professorship/Lectureship: An Endowed Professorship will support the research and teaching of a scholar, practitioner, and educator focused on their area of specialty. Endowed lectureships provide opportunities for leading experts to share excellence and teaching in their respective fields. The endowed lectureship will bring outstanding individuals from outside of Lander University who will present lectures of an interdisciplinary nature; introduce people and topics that stimulate thought and discussion.
8. Graduate Fellowship: A fellowship is awarded to a student who is working toward an advanced degree in any graduate program (and this may include an assistantship, for which the student may perform teaching or research duties).
9. Research Fund: The spendable income from the endowment may be used to support a research program, technology enhancements, publication or presentation expenses, or other research-related expenses.
10. Scholarship: An endowed scholarship may be awarded to an undergraduate or graduate on the basis of need, academic merit, or other guidelines set forth in the gift agreement.
11. Student Support Fund: Funds for student support could include cash or endowed gifts, and would support retention, tutoring, technology, academic success plans and advising,

V APPROVAL PROCESS

1. A naming of any kind requires approval, as required herein, prior to any commitment with the donor.
2. The naming of any building (new or existing) college or independent school as the result of a private gift, must be recommended by the majority of the Vice President for University Advancement, the Provost, and Chief Financial Officer. With notice given to the appropriate area Vice President, Dean or Director, the recommendation must then be submitted for final approval to (1) The President, (2) The Lander Foundation Board of Directors, and (3) The Lander Board of Trustees (approval for naming of buildings is required as a noticed, non-consent agenda item).

HISTORY

- Original Donative Naming Policy was adopted by the Lander University Board of Trustees on February 6, 2006.
- Updated, amended and approved by The Lander Foundation Board of Trustees on August 24, 2017.