

Policy Title: Naming and Commemorative Tributes	Effective Date: 9/30/2025
Policy Number: ADV-PO-1601	Date of Last Review: N/A
Oversight Department: Advancement and Alumni Relations	Next Review Date: 10/1/2028

1. PURPOSE

The *Naming and Commemorative Tributes Policy* for Radford University (University) establishes the guidelines and procedures for naming and other commemorative tributes across the University. This policy is designed to ensure consistency, fairness, and appropriate recognition in the university's naming and other commemorative tribute practices.

2. APPLICABILITY

This policy applies to all naming and other commemorative tribute opportunities across the university in honor of individuals or organizations, including but not limited to:

1. Physical facilities
 1. Buildings and other major facilities
 2. Building additions
 3. Portions of buildings such as internal spaces.
2. Specific units such as centers, institutes, departments, schools, or colleges.
3. External land spaces such as gardens, plazas, lawns, courtyards, streets, and athletic fields.
4. The erection and planning of donor recognition elements such as donor walls, plaques, signs, portraits, or other permanent memorials.

3. DEFINITIONS

Center: A dedicated unit that focuses on a specific area of study, research, or student support. Centers often promote interdisciplinary collaboration, provide resources and services, host events and workshops, and foster community engagement related to their thematic focus. They serve as hubs for innovation and learning, enhancing the academic experience for students and faculty alike.

Institute: A research-focused organizational unit that is broader in scope than a center, typically involving faculty and staff from multiple academic units. Institutes enrich the academic environment by fostering innovation and by enhancing the university's impact on society.

4. POLICY

- A. The university will approve naming and commemorative tribute opportunities in appropriate instances where the university has significantly benefited from the relationship with the individual or organization.
- B. Naming opportunities shall reflect the mission and values of the university. Consideration will be given to ensuring an appropriate relationship between the use of the facility and the individual or organization for which it is named.
- C. Physical facilities or external land spaces bearing a name will be clearly identifiable, distinctive, significant, and functional.
- D. The naming and commemorative tribute must bring no adverse reflection on the university. The naming and commemorative tribute should bring honor to both the namesake and the university.
- E. External land spaces will go through the same review process as physical facilities.
 - 1. An external land space adjacent to a physical facility will not assume the naming convention of the physical facility. The steps to officially name an external land space that is adjacent to an existing physical facility in honor of an individual will require the same process as the naming of the physical facility.
- F. In accordance with the Board of Visitors *Bylaws*, final approval of naming opportunities with regard to naming buildings and other major facilities, rests with the Board of Visitors.

5. PROCEDURES

A. Review and Approval – Naming and Commemorative Tributes Committee

- 1. All naming proposals must be reviewed by the Naming and Commemorative Tributes Committee (Committee) before final approval.
- 2. The Committee is responsible for reviewing proposals for the naming, renaming, or removal of names.
- 3. Committee members may contact others as appropriate to obtain or validate information regarding naming proposals.
- 4. The Naming and Commemorative Tributes Committee will consist of the following:
 - i. Vice President for Advancement and Alumni Relations, Chair
 - ii. Provost and Senior Vice President for Academic Affairs
 - iii. Vice President for Finance and Administration and Chief Financial Officer
 - iv. Vice President for Student Affairs
 - v. Associate Vice President for Facilities Management
 - vi. Associate Vice President for Marketing and Communications
 - vii. Faculty Representative
 - viii. President of the Radford University Ambassadors
- 5. The Committee will make recommendations to the President based on the review.

B. Review and Approval – President and Board of Visitors

- 1. The President will review the Committee's recommendations and act on them. If the naming opportunity is regarding a building or other major facility, the President will submit his/her proposals to the Board of Visitors for final approval. If the naming opportunity is regarding an academic unit or program, the President will submit his/her proposals through the Academic Excellence and Student Success Committee, and once Board of Visitors approval

is given, it must be submitted to the State Council of Higher Education for Virginia (SCHEV) for final approval action.

C. Buildings and Other Major Facilities Naming in Tribute to Individuals:

The following guidelines should be observed in naming buildings and other major facilities:

1. Buildings and other major facilities may be named in honor of an individual or individuals.
2. The naming of a building or other major facility is a high honor and would not be done casually. The honor is reserved for those who have made extraordinary contributions to the university through their achievements in service and/or financial support to the university.
3. To merit recognition in the naming of a building or other major facility, an individual's relationship to the university should be truly exceptional in both quality and impact and be of significant duration.
4. Buildings and other major facilities are not named for individuals who have been employed by the university during the year preceding the naming. Exceptions may be granted in extraordinary cases.
 - a. In cases where the individual being honored may still be employed by the university but has been separated from the role for which his/her contributions have been most substantial for at least one year, the individual may qualify for an honorific naming.

