



SEATTLE UNIVERSITY POLICY ON NAMING FACILITIES AND PROGRAMS

Policy Statement and Purpose:

It is the practice of Seattle University to recognize donors and friends of the University through the naming of select facilities and programs. Naming opportunities provide a chance to recognize key individuals and entities that have made significant contributions in various forms to the University. Naming opportunities also provide a chance to honor donors who are enthusiastic about the University's mission as well as those who wish to leave a legacy to the University. All naming must be consistent with the University's mission and educational purposes. Naming actions shall not detract from the University's Catholic Jesuit identity, values, dignity, integrity, or reputation, nor shall any such actions create a conflict of interest, or the appearance of a conflict of interest, or confer special privileges.

Approval Process:

- (a) Naming approval for prominent facilities and programs will be conferred by the Seattle University Board of Trustees upon the recommendation of the Executive Committee and the President.
- (b) Naming approval for less prominent facilities and programs will be conferred by the President. The Board of Trustees shall be notified of newly approved names at the next scheduled meeting of the Board.

Prominent facilities are those whose location and/or intended function are highly visible or have the potential for frequent public use. Such facilities include, but are not limited to buildings and building complexes, major athletic facilities, auditoriums and performance venues and prominent exterior spaces and structures such as plazas.

Prominent programs are major academic and non-academic entities with a significant public profile. Prominent programs include, but are not limited to centers and institutes and academic and non-academic departments.

The President retains the authority to classify naming opportunities as less prominent.

Conferring Names:

Honorific Naming: Facilities and programs may be named for an individual who has provided exemplary, meritorious or philanthropic support or service to the University. The

individual being recognized must have exhibited values consistent with the educational mission and vision of the University and have an established relationship with the University.

Philanthropic Naming: Facilities and programs may be named for a donor whose gift represents a “substantial contribution” toward to the University or the project cost, provided that the individual, family or donor has a prominent relationship with the University and/or the region, with demonstrated integrity and a positive image. For new construction or renovation, a “substantial contribution” is generally 25%-40% of the cost of construction or the target gift amount for naming that is determined for each project by University Advancement.

Naming for Corporations: Corporations or organizations are encouraged to be major donors to the University. A building or outdoor area or space can be named for a corporation or organization whose gifts represent a “substantial contribution” toward the project cost. The corporation or organization must have a prominent relationship with the University and/or the region, with demonstrated integrity and a positive image.

Duration of Names:

Naming is generally considered permanent until or unless a facility is demolished, substantially renovated or expanded, or an academic unit or other program is discontinued. Existing names will not automatically be transferred to a new or renovated facility or program.

Intercollegiate Athletics Facilities and Fields:

Upon approval by the Board, the University may enter into agreements with business entities to temporarily name intercollegiate athletic facilities or playing fields when the business entity makes a substantial contribution to the University’s intercollegiate athletics program. In cases where a corporation or organization name is used, the number of years during which the building or outdoor area or space will be named may be limited, normally to a period not to exceed 25 years.

Revocation of Naming:

The University may revoke a naming if a pledge obligation is unfulfilled; the University determines that its association with the donor will materially damage the reputation of the University; or a change in family or organizational circumstances causes the donor or other affected individuals or organizations to request a name change or revocation. The President will bring forth a recommendation for removal of a name to the Board of Trustees.

Administrative Responsibility:

The President of the University delegates administration of the naming of facilities and programs to the Vice President for Advancement. The Vice President for Advancement is responsible for designing and implementing a program and guidelines that implements this policy and that gives a high level of consideration and due diligence to naming.