

15502.00 | Naming of California State University Schools, Colleges, Programs and Other Academic and Non-Academic Units

Effective Date: 2/1/2014 | **Revised Date:** 2/1/2014

POLICY OBJECTIVE

The California State University (CSU) Board of Trustees retains authority for naming all California State University schools, colleges, programs, centers, institutes and other academic and non-academic units.

POLICY STATEMENT

100 PURPOSE

This policy is intended to encourage private support through recognition opportunities.

200 SCOPE

This policy governs naming of CSU schools, colleges, programs, centers, institutes and other academic and non-academic units whether at the main campus or satellite locations. Naming of academic positions; i.e. endowed chairs or designated funds supporting academic programs and activities are approved at the discretion of the campus president. Names which are simply descriptive of the function of the unit are exempt from this policy.

300 AUTHORITY

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer.

400 CONSIDERATIONS

Each proposal for naming of a CSU school, college, program, center, institute or other unit shall be considered on its own merits, including compatibility with the mission and values of the university. No commitment for the naming shall be made prior to CSU Board of Trustees approval of the proposed name.

The name presented for CSU Board of Trustees approval must honor an individual or an organization and must meet the following criteria:

401 When a donor gift is involved:

- The gift should be clearly and broadly supported as being consistent with the reputation and aspirations of the unit. Consultation should include the dean, director, or unit head, and faculty leadership.
- The gift should enhance academic excellence, promote experiential learning, support student achievement or contribute significantly to the mission of the university.
- The gift should provide “substantial” benefit to the CSU. The term “substantial” in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. The value should be appropriate to the scope and function of the unit.

402 In a rare instance, when the naming honors service to the CSU:

- It should honor a person who has achieved unique distinction in higher education and other significant areas of public service, or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to a CSU campus or the system which warrant special recognition, or who has served the CSU in an administrative capacity and who, during administrative service, made extraordinary contributions to a CSU campus or the system which warrant special recognition.
- When a proposal for naming in honor of an individual involves service to the university in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
- No more than one unit in the system shall be named after any one individual on the basis of service to the CSU.

403 No unit will be named after seated, elected or appointed officials currently in office.

500 WAIVER

In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria.