

## Northern Arizona University

### NAMED GIFT GUIDELINES

Effective July 1, 2008

The Arizona Board of Regents (ABOR) policy on Naming Facilities and Programmatic Units for individuals or organizations (1-117) states that

1. The University Presidents shall have the authority to approve the naming of university facilities and programmatic units for individuals or organizations. Facilities shall include but not be limited to buildings, structures, thoroughfares, areas, classrooms, offices or other spaces within facilities.
2. Naming of all facilities and programmatic units for individuals and organizations shall be accomplished in accordance with Board-approved guidelines.
3. Each university shall develop an appropriate internal review mechanism in accordance with this policy and the Board-approved guidelines.
4. The University Presidents shall exercise discretion in providing advance notice to the Board and the Executive Director of the names of the individuals and organizations who are considered for naming opportunities.
5. Appropriate Board recognition shall be provided to all naming recipients.

The ABOR-approved guidelines distinguish between naming opportunities associated with philanthropic gifts and those that are honoring. **These guidelines are for those naming opportunities associated with gifts.**

The following criteria for privately funded naming opportunities were adopted by Northern Arizona University [university] and the Northern Arizona University Foundation [foundation]. These criteria will change with economic conditions and university priorities. Their purpose is to set reasonable minimum limits for named-gift opportunities.

Only the most common types of named gifts are listed here. Administrators, colleges or departments may recommend special projects to donors and suggest appropriate amounts of funding, provided that such projects are consistent with university priorities, gift guidelines, and approved by the university and the foundation before donors are solicited and before gifts are accepted.

Named funds recognize donors and encourage support of the university. Named funds may be endowed (permanent fund which generates a payout each year) or non-endowed (gifts for current or capital purposes are available for disbursement immediately).

## GENERAL INFORMATION FOR NAMING OPPORTUNITIES

- The gift amounts listed are minimums. Additional gifts are encouraged.
- Names will be applied upon receipt of 50 percent of the gift pledge amount. This only applies to facility and programmatic naming opportunities.
- Gifts that allow a naming opportunity will have a written gift agreement to specify the donor's intentions and the university's interests.
- It is the policy of the foundation to offset a portion of the costs of fundraising by assessing the current reinvestment (administrative) fee approved by the foundation board of directors.
- Naming opportunities are considered for individuals and organizations that exemplify the attributes of philanthropy, integrity and civic leadership. Should an individual or organization's integrity be called into question, the university may elect to remove the name or change the naming opportunity.
- An unfulfilled pledge commitment may result in a name removal.
- These are general guidelines. Final decisions rest with the university president.

## ENDOWED NAMED GIFT OPPORTUNITIES

All endowed funds may be named if there is a commitment by the donor to fulfill the total endowment within five years, unless otherwise negotiated, from the date that the agreement is executed. A minimum of \$25,000 is required for all endowments

All naming proposals for colleges, units, centers or institutes require the university president's approval prior to discussing the proposal with prospective donors.

**COLLEGE, CENTERS AND INSTITUTES** – *Generally requires gifts equivalent to twice the unit's annual budget with a minimum of \$1 million.*

Naming opportunities will be considered on a case-by-case basis due to the variance in size and scope of colleges, centers and institutes. Specific level for each unit requires approval by the dean, provost, vice president of University Advancement and the university president.

### FACULTY SUPPORT

An endowed named faculty position requires the approval of the provost, and generally the endowment supplements a state-line or state-funded position. The endowment funds may be used to supplement compensation or to help fund specific teaching and research requirements, including laboratory equipment, travel, support staff, student assistant stipends, research materials and computer equipment. A faculty position is fully endowed if the gift or gifts are sufficient to fund salary, benefits, and other support and activities as described above.

A limited amount of funds for endowed faculty positions may be made available from the Eminent Scholars Matching Grant Program Funds.

“The eminent scholars matching grant fund shall be used to provide to the universities matching monies for the interest earned on nonpublic endowment monies donated to attract and retain eminent faculty.” (From Arizona State Legislature website: <http://www.azleg.gov/ars/15/01663.htm>)

The Eminent Scholars Matching Grant Program funds may be applied to academic chairs or professorships to encourage the use of privately raised funds to help attract and retain eminent scholars to the university.

#### Procedures

1. Written approval of use of eminent scholar matching funds needs to be obtained from the university president prior to the establishment of a Letter of Understanding between the foundation and the donor.
2. Gifts eligible for match include endowments that specifically list “eminent scholar” as the use for income. Endowments of \$250,000 or more are eligible.
3. Eminent scholar funds can be used as either a faculty salary supplement or as summer funding. Salary increases paid for by the university shall be based on the state funding source and not the interest from endowment earnings or eminent scholars fund, so as to not prematurely deplete the endowment.
4. All privately raised funds should be directed to the foundation.

