



Responsible Lehigh Official:
Vice President for Development and Alumni
Relations
Responsible Office: Donor Relations
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NAMING POLICY

Policy Statement

Naming opportunities exist to recognize the extraordinary generosity of individuals and entities whose support and service are valuable to Lehigh University's mission and community.

Reason for Policy/Purpose

- Provide general guidelines for the approval of naming of physical and non-physical entities at Lehigh University (Lehigh or the university)
- Reflect the responsibility of the Lehigh Board of Trustees (board) and the External Engagement Committee (committee) of the board for the governance of naming opportunities
- Ensure consistent application of naming opportunities
- Serve as a reference document for university staff

Who Needs to Know This Policy

- Development and Alumni Relations (DAR) staff
- Finance and Administration staff and Office of the General Counsel staff
- Lehigh staff involved in the solicitation or discussion of gifts involving naming opportunities
- Lehigh staff seeking to honor individuals for dedication or meritorious contribution
- Lehigh president, vice presidents, and senior leadership

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Policy

A. Philanthropic Naming Opportunities and Approvals

Philanthropic naming opportunities are available for physical and non-physical entities at Lehigh. Decisions regarding such recognition are made in accordance with this policy and other applicable university policies and guidelines, including the *Lehigh University Gift Acceptance Policy*, the *Gift-in-Kind Policy*, and the *Named Gift Threshold Guidelines*. If the gift does not meet these requirements, no naming opportunity will be offered to the donor(s) unless an exception has been made in accordance with this policy.

A Naming Agreement (NA) is required to properly document the terms of the naming and recognition. The NA shall follow the format(s) approved by the Gift Acceptance and Naming Committee (GANC) to ensure alignment with university policy as outlined in this and other documents.

The following positions shall constitute the GANC:

- Provost for the university
- Vice President for Development and Alumni Relations
- Vice President for Finance and Administration
- Chair of the External Engagement Committee of the board

Note: The General Counsel serves as counsel to the GANC (i.e., a non-voting role) to provide advice with respect to legal requirements, university policy, and university governance considerations regarding a gift.

Upon presentation of a proposed NA, the vice president for DAR shall seek guidance and/or approval from the GANC as outlined below. At all times, the vice president for DAR and the GANC will consider all potential naming ramifications, financial and non-financial (e.g., public trust and reputation), relating to a gift. The university retains discretion to decline a naming opportunity for any reason.

1. Philanthropic Naming of Physical Entities

Physical entities owned by the university are available for philanthropic naming opportunities (i.e., facilities or facility components such as buildings, wings, auditoriums, rooms, labs, offices, conference rooms, and halls; structures; collections; grounds, landscapes, or landscape components; other locations; or equipment).

- a. Each philanthropic naming of a physical entity requires a signed Gift Agreement (GA) and NA to finalize the naming. As outlined in the *Named Gift Threshold Guidelines*, philanthropic gifts to name a facility or major facility component must equal 50% of the original budgeted construction cost of the project. Exceptions to this threshold should be discouraged and must be approved by the GANC.
- b. Development and Alumni Relations will provide an inventory of naming opportunities and minimum gift requirements for physical entities, to be approved by the GANC. Once the inventory is

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approved, DAR may proceed with finalizing naming opportunities from the inventory without further approval of the GANC.

