

3364-55-01 Naming of tangible and intangible assets**(A) Policy statement**

The board of trustees of the university of Toledo, upon recommendation of the president, is the full and final authority for naming and any subsequent naming revisions of the tangible and intangible assets of the university (collectively “university assets”). Tangible assets may include, but not be limited to, buildings, classrooms, laboratories, and other physical spaces. Intangible assets may include, but not be limited to, academic colleges or centers, departments, programs, and other non-physical assets. In general, a primary consideration for naming any tangible or intangible asset is in recognition of a substantial gift to the university. Honorary naming in recognition and honor of an individual may be considered without a gift to the university.

(B) Purpose of policy

The policy provides guidelines and procedures for consideration and approval of naming of tangible and intangible assets of the university. The policy ensures that due diligence is performed and observed in the naming process to serve the best interests, mission and vision of the university and to preserve the intent, integrity and stewardship in the gift transaction with an individual, business, or foundation (collectively “donor”).

(C) Procedure

- (1) The vice president for advancement should be consulted prior to any discussions with a donor regarding naming or naming revisions of a university asset. The vice president for advancement is responsible for coordinating and approving any such discussions.
- (2) The vice president for advancement, in consultation with advancement council and other administrators, will determine minimum gift levels based on the type of asset and other relevant factors.
- (3) Any discussions with a donor regarding a gift and gift recognition involving naming of a university asset should include an

explanation of the approval process outlined in this policy. All artists' or architectural renderings, construction models or other plans should be identified as conceptual and not a literal depiction of what a facility will be when completed.

- (4) Any proposed naming of a university asset shall comply with all university and university of Toledo foundation policies.
- (5) The vice president for advancement and university of Toledo foundation, in consultation with other necessary parties, will direct and supervise the negotiations of the gift and the fund agreement which sets forth the terms and administration of any gift. The vice president of advancement and the university of Toledo foundation must agree to and approve any substantive variations to the standard fund agreement. The applicable fund agreement should be reviewed prior to any naming revisions in accordance with paragraph (C)(9) of this rule.
- (6) No university asset shall be named in honor of the following:
 - (a) Any current officer or employee of the university or of the state of Ohio;
 - (b) Any seated, elected or appointed local, state or federal government official during the official's term of office;
 - (c) Any person who has been deceased for less than one year or who has retired or otherwise left such service for less than three years.
 - (d) The board of trustees can waive any of the provisions in this rule, paragraph (C)(6), by unanimous consent of the voting members of the board.
- (7) The approval of the board of trustees and the president is required for all naming requests in excess of one-hundred thousand dollars. The approval of the vice president of advancement, in consultation with advancement council and other administrators, is required for naming requests of less than one-hundred thousand dollars.

- (8) The procedures in paragraph (C) of this rule apply to conferring an honorary name to a university asset. Honorary naming is restricted to those who have achieved exceptional distinction in his or her service to the university and the state of Ohio, and to those who have served the university in an academic or administrative capacity and who have achieved a national or an international reputation.
- (9) Naming revisions:
- (a) If a named tangible or intangible asset ceases to exist, the name of the asset will not be transferred automatically to the replacement asset. The original donor, if living, or immediate family of a deceased individual or successor-in-interest of a business or foundation, will have first right of refusal to provide a new gift to continue the naming opportunity. The procedures in paragraph (C) of this rule apply to any naming continuation.
 - (b) If a named tangible or intangible asset is subject to major renovations or substantive restructuring, the university may consider combining or hyphenating the current name with a new name. The procedures in paragraph (C) of this rule apply to any hyphenated or combination of naming opportunities.
 - (c) Actions by a donor that would have a negative impact on the university and its reputation may cause the university to reconsider the name of university assets. The vice president of advancement, in consultation with advancement council and other administrators, will review this matter and submit to the president for review and submission to the board of trustees.
 - (d) If a donor does not fulfill gift commitments as set forth in a fund agreement or other writing, the vice president of advancement, in consultation with advancement council and other administrators, will review this matter and submit to the president for review and submission to the board of trustees.

Effective: 11/26/2018

CERTIFIED ELECTRONICALLY

Certification

11/15/2018

Date

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