

source of funding of the contribution, and such other matters as may be relevant to the creation of the named position.

- b. Schools, Institutes, and Centers. All new schools, institutes and centers must be established and approved in accordance with University policies. Schools, Institutes and Centers may be named by approval of the Board of Trustees, upon recommendation and following approval by the IA Committee, when significant funds have been provided through an outright gift or a written pledge to support the operation of the School, Institute or Center. See Recommended Gift Minimums provided below. Upon recommendation by the Foundation President and either the University Provost, the Executive Vice President for Health Affairs at the UConn Health Center, or the University Athletic Director, the University President will present to the IA Committee a proposal (“Naming Memo”) for establishment of a named school, institute, or center.

- c. Facility². A Facility may be named for the useful life of the Facility when funds have been provided through an outright gift or written pledge in an amount that is significant in consideration of the cost, size, utility and visibility of the Facility. Contributions may, but are not required to, support the construction or maintenance of the Facility. Generally, the naming of a Facility will not be permitted if funds are committed through a bequest or deferred gift instrument; however, exceptional circumstances may support such naming recognition where the donor has demonstrated a long history of supporting the University at significant levels and/or where the bequest or deferred gift is expected to be augmented by additional current outright giving from the donor. See Recommended Gift Minimums below. Any Facility naming must be approved by the Board of Trustees, upon recommendation and following approval by the IA Committee. Upon recommendation of the Foundation President and either the University Provost, the Executive Vice President for Health Affairs at the UConn Health Center, or the University Athletic Director, the University President will present to the IA Committee a proposal (“Naming Memo”) for establishment of such a named Facility.

The naming of all Facilities must be consistent with Article XV, section F of the University of Connecticut bylaws, which provides:

“Naming of Facilities - The act of naming or renaming a University facility for a person, family or organization confers one of the University’s highest and most conspicuous honors. The President is authorized to establish guidelines and procedures in accordance with this policy for naming University facilities. The naming of any facility must be approved by the University of Connecticut Board of Trustees upon recommendation of the University President.”

When a Facility ceases to exist, the University will make reasonable efforts to continue to recognize the donor in an appropriate way; however, the University will not be obligated to

² “Facility” for purposes of these guidelines mean any section of campus, proposed or existing building or section thereof, outdoor space, (such as a garden, courtyard or plaza) and other tangible and relatively permanent feature located on University property.

transfer recognition to another Facility. See the University's *Policy Regarding Demolition of Named Structures and Use Changes of Named Campus Areas* for additional information.

On occasion it may be appropriate for the Foundation to obtain pre-approval of multiple naming opportunities for a Facility construction or renovation project such as a: new building, new building wing, renovated building, renovation of a section of a building, or similar such project. The Foundation, after consultation with the school, college or unit engaged in the Facility project, may present to the IA Committee for approval a list of naming opportunities and associated gift values using a formula that takes into account the cost of a new project or the value of an existing Facility, plus the size, utility and visibility of the space to be named. The Foundation may rely on such pre-approved naming opportunities in soliciting gifts provided, however, it is understood that specific names for each space must still be presented for approval by the appropriate authority on an individual basis as described in these guidelines.

d. All other naming opportunities. All other naming opportunities may be named with the approval of the University Provost, the Executive Vice President for Health Affairs at the UConn Health Center, or the University Athletic Director upon recommendation of the head of the relevant college, school or unit. Examples include, but are not limited to, scholarship, program and research funds.

II. Removal of Naming Opportunities

The University may remove a name from any Deanship, Distinguished Chair, Chair, Professorship, School, Institute, Center, Facility, or other naming opportunity upon the failure of a financial commitment to be satisfied by a donor. The University, at its sole discretion, also reserves the right to withdraw a name on any Deanship, Distinguished Chair, Chair, Professorship, School, Institute, Center, Facility or other naming opportunity under extraordinary circumstances when, based on information unavailable at the time of the naming or that arises thereafter, the continued use of the name would compromise the public trust or reflect adversely upon the University.

