

## Policy on Naming of Clarion University Facilities and Program Centers

Date Effective: July 6, 2017  
Adopted By: President's Executive Council  
Issued By: President's Office  
Contact: President's Office, 393-1984

---

### Purpose:

Purpose: To provide guidelines for the naming of facilities as well as program centers at Clarion University of Pennsylvania.

### Policy:

Clarion University is proud and privileged to recognize those who have significantly influenced its university community through their distinguished service and/or contributions by naming facilities and/or program centers in their honor.

It is the general policy to name facilities for benefactors (or parties benefactors are seeking to honor) only with a required minimum gift commitment towards the cost of the funding needed for new construction or major renovations.

In accordance with the Board of Governors policy (1997-03) on the naming of State System of Higher Education facilities, the University establishes the following criteria for determining the appropriateness of commemorating an individual or recognizing a corporate entity or foundation through the naming of a facility or program center:

1. The contribution(s) of the individual(s), corporate entity, or foundation being recognized by the naming shall exemplify the ideals valued by the University community and enhance the overall quality of the University through one or more of the following:
  - a. Demonstration of outstanding service and/or generosity
  - b. Substantial contribution to the development and destiny of the University. Gift commitments should be payable over no more than a five-year pledge term, with fifty percent or more of the gift completed before the naming becomes official.

2. The naming does not require the surrendering of any administrative or academic power by the University.
3. The duration of a benefactor's name association with any building, or part of a building, be that benefactor an individual or an organization, shall remain in place for the useful life of that building, or part thereof so designated. In the event that a building, or any part thereof, named for a benefactor is removed or replaced at the expiration of its useful life, the University shall not be obligated to continue the name, nor shall it be obligated to name any new construction intended to replace the building, or any part thereof, after the benefactor. The University may seek other means to recognize the benefactor after the useful life of the building.

The Council of Trustees shall have the authority to revoke the name of a University facility in the event that the benefactor for whom the facility or academic unit was named:

1. is later convicted of a felony; or
2. engages in conduct which, in the sole discretion of the Council of Trustees, is significantly detrimental to the reputation of the benefactor, such that continued name association between such individual and a University facility or academic unit would be contrary to the best interests of the University.

**Procedures:**

Naming guidelines for specific projects will come as a recommendation from the Clarion University Foundation, Inc. development committee, to be approved by the University President. Proposals for the naming of a facility or program center will be forwarded for review to the Naming Committee of the Council of Trustees. Proposals should include the rationale for the proposed naming and background information on the individual(s), corporate entity, or foundation to be recognized. The Naming Committee will make a recommendation to the full Council which shall approve the naming of each facility or center.