NAMING UNIVERSITY FACILITIES AND ACADEMIC UNITS

PURPOSE

To establish policies and procedures for naming facilities represented by the Board of Supervisors of Louisiana State University and Agricultural & Mechanical College and associated Academic Units.

DEFINITIONS

1.1 A University facility is any building or portion thereof, site, street, park or open space under the control of Louisiana State University and Agricultural & Mechanical College.

1.2 An Academic Unit is a college, school, department, institute, program or center.

1.3 For purposes of this policy a Notable Donor or Benefactor is a memorial gift, an individual, a corporation or other organization whose naming desires may be considered if the gift or donation meets or exceeds an approved amount or the following normal thresholds (see sections 4.2 and 4.3 below for additional stipulations and 5.1 and 5.2 for restrictions) or, in individual cases of unusual character, some other threshold approved in advance by the Chancellor.

a. for a building: normally contributes at least 50% of the cost of constructing a new building or not less than 75% of the cost of renovating an existing building or contributes the equivalent to the University’s general endowment for a building constructed or renovated with State and/or Federal funds.

b. for a college or school: normally contributes not less than $20 million to the endowment of that college or school.

c. for an academic department: normally contributes not less than $10 million to the endowment of that department.

d. for an institute, program (degree and non-degree) or center: normally contributes not less than $1 million to the endowment of that institute, program or center.

e. for a portion of a facility: such amount as may be required to renovate or otherwise equip it for a specified use.

Note: Amounts listed in b., c., and d. may be adjusted from time to time to account for inflation or other considerations upon approval of and at the discretion of the Chancellor.
1.4 The Committee on Naming University Facilities and Academic Units is appointed by the Chancellor and serves in an advisory capacity to the Chancellor. The Committee consists of the following individuals serving staggered terms:

- One committee chair voted on by the committee from among its non ex-officio members.
- 8 tenured faculty members serving for terms of 4 years, staggered in classes of two. Members may be reappointed.
- The Executive Director of Institutional Advancement (Chancellor’s Office Designee) – ex-officio member with voice but no vote.
- One CEO from either the LSU Foundation, Alumni Association or Tiger Athletic Foundation – ex-officio member serving a 2 year term with voice and vote. CEO’s serve on a rotating basis.

GENERAL POLICIES

2.1 The Facilities and Academic Units under the control of Louisiana State University are named upon the recommendation of the Chancellor, with the approval and authority of the Board of Supervisors, in accordance with applicable statutes and regulations and this Policy Statement (PS).

2.2 The LSU Board of Supervisors at any time, on good cause, can change or revoke the name on any Facility or of any Academic Unit named under the provisions of this Policy Statement except as provided in a naming agreement under section 4.3.

2.3 Facilities and Academic Units may be named to honor the contributions and achievements of an individual (living or dead), organization, or corporation associated with LSU in accordance with State statutes, Permanent Memoranda of the LSU Board of Supervisors, and this Policy Statement. (See Applicable Statutes and Regulations, section 5.1 to 5.2). Naming of any Facility or Academic Unit in honor of an individual, organization or corporation must be approved by the Board of Supervisors. The provision of functional names for facilities in which the name of an individual, organization, or corporation is not involved, is left to the discretion of the Chancellor as provided for in sections 3.1-3.3; 4.1.

2.4 A naming or alternative naming (see section 3.2) of a University Facility or Academic Unit that is agreeable to a Notable Donor or Benefactor, as well as to the University, will not be made, nor any alleged promise of such naming honored, without compliance with PS 70 and the prior approval of the Dean or comparable administrative official and/or Vice Chancellor under whose immediate authority the Facility or Academic Unit falls, the Office of Academic Affairs (for Academic Units), the Chancellor, the System President, and the LSU Board of Supervisors.

2.5 Any proposal, gift, pledge or planned giving agreement that contemplates delivery of a naming to a donor must contain the following language:
“Any and all namings involving buildings or portions thereof, sites, streets, open spaces, colleges, schools, departments, institutes, programs or centers under the control of the Board of Supervisors of Louisiana State University and Agricultural & Mechanical College require the approval of the Dean or comparable administrative officer, and/or Vice Chancellor under whose immediate authority the Facility or Academic Unit falls, the Office of Academic Affairs (for Academic Units), the Chancellor, the System President, and the LSU Board of Supervisors and must be in compliance with State law, Permanent Memoranda issued by the System President and PS-70. No naming or agreed alternative naming may be delivered to any person, organization or corporation without said approval nor will any alleged promise be honored that does not comply with these stipulations. Donors are advised that approval is not automatic or guaranteed.”

To avoid misunderstandings, a copy of PS-70 should be given to each potential Notable Donor or Benefactor early in the negotiation process.