III. Documenting Naming Opportunities

The following procedures are established for documenting University approval of the terms of named funds and accounts administered and held by the Foundation. All such funds and accounts must be established subject to the approval of any relevant naming opportunities, as specifically set forth above. The Foundation's Stewardship Department should be notified upon completion of documenting all naming opportunities.

1. Named Non-endowed Funds

Named non-endowed funds must be documented through a memorandum of understanding or other appropriate document that provides the terms of the fund and is approved by (i) the donor; (ii) the Foundation President or his or her designee; (iii) the University Provost, Executive Vice President for Health Affairs, or the University Athletic Director; and (iv) the head of the relevant college, school or unit who will have signatory authority over the fund.

2. Named Endowed Funds

Named endowed funds must be documented in an endowment agreement or other appropriate document that provides the terms of the fund and is approved by the (i) donor; (ii) the Foundation President or his or her designee; (iii) the University Provost, Executive Vice President for Health Affairs, or the University Athletic Director; and, (iv) the head of the relevant college, school or unit who will have signatory authority over the fund.

IV. Recommended Gift Minimums

The following recommended gift minimums are provided for naming opportunities. A school, college, or unit may request an exception to these minimums based on the facts and circumstances of a particular gift. All such exceptions must be made in a manner that is consistent with the procedures for approval of naming opportunities set forth above.

Recommended gift minimums for endowed naming opportunities are expected to be fully funded during a period not to exceed five (5) years. However, in certain instances, with the approval of the authorities identified in Section I above, a naming opportunity may be approved based on the expectation of the endowment commitment being fully funded in a reasonable timeframe that may extend beyond the typical five-year period. For example, consideration may be given to the immediate activation of an endowed scholarship, program, or faculty position if an expendable, multi-year, irrevocable commitment is made by the donor through the first year the endowment is fully funded, which is equivalent to the spending allocation amount expected each year from the fully funded endowment. Please review the Foundation’s *Policy on Expenditures from Endowed Funds* for additional information on endowment spending allocations and endowment fund administration.

Recommended gift minimums for non-endowed naming opportunities are expected to provide an annual amount of support equal to the annual spending allocation amount an endowed fund provides for the same naming opportunity. Named non-endowed funds are expected to be maintained for a period of three to five years.

School/College Support	Endowment Minimum	Non-endowed Minimum
In order to name a school or college, a donor must provide a truly transformative gift in the form of an endowed fund to support that school or college.	Required amounts to be determined by the Board in consideration of prevailing peer/market minimums.	

Faculty Support	Endowment Minimum	Non-endowed Minimum (Annual)
Deanship	\$5,000,000	N/A
Distinguished Chair	\$4,000,000	\$160,000
Chair	\$3,000,000	\$120,000
Professorship	\$1,500,000	\$60,000
Associate Professorship	\$750,000	\$30,000
Program Directorship	\$500,000	\$20,000
Faculty In-Residence	\$250,000	\$10,000
Faculty Fellowship	\$200,000	\$8,000

Student and Program Support	Endowment Minimum ³	Non-endowed Minimum (Annual)
Husky Pride Athletic Scholarship	\$125,000	\$5,000
Undergraduate Scholarship (Other Restrictions)	\$100,000	\$4,000
Graduate Fellowship (Other Restrictions)	\$100,000	\$4,000
Undergraduate scholarship (Priority Restrictions)	\$50,000	\$2,000
Graduate Fellowship (Priority Restrictions)	\$50,000	\$2,000
Academic Enhancement Funds supporting programs, conferences, lectures, etc.	\$50,000	\$2,000

Permitted “Priority Restrictions” include (i) merit and/or financial need, (ii) school, college, department, program and/or qualified academic major, or in the context of graduate students an equivalent program of study or area of curricular interest, and (iii) Connecticut state residency requirements.

“Other Restrictions” include all other legally permitted scholarship selection criteria (e.g., specific grade point average, specific CT town residency, specific non-CT state residency, employment, volunteer or extracurricular activities, non-varsity sports).