D. Naming Based on Philanthropic Contributions

1. When financial contributions are a factor, the level of contribution needed for naming will vary. For example, naming of a building, addition to a building, or portion of a building (as may be the case in a major renovation project) will vary depending on the financing considerations, purpose, size, prominence on campus, and the level of private support needed for construction. Such gift commitments must be payable over a defined pledge term and the donor must provide a legally binding commitment enforceable against his/her assets/estate until the pledge is retired.
2. Prior to initiating the formal naming process, at least 75% of the gift commitment for the established naming opportunity must be received by the Radford University Foundation, Inc. for any **new** construction or major renovation. When the naming opportunity is for an **existing** space with no associated debt service, it is recommended that at least 50% of the specified gift commitment be received before the naming process commences. Exceptions may be granted in extraordinary situations.
 - a. In cases of existing construction, outright gifts and/or irrevocable deferred gifts may be used. The amount credited toward the naming opportunity will be based on the present value of the charitable gift plan.
 - b. In cases of new construction and when financial support is needed for construction or renovation, only outright gifts of readily marketable assets may be used.

E. Names in Tribute to Corporate Entities:

1. Corporate names are considered to be appropriate for naming internal spaces and external land spaces. Such naming opportunities must be stated in the proposal, as part of the negotiation, prior to consideration by the Committee.
2. Corporate names are not considered to be appropriate for the naming of buildings.
3. Naming privileges for corporate entities are to be negotiated for a period of up to ten years.
4. The naming privilege for a corporate entity may be granted at the receipt of the pledge commitment and its first payment.
5. Exceptions may be granted as recommended by the Committee.

F. Duration and Modification of Naming and Commemorative Tributes:

1. Unless otherwise outlined in this document, a naming will exist for the life of the facility, space, or unit for which it was named. For example, the name of a building will exist as long as the building is standing, or unless a major renovation occurs that will result in changes to the building. Such circumstances will be evaluated on a case-by-case basis when buildings or other spaces are removed or changed.

G. Donor Recognition Elements

1. Donor recognition elements should be encouraged to commemorate truly outstanding contributions, either in service or financial support, of individuals or organizations.
2. Such tributes should be located inside or outside buildings or facilities that have strong identification with the individuals or organizations being honored.
3. The cost of such donor recognition elements generally should be borne by donors interested in the tributes.
4. All internal and external designs need to be reviewed and approved by the Committee and will be in accordance with university signage standards and design guidelines.

H. Naming Specific Units Such as Departments, Schools, Colleges, Centers, or Institutes

1. A specific unit may be named in honor of an individual in recognition of service to the university and/or in recognition of financial contributions sufficient to provide physical facilities and equipment for its academic and/or research programs, or which would provide sufficient income to cover an appropriate portion of the annual operating costs of the unit, or both.

I. Removing or Changing Names in Tribute to Individuals

1. For cases in which a review of a naming is warranted, the Committee will receive and consider proposals for removal or changing of a name from members of the university community, including councils, commissions, authorized boards, and individuals with a verified and appropriate relationship with the university. Proposals to be considered must include justification, research and ample information from which an informed and appropriate recommendation can be made.
2. The extraordinary circumstances that would warrant a review and potential recommendation for the removal or change of a naming may include but would not be limited to:
 - a. A building no longer exists. In this case, it is recommended that a commemorative plaque honoring the individual for which the former building was named be placed within any new building erected on the site of the former building.
 - b. The individual for which the naming was in tribute has been found to not represent the values of the university through the discovery of information that dishonors the university and/or the individual.
 - c. Failure of the donor to fulfill the philanthropic commitment required and relied upon for the specific naming opportunity in the official agreement in place at the time of the approved naming.
 - d. Request of the individual/donor/associated family member to remove or change the building or space name if the purpose and use of the building or space no longer aligns with the stated intentions at the time the naming was confirmed.

- e. A philanthropic contribution naming opportunity may be used to replace a naming which was not based on a philanthropic contribution.
- 3. The approval process for removal or changing of a name will be the same as the approval process for the original naming.
- 4. Notification of removal or changing of a name will be public and transparent, in consultation with the Marketing and Communications office for an appropriate communications plan.

6. EXCLUSIONS

This policy does not apply to identifying rooms or facilities with numbers, letters, colors, or generic terms

7. APPENDICES

None

8. REFERENCES

None

9. INTERPRETATION

The authority to interpret this policy rests with the President of the University and is generally delegated to the Vice President for Advancement and Alumni Relations.

10. APPROVAL AND REVISIONS

The new *Naming and Commemorative Tributes Policy* was submitted to and approved by the President's Cabinet on August 4, 2025. President Danilowicz signed the policy on September 30, 2025.

For questions or guidance on a specific policy, contact the Oversight Department referenced in the policy.