- c. Naming opportunities that are not on the approved inventory and equal to or in excess of \$1,000,000 must be approved by the vice president for DAR in consultation with the GANC.
- d. Naming opportunities that are not on the approved inventory and are below \$1,000,000 must be approved by the vice president for DAR.
- e. The use of functional names for physical space is highly discouraged, as functions within a physical space may change over time. Examples of functional names may include the *Jones Computer Lab* or the *Smith Study Room*.
- f. The following protocol for funding applies to philanthropic naming of a physical entity in addition to other applicable university policies and guidelines, including the *Gift Acceptance Policy*, the *Gift-in-Kind Policy*, and the *Named Gift Threshold Guidelines*.
 - i. A donor must be on schedule with 50% of the donor's gift commitment fulfilled or as specified in the signed GA prior to visual donor recognition being installed. Completion of funding is required for the visual donor recognition to be maintained. (See also Section F.1. below.)
 - ii. Deferred gift commitments are not eligible for physical naming opportunities. When a deferred gift is realized, it may be considered for a physical naming opportunity.
 - iii. As set forth in Section B of the Gift-in-Kind Policy, in no event (other than approved by the board) shall the university agree to recognize a gift-in-kind as a contribution toward a capital project. For these purposes, a "gift-in-kind" shall not include easily liquidated gifts-in-kind, such as gifts of publicly traded securities or virtual currency.

2. **Philanthropic Naming of Non-Physical Entities**

Non-physical entities are available for philanthropic naming opportunities (i.e., colleges, schools, departments, units, centers, institutes, deanships, department heads, chairs, professorships, programs, lecture series, lectureships, awards, scholarships, fellowships, research funds, etc.).

- a. Each philanthropic naming of a non-physical entity requires a signed GA and NA to finalize the naming.
- b. Naming of colleges, schools, departments, units, centers, and institutes must be approved by the GANC.
- c. Naming of senior academic positions, including deanships and department heads, must be approved by the GANC.
- d. Naming of other academic positions, such as endowed chairs and professorships, must be approved by the senior academic leader in

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the area to benefit from the named academic position as well as the vice president for DAR.

- e. DAR will provide an inventory of naming opportunities and minimum gift requirements for naming of programs, lecture series, lectureships, faculty research fellowships, department funds, awards, student scholarships, fellowships, and research funds, to be approved by the GANC. Once the inventory is approved, DAR may proceed with finalizing naming opportunities from the inventory without further approval of the GANC.
- f. Naming opportunities that are not on the approved inventory and equal to or in excess of \$1,000,000 must be approved by the vice president for DAR in consultation with the GANC.
- g. Naming opportunities that are not on the approved inventory and are below \$1,000,000 must be approved by the vice president for DAR.
- h. The following protocol for funding applies to philanthropic naming of a non-physical entity in addition to other applicable university policies and guidelines, including the *Gift Acceptance Policy*, the *Gift-in-Kind Policy*, and the *Named Gift Threshold Guidelines*.
 - i. All non-physical naming opportunities may be publicly acknowledged once the NA and GA have been signed. Distribution of available funds will occur when the minimum funding level has been reached as stated in the GA. If the minimum funding level is not reached within the time specified in the GA, the university reserves the right to revoke the naming and allocate any accumulated funds in a manner consistent with original donor intent. The university will make a reasonable effort to do so in consultation with the donor and her/his heirs. (See also Section F.1. below.)
 - ii. Deferred gifts (e.g. bequests) may be used for non-physical naming opportunities. However, in approving the naming as outlined above, consideration should be given to the value of the gift, when it will be realized, and the future naming thresholds that will be required at that time.

3. Other Philanthropic Naming Opportunities

Naming opportunities not otherwise set forth in this policy must be approved as follows:

- a. Amounts of \$1,000,000 and greater must be approved by the vice president for DAR in consultation with the GANC.
- b. Amounts below \$1,000,000 are subject to due diligence research and approval by the vice president for DAR.

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B. Honorific Naming

The university may bestow honorific naming in recognition of the dedication or meritorious contribution of an individual. All honorific naming must be approved by the board upon the recommendation of the GANC. The GANC may consult with any trustee, officer, administrator, faculty, or staff member of the university whom they believe to be appropriate when considering honorific naming opportunities. The duration of an honorific naming is based on specific terms approved by the board. The criteria and process for honorific naming are outlined below.

1. The honoree must be a significant contributor to the history, achievements, and stature of Lehigh.
2. Duration of the naming is for the useful life of the building or physical entity so long as there is institutional will to sustain it. For non-physical entities, the duration is unlimited so long as there is institutional will to sustain it.

