

Internal Naming Policy

Internal Naming Policy for Department-Controlled Spaces

Objective

This section outlines the process and funding expectations for internal naming requests for department-controlled spaces in the Department of Physics. These spaces may be named in honor of individuals or entities who have made significant and lasting contributions to the department.

Note: This section applies only to informal naming designations for internal departmental use. These designations do not constitute formal naming rights as governed by UC San Diego Advancement or the UC Regents. For permanent or campus-wide naming opportunities, see [UCSD Naming Policy](#).

Scope

This policy applies solely to informal, internal naming designations tied to philanthropic contributions. Department-controlled spaces include areas under the direct operational oversight of the Physics Department, such as seminar rooms, offices, labs, and lounges.

Submission of Naming Request

1. **Submission:**
 - Requests must be submitted in writing to the Department Chair and Chief Administrative Officer (CAO).
 - The request must include the proposed space, the honoree's name, the justification for the naming, and details of the associated donation.
2. **Initial Review by Chair and CAO:**

- The Chair and CAO will review the request for appropriateness, clarity, and alignment with departmental values and naming standards.
- 3. **Departmental Review:**
 - The request will be forwarded to the Physics Department Advisory Committee for formal discussion and vote.
 - A majority vote is required for approval.
- 4. **Family Consent (If Honoree Is Deceased):**
 - If the honoree is deceased, written consent from the family or estate is required. The department may assist in locating appropriate contacts.
- 5. **Final Notification and Recordkeeping:**
 - Once approved, the Chair will notify the requester. The CAO will update internal records, including space inventories and directories, and notify the department community of the updated designation. A master list will be maintained and reviewed as needed.

Funding and Gift Guidelines

All naming requests must be associated with a qualifying donation. Internal naming is contingent upon the approval of both the naming and the funding plan.

Eligible Expenses

Naming-related gifts may support:

- Signage or plaques
- Map or directory updates
- Room improvements such as renovations, furnishings, or AV/computing upgrades
- Other departmentally approved enhancements or needs

Gift Levels

To ensure consistency and transparency, the following minimum gift commitments are recommended:

- \$10,000 for an office or small space
- \$15,000-25,000 for a seminar or meeting room
- \$25,000-50,000 for a common area or lounge
- \$100,000 or more for a research space or lab

Gift levels may be adjusted based on space type, signage requests, and departmental priorities. All donor gifts must be coordinated through UCSD University Advancement, including completion of a Gift Acceptance Form and proper fund designation. Donors will be recognized with internal signage only and do not receive formal naming rights.

Corporate Sponsorships

Corporate-sponsored naming requests require review by University Advancement and/or UC Legal. Logos and advertising are not permitted.

Procurement and Payment

No expenses may be incurred until written approval is provided by the Chair and CAO. All costs must follow UCSD procurement or reimbursement policies.

Contact Information

Contact Information For questions regarding naming or funding requests, contact:

Chief Administrative Officer – Jasmyn Wuerthwein, jasmyn@physics.ucsd.edu

Department Chair – Oleg Shpyrko, chair@physics.ucsd.edu

UCSD University Advancement – stewardship@ucsd.edu

We fully anticipate and hope that the name will remain associated with the space for the foreseeable future. However, we acknowledge that circumstances beyond our control—such as changes in building use, campus planning, or administrative directives—may impact the continued use of the name. In such cases, the department will make every reasonable effort to honor the spirit of the original intent within university constraints.