Athletics	Endowment Min.	Non-endowed Min. (Annual)
Athletic Directorship	\$ 5,000,000	\$ 200,000
Head Coach (Football, Basketball)	\$ 4,000,000	\$ 160,000
Head Coach (all other teams)	\$ 1,000,000	\$ 40,000
Assistant Coach Basketball, Football	\$ 750,000	\$ 30,000
Assistant Coach (all other teams)	\$ 500,000	\$20,000

³ Graduate Fellowship (Priority Restrictions), Undergraduate Scholarships (Priority Restrictions), and Academic Enhancement Funds may be endowed at a minimum level of \$25,000 (or established as non-endowed at a minimum level of \$2,000) for funds established by, in honor of, or in memory of University faculty or staff.

Facility Type	Suggested Gift Minimum (gifts may be designated as endowed or non-endowed as appropriate based on needs of University)
Lecture Hall	\$500,000 – 1,000,000
Dean’s Suite	\$250,000 – 500,000
Seminar Room	\$250,000 – 500,000
Conference Room (Departmental/Large)	\$100,000 – 250,000
Library Reading Room	\$100,000 – 250,000
Research Lab	\$100,000 – 250,000
Faculty Lounge	\$50,000
Conference Room (Small/Multi-use)	\$25,000
Patient Room	\$25,000
Student Study Lounge	\$ 25,000 – 50,000
Graduate Office	\$ 15,000
Study Carrel	\$ 5,000

Common facility naming options are itemized above, with suggested minimum gift amounts noted. When approving gift minimums to name the listed Facilities (or others not listed) and/or granting exceptions, consideration should be given to, without limitation, the comparative funding requirements of peer institutions; the public visibility of the naming opportunity; the cost, size, prominence, location, usage and aesthetic quality of facilities; and other relevant factors. For additional guidance see Exhibit A.

Exhibit A

In considering whether the naming of a Facility is appropriate recognition for a contribution the following formula is provided as guidance. Individual circumstances may vary.

$$\text{Minimum Suggested Gift} = \text{Facility Size (sq. ft.)} \times \text{Percentage of the Cost Per Square Foot} \times \text{Utility Factor} \times \text{Location Factor}$$

Square Feet — The physical size of the space (e.g., square footage of the entire building, square footage of the room).

Percentage of the Cost Per Square Foot — The cost of construction of the physical space. (e.g., for a “new” building less than 10 years old cost is the actual construction cost multiplied by 50%, for an “older” building more than 10 years use replacement cost multiplied by 25%).

Utility Factor— Answers the question: how widely useful (or flexible) is a space? Spaces such as entire buildings, auditoriums, and lecture halls should have a utility factor of 1.0. Moderately useful/flexible spaces such as conference rooms and small classrooms should have a utility factor of .75. Less useful/flexible spaces such as faculty offices or staff conference rooms should have a utility factor of .5.

Location Factor—Answers the question: how prominent/visible is a space? Spaces such as high-traffic buildings, classrooms on a ground floor should have a location factor of 1.0. Spaces such as less prominent buildings, classrooms on upper floors should have a location factor of .75. Low-traffic rooms on upper floors should have a location factor of .5.

Two examples of the formula using the West Classroom Building on the Storrs Campus - \$42M Project completed in 2011 (67,000 square foot building):

Lecture Hall #101 (located on ground floor)

$$\begin{array}{l} \text{Size} \quad \times \quad \text{Cost Per Square Foot} \times 50\% \quad \times \quad \text{Utility Factor} \quad \times \quad \text{Location Factor} = \text{Min. Suggested Gift} \\ 2,833\text{sq}' \times \quad \$627/\text{sq}' \times .50 \quad \quad \quad \times \quad 1.0 \quad \quad \quad \times \quad 1.0 \quad \quad \quad = \quad \$ 888,145 \end{array}$$

Classroom #201 (located on 2nd floor)

$$\begin{array}{l} \text{Size} \quad \times \quad \text{Cost Per Square Foot} \times 50\% \quad \times \quad \text{Utility Factor} \quad \times \quad \text{Location Factor} = \text{Min. Suggested Gift} \\ 1,339\text{sq}' \times \quad \$627/\text{sq}' \times .50 \quad \quad \quad \times \quad .75 \quad \quad \quad \times \quad .75 \quad \quad \quad = \quad \$ 236,124 \end{array}$$