C. Due Diligence

In order to protect the reputation and maintain good standing of Lehigh, prior to approval, the vice president for DAR is responsible for ensuring that each naming opportunity undergoes due diligence research and scrutiny to safeguard that the naming will uphold university principles and values.

D. Naming for Corporations, Corporate Foundations, or Other Organizations

To avoid any appearance of commercial influence or conflict of interest, due diligence research should be undertaken before recommending the naming of a physical or non-physical entity that involves the name of a corporation, corporate foundation, or organization. Naming and donor recognition signage or publications shall not contain corporate or organizational logos or branding (see also Section H. below). Exceptions should be strongly discouraged and must be approved by the GANC.

Naming for corporations may be awarded for a maximum of ten years, with renewal available upon additional giving. Colleges and schools are ineligible for corporate naming.

In the event the name of a corporation, corporate foundation, or organization has changed due to restructuring, merger, or acquisition, the original naming shall remain intact notwithstanding any such restructuring, merger, or acquisition, as long as the terms of the NA and GA and gift payments are honored by the successor organization. If the successor organization does not honor the GA and/or gift payments, the naming will be rescinded within 90 days of non-compliance. If the successor organization requests that Lehigh change the physical signage to reflect the successor organization's name, Lehigh will consider such a request, however any such consideration will be in Lehigh's sole discretion. If approved by Lehigh, any change to the physical signage will be at the successor organization's expense.

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E. **Permanence of Naming**

Lehigh affirms its commitment to donors and honorees to esteem their legacy and historical connection to Lehigh. A naming in recognition of a gift shall generally be for the useful life of the building or structure and, in the case of non-physical entities, for so long as the school, program, endowment, etc., is in existence. The foregoing may be qualified or modified by the terms of the NA. The duration of an honorific naming is based on specific terms approved by the board.

If at any time after acceptance of a gift it is impossible or impractical for the gift to serve the specific purpose for which it was donated, the vice president for DAR in consultation with the GANC will recommend a redirection of the funds, taking into consideration the original purpose of the gift. The GA shall state the aforesaid discretion.

F. **Revoking a Naming or Changing a Naming**

The university reserves the right to revoke a naming or change a naming if one of the following conditions occurs:

1. A donor does not fulfill a pledge obligation as outlined in the GA including, but not limited to, failing to make installments as scheduled in the GA.
2. The board determines, in its sole discretion, that the continued use of the name may compromise the public trust or reputation of Lehigh.
3. A philanthropic naming opportunity is used to replace an honorary naming.
4. Demolition or substantial renovation or reconstruction of a physical space that substantially changes the function or appearance of the space.
5. Dissolution of a college, school, department, program, institute, or other non-physical entity.
6. Repurposing of a physical entity or non-physical entity.

If Lehigh chooses to revoke a naming based on one or more of these conditions, the university has the right to retain gifts previously made in accordance with the GA.

G. **Changing a Naming at Donor Request**

If an individual donor requests a change to the naming associated with a physical or non-physical entity (i.e., due to marriage), the university will consider the request; however, any such consideration shall be in the university's sole discretion. If approved by the vice president for DAR, all replacement signage and other related costs shall be at the donor's expense. The vice president for DAR has the ability to seek additional approval from the GANC if desired.

H. **Consistent Signage**

Recognition signage is coordinated with Lehigh design standards (developed and maintained by the university architect within the Office of Facilities Services, Campus Planning and Projects) while also allowing some individuality within the area in which the sign will be housed. Donor recognition signage may not contain corporate logos or branding; exceptions must be approved by the GANC.

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Contacts

For policy clarification, assistance with an NA or GA, or additional information regarding naming opportunities, please contact the senior director of Donor Relations in DAR.

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Related Information

Lehigh University Gift Acceptance Policy

Lehigh University Gift-in-Kind Policy

Lehigh University Named Gift Threshold Guidelines

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