2.6 The name of any Facility or Academic Unit exists only for the useful life of the Facility or Academic Unit or, where no useful life can be determined, for such term of years as is approved by the Chancellor, the System President, and the Board of Supervisors. Replacement or substantial renovation of a Facility or the termination, merger, or change in nature of an Academic Unit shall be considered the end of its useful life. See also section 2.2. An exception to this rule is found in section 4.3.

2.7 Facilities and Academic Units renamed under the provisions of this Policy Statement, except for those named in accordance with section 4.3, will have a plaque stating that they previously were built, renovated, or endowed by the generous donation of each previous donor, listed by name and in chronological order. In this way, the University will keep alive the memory of its supporters.

PROCEDURES

3.1 A request to name (or to change the name) of any University Facility or Academic Unit must be made in writing to the Chancellor using the official LSU Facilities Naming Request form (attached). Requests originating from University faculty or staff should be forwarded through established channels. The request should be accompanied by supporting documentation adequate to indicate that the request meets the established criteria outlined in section 4. The Office of the Chancellor will forward the request, with documentation, to the Committee on Naming University Facilities and Academic Units.

3.2 The Committee will gather such additional information as it may deem appropriate, including soliciting input of any units occupying the Facility in question. Requests to name an Academic Unit must have the approval of a majority of the full-time faculty of that unit, by recorded vote. The Committee will review the request, the furnished documentation, and any other information available. The Committee may table the request and ask for more information from the originator of the request or ask the originator to accept an alternative naming. The Committee will arrive at a
recommendation by simple majority vote and will report its recommendation to the Chancellor in writing.

3.3 The Chancellor will take the Committee’s recommendation under advisement. If the Committee endorses the original request and the Chancellor accepts the recommendation of the Committee, then the request to name or to change the name of the Facility or Academic Unit will proceed through channels. In cases of simple functional names, the Chancellor will authorize the Office of Facility Services to change the name of the Facility in its official files and records. In cases when the request is to name a Facility or Academic Unit after an individual, organization or corporation, the Chancellor will forward the request with his/her recommendation to the President, who will forward it to the Board of Supervisors for disposition.

3.4 The Chancellor may reject the recommendation of the Committee, or may refer the matter back to the Committee with the request that it reconsider its recommendation.

3.5 The Office of the Chancellor will advise the originator of the request, as well as any other individuals who have indicated their interest in the matter in writing, of the final disposition of the request.

CRITERIA

4.1 In the case of purely functional names, in which the name of an individual person, organization or corporation is not involved, in making its recommendation to the Chancellor the Committee will consider the appropriateness and accuracy of the name, its simplicity for utilitarian purposes, and the extent to which it duplicates or approximates the names of other campus facilities.

4.2 In the case of requests to name Facilities or Academic Units in honor of an individual, the Committee will be guided by the following criteria. An individual for whom a Facility or Academic Unit would be named should:

- have had some significant connection with the University, either as a student, an alumnus, a faculty member, an administrator, a Notable Donor or Benefactor, or a supporter and;
- be of outstanding character and distinction and have made substantial contributions to his/her field of endeavor or to society in general or;
- be of outstanding character and distinction and have made significant contributions to the development of Louisiana State University or the State of Louisiana in education, the arts, public life, or some other appropriate field of endeavor.

4.3 In the case of requests to name a Facility or Academic Unit in honor of an organization or corporation, the Committee will be guided by the following criteria:

- be a Notable Donor or Benefactor to the University as defined herein;
- have an honorable reputation;
• agree in writing that the naming does not imply a marketing or product endorsement nor will the naming be so used by the corporation or organization, except in the case of advertising prescribed in connection with LSU Athletics;
• be named for a specified period of time as outlined in the naming agreement approved by the Chancellor and the Board of Supervisors in accordance with this Policy Statement.

4.4 As indicated in section 2.3, University Facilities and Academic Units may be named to honor a living individual in accordance with State statutes. In order to avoid any appearance of a conflict of interest in such instances, current holders of elected public office, candidates for public office, current LSU employees and members of the LSU Board of Supervisors and of the Louisiana Board of Regents for Higher Education are not eligible for consideration.

APPLICABLE STATUTES AND REGULATIONS

5.1 Louisiana Revised Statutes 42:267. “Except as authorized or provided by law, no public building, public park, [and certain other enumerated facilities]…owned by…any institution receiving its support in whole or in part from the state shall be named in honor of any living person.”

5.2 PM-2 of the LSU System: “no public building, site, street, or park shall be named after a living person. Moreover, no building, site, street, or park shall be named for an individual person (persons) until such person (persons) to be so honored has (have) been deceased for at least two years;”