#### Academic Chairs - \$1.5 million

An academic chair is the most distinguished named faculty position and represents the highest honor the university can confer on prominent faculty members. Endowed chairs serve as an effective tool with which to attract or retain a truly outstanding scholar and teacher - one with a national reputation. Named academic chairs represent reward, recognition, opportunity and incentive. By providing specially dedicated resources for innovative research and teaching opportunities, these celebrated positions enable the most gifted faculty members, deans, directors and department heads to excel in their scholarly activities. Chairs are generally sought for academic disciplines that reflect university’s core strengths.

#### Distinguished Professorship - \$1 million

A distinguished professorship is used to honor or recruit an outstanding scholar who has demonstrated the potential of making exceptional contributions to his/her discipline. Distinguished professors are generally sought for academic disciplines that reflect the university’s core or emerging strengths.

#### Professorship - \$500,000

A professorship is used to support a gifted faculty member who shows outstanding potential. The endowment is generally used to supplement an existing position.

#### Early Career Fellowship - \$250,000

An early career fellowship is used to attract a new faculty member who shows great promise or who has distinguished him/herself in a sector other than higher education. Funds may be used to supplement salary or as start-up funding for the faculty member’s research and teaching program. Typically, early career fellowships are for a term of three years, but the distinction remains throughout one’s career.

#### Lectureships - \$100,000

Contributed funds support the expenses associated with bringing guest speakers to the university, classroom lectures, student and faculty colloquia, and public lectures and discussion.

Faculty Award - \$50,000

Provides an award to faculty for additional work in his/her field of expertise.

## **EXCELLENCE FUNDS**

University Excellence - \$100,000

Endowments may be established for the university as a whole and not designated for a college or program area. The university president will allocate the income.

Dean's (Director's) Excellence - \$50,000

Endowments may be established for colleges or programs. The dean or program head will allocate the income.

## **STUDENT ENRICHMENT**

Scholarship Funds - \$25,000

Endowments support student scholarship awards for tuition, fees, room and board, etc.

Graduate Fellowships - \$500,000

Endowments support graduate students through funding for tuition, fees, room and board, etc. The endowment is intended to cover most of the fellowship cost.

Graduate Assistantships - \$250,000

Endowments support graduate students through funding for tuition, fees, room and board, etc. The endowment is intended to cover a portion of the assistantship cost.

Graduate Awards - \$30,000

The endowment is intended to provide an award to recognize outstanding scholarship.

Study Abroad and Field Study Awards - \$25,000

Endowments support awards to students to assist in financing a study abroad or field study opportunity. Awards can be for tuition, fees, living expenses, etc.

Research Fund - \$50,000

Endowments provide a support stipend to students who are conducting independent research projects under the direct supervision of a faculty member.

## **CAPITAL NAMED GIFT OPPORTUNITIES**

Name designations are for the useful life of a facility or capital item except when an agreement between the university and a donor states otherwise. When a named building is razed an appropriate commemorative marker may be displayed on campus. For facility naming purposes "cost" is the cost of construction (labor and materials)

## **BUILDINGS AND FACILITIES**

Current Facilities - 50% of the renovation with a minimum of \$50,000.

Previously constructed facilities, which are unnamed, can be named by a donor or a donor's representative through a contribution of 50 percent or more of the current cost to renovate or replicate the facility.

New Facilities – 50% of construction cost with a minimum of \$50,000.

Fifty percent or more of the estimated construction cost of the building is required to name capital projects funded by private funds. In general, naming criteria for funding rooms, wings and microelements also require 50% of the estimated cost. Minimums will be set for spaces based on square footage but will also take into consideration use, visibility, and other such factors. Whenever possible, additional endowment support to provide for long-term operational costs is encouraged.

Equipment, art work, collections, etc. valued at a minimum of \$25,000, may be recognized with a plaque for as long as the item is useful.

### **EXPENDABLE (NON-ENDOWED) NAMED GIFT OPPORTUNITIES**

Scholarships may be named if there is a commitment by the donor to fund the scholarship at a minimum of \$5,000 (payable over five years).

Awards (other than scholarships) may be named if there is a commitment by the donor to fund the award at a minimum of \$5,000 (payable over five years).

#### Bookplate Program

The Cline Library offers this program. For additional information, see <http://www.nau.edu/library/information/giving.html>

Contact the Office of University Advancement at (928) 523-2012 for more information regarding these guidelines.