

3344-3-01 Space, unit and entity naming.

(A) Purpose

This rule sets forth university-wide policy for space, unit and entity naming at Cleveland state university ("CSU" or the "university").

- (B) Definitions
 - (1) Funds:
 - (a) "Current use funds" means funds that are intended to be spent in the current operating cycle.
 - (b) "Term use funds" means funds that are intended to be spent in a specified period of time

- (c) "Philanthropic naming" means a formal assignment of a specific name to express appreciation for a philanthropic gift from an individual or an organization (e.g., The Monte Ahuja College of Business).
- (4) "Space" means a defined physical area or structure such as a building, interior room, outdoor area, features (e.g., sites and fountains), or objects (e.g., lockers). The name given to a construction project to renovate or create a new space is separate from the naming of the space itself and outside the scope of this rule.
- (5) "Unit" means a college or administrative unit.
- (6) "Unit leader" means head of a college or administrative unit (e.g., dean, senior vice president, president, provost).
- (C) General information
 - (1) The university will commit to name an entity, unit or space only after carefully considering all relevant factors, including the potential impact the naming will have on the university and the campus community and consistency with university tradition, mission, and policy.
 - (2) Significant gifts to the university through the Cleveland state university foundation (the "foundation") will provide opportunities for donors to name a program, building, space, unit, scholarship, faculty fund, etc. in honor of the donor/s or another person/s recommended by the donor/s. Each philanthropic naming gift must be accompanied by a gift agreement approved and executed by the donor/s or their representatives, the foundation, and the college, school, department, or program that is to benefit from the gift and, in some instances, the university.

(3)

- (4) Prior to discussing the proposed gift amount with the donor(s), the specific philanthropic naming gift amount must be approved by the vice president of university advancement and executive director of the foundation as well as the university president or the appropriate unit leader.
- (5) The university president brings suggestions for philanthropic naming gifts valued at or over one million dollars to the board of trustees along with either a proposed philanthropic investment or a justification as to why a particular entity, unit or space should be named in honor of an individual or company.
- (6) In the event the donor is endowing an academic program or position, an

advancement and executive director of the foundation to do the following:

- (a) Coordinate gift agreements and naming designations on their behalf and to inform members of the university community affected by such gifts.
- (b) Make decisions regarding philanthropic naming opportunities for gifts valued under one million dollars.
- (c) Make recommendations to the board of trustees with regard to naming opportunities for gifts valued at or over one million dollars.

- (c) If at any time the university determines that the continued naming of a space, unit or entity compromises the university's integrity or reputation.
- (2) The procedure for reviewing names of university spaces, units and entities shall be followed in the review, amendment, removal or renaming of a university space, unit or entity.
- (3) In the event that a named space, unit or entity ceases to exist, the university is not obligated to continue the recognition, nor will it be WBmf1 0 e university