



Ohio Administrative Code Rule 3341-9-02 Naming.

Effective: June 24, 2026

(A) Policy statement and purpose

The BGSU board of trustees upon the recommendation of the university president has the authority for naming all university facilities, faculty and staff positions, and academic entities and programs. The board may delegate to the president the authority to name individual rooms, spaces and features within buildings, landscape features, and other outdoor areas. In addition, the board may delegate to the president the authority to approve minimum gift standards for various types of endowments.

Primary consideration for naming or renaming facilities, faculty and staff positions, properties, and academic entities is given in recognition of a significant gift to the university. However, naming in recognition of other significant contributions to the welfare of the university may also be considered.

(B) University naming approval and removal criteria

(1) Name approval criteria

Recommended names must comply with the following criteria to be considered for naming or renaming facilities, properties, and academic entities:

- (a) There are no conflicts with other names on campus.
- (b) Acceptance of the name does not imply the university's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude the approval of the name of an individual who has at one time held public office or the name of an individual or a company that manufactures or distributes commercial products.
- (c) It meets the current gift acceptance policy established by the BGSU foundation, inc.

(2) Removal of an approved name

An approved name will remain in use for the life of the facility, property or academic entity or for such term as agreed to by the donor and university representatives. For corporate gifts, specific time periods for the naming will be stated as a general practice in the agreement. Removal of an approved name may occur under certain circumstances:

- (a) The name on a facility to be demolished will not be transferred to a new facility except in such cases when a useful facility is relocated to serve the greater interest of the university.



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- (b) The name may be removed if its continued use could damage the reputation of the university per the gift acceptance policy established by the BSGU foundation, Inc. or for any other reason specified by that foundation policy.
- (c) The name may be removed if the donor does not fulfill the agreed-upon commitment and its terms.
- (d) In the case of corporate donors, the name of the facility, property or academic entity may be changed to reflect a new corporate name resulting from the company's decision to change its name or from a corporate merger. The university can ask the donor to incur the cost of the name change.
- (e) If the university is unable to complete the project, or establish the program or endowment, the donor will be entitled to redirect their contribution. If the donor is no longer alive, the university will redirect the donation to a purpose that most closely aligns with the donor's original intent.
- (f) The term of a naming has been fulfilled pursuant to the agreement.

(C) Naming requirements and funding levels

(1) Naming requirements

Donor naming opportunities will be considered in recognition of a substantial gift to the university when the vice president of university advancement has first approved the formal initiation of the naming approval process and the following requirements have been met:

- (a) The name meets the requirements as presented in the name approval criteria and the gift meets the required funding level.
- (b) The gift commitment is made in writing by the donor.
- (c) The gift commitment is expressed in cash or a written pledge to be paid within five years of the naming of the facility or entity. The vice president of university advancement may consider pledges of longer duration upon consultation with the president.
- (d) With approval from the vice president of university advancement and the president, a portion of the gift may be an irrevocable deferred gift provided that the donor confirms in writing the irrevocability of the commitment. In some cases, the donor may also be required to provide an annual gift for their lifetime equal to the payout of the gift when fully realized.



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(2) Naming levels

(a) Facilities and programs

(i) Entire buildings (new construction)

Minimum of twenty per cent of the total construction costs.

(ii) Portions of buildings

The naming of individual rooms or other spaces will be determined on the basis of size, function, and prominence. The vice president of university advancement will recommend to the president for approval the naming gift minimums for interior and exterior spaces for all campus buildings/facilities.

(iii) Unnamed existing building

The vice president of university advancement will recommend to the president for approval the minimum naming level of entire unnamed existing buildings/facilities. The naming level will be on the basis of size, usage, location, and condition, as well as comparability with other similar named buildings/facilities.

(b) Academic entities (colleges, schools, departments, centers, institutes, and programs)

All naming levels will be approved by the president upon recommendation from the vice president of university advancement, and will be based on factors including, but not limited to, enrollment, budget, research portfolio, and reputational prominence, with the following as minimums unless otherwise approved by the vice president of university advancement and president:

(i) Colleges: twenty million dollars

(ii) Schools: ten million dollars

(iii) Centers: five million dollars

(iv) Institutes: two and a half million dollars

(v) Departments: two million dollars

(vi) Programs: one and a half million dollars



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(c) Named endowed faculty positions

Named endowed faculty positions will be approved by the president upon recommendation of the provost and vice president of university advancement.

Faculty positions may also be named for deferred gifts provided the donor commits to fund annually for a minimum of five years an amount equal to the endowment payout for the equivalent endowed position.

(i) Endowed dean or distinguished chair: three million dollars

(ii) Endowed chair: two million dollars

(iii) Endowed distinguished professorship: two million dollars

(iv) Endowed professorship: one million dollars

(v) Endowed director: one million dollars

(d) Endowed athletic positions

Named athletic positions will be approved by the president upon recommendation of the director of athletics and vice president of university advancement.

Athletic positions may also be named for deferred gifts provided the donor commits to fund annually for a minimum of five years an amount equal to the endowed payout for the equivalent endowed position.

(i) Endowed athletic director: five million dollars

(ii) Endowed head coach: one million -- three million dollars