University at Buffalo
The State University of New York

NAMING UNIVERSITY PROPERTIES, FACILITIES, AND ACADEMIC AND NON-ACADEMIC PROGRAMS

Category: Administration and Governance
Responsible Office: Vice President for University Advancement
Responsible Executive: Vice President for University Advancement

Date Established: to be determined
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Summary

This policy provides for an orderly, coordinated, and informed practice of naming UB facilities and entities; a strong, consistent application of university nomenclature and brand identity; and appropriate recognition of the traditions of the institution, including the opportunity to honor and recognize donors for their philanthropic support.

Policy Statement

The University at Buffalo (UB, university) has a long-standing tradition of naming university properties, academic and non-academic programs, and facilities to honor persons or entities that have made important contributions to enable the teaching, research, and public service mission of the university.

All naming opportunities are valuable university assets, and, as such, naming is generally considered only with a significant philanthropic commitment. Rare exceptions are allowed, at the discretion of the president upon recommendation from the vice president for university advancement, to honor individuals for exceptional contributions shaping the university or to commemorate university history and traditions.

The naming process (other than stated minimums detailed in the *Guidelines for Naming Opportunities*), is one of negotiation and partnership between the university and the donor. However, the following principles guide this process:

- Because a naming forges a permanent link in the public mind between the university and the designated name, the university must exercise discretion and perform appropriate due diligence, based upon all the facts and circumstances associated with a proposed naming opportunity. The naming must be appropriate and desirable, whether the proposed name is the name of an individual donor, corporate name, term name, or other descriptive words. The vice president for university advancement will undertake due diligence for all donor-designated names.

- A naming must withstand the test of time. Therefore, each proposal for naming must be considered on its merits and not solely because a gift meets a predetermined goal or stated minimum. Attention must be given to both the long and short-term appropriateness of the naming as well as a donor's preferences for the recognition.

- The naming of any physical facility, space, or academic program must be determined by weighing the needs of the university and the appropriate campus entity and must not conflict with or diminish any existing naming.

- All naming must take into account the purpose to be served, so that adequate funds will be available to achieve the gifting objective.

- A functional name may be replaced by an honorific or donor name in accordance with this policy. Functional names for landscapes and programs must be determined in accordance with the *Institutional Unit and Program Naming Standards*.

- Buildings, campus grounds, or other physical facilities will not be named for individuals currently employed by the university or the State of New York, unless a donor other than the honoree provides a gift in accordance with this policy and in honor of that individual.

- Before using any honorific name, the university must obtain all legally required or ethically appropriate permissions related to the use of the name (e.g., before naming anything after a living or deceased person, the university must obtain that person's or family's consent, respectively).

- Under certain circumstances, such as a death, a building or landscape may be named to honor an individual who has had extraordinary, university-wide influence, or has made exceptional contributions to the nation or world. In those instances, it is recommended that naming be held for a period no shorter than two years.

- The vice president for finance and administration will maintain a central repository of all named buildings, spaces, and physical assets.

- Each naming opportunity must be reviewed for compliance with university and State University of New York (SUNY) policy, and applicable law, including laws related to prohibited gifts and ethical principles, especially where there is a direct or indirect business or other continuing relationship between the donor and the university or SUNY, its officers, or employees.

NAMING REVIEW AND APPROVAL

The vice president for university advancement will coordinate the naming approval process. Each proposal for naming must be made in writing and reviewed and approved in accordance with this policy. As outlined below, the vice president for university advancement will:

Properties and Facilities

- Maintain a master list of all facilities and grounds naming opportunities and share this list with the Building and Landscape Naming Committee and the Campus Planning Office to determine that naming minimums are appropriate and align with the physical plant needs of the university.

- Consult the Building and Landscape Naming Committee if naming of a space within a facility appears unusually prominent, sensitive, or subject to heightened public interest. Additional approval requirements may be imposed at the discretion of the committee or the president.

- Prior to the formal acceptance of any gift or written commitment of $1 million or more, obtain pre-approval on naming from SUNY. Additionally, with the Building and Landscape Naming Committee, vet all naming opportunities that deviate from established naming minimums or that have not previously been considered by the Building and Landscape Naming Committee. Further, vet any proposed naming involving a prominent landscape, highly visible interior space or building with the Capital Planning Committee.

- Once a signed gift commitment is received by the university and before a final naming decision can be made, present all formal naming requests for final approvals as noted below. Formal requests for naming will articulate the justification for the naming as well as any special circumstances.

    - All namings must be approved by the Building and Landscape Naming Committee in accordance with the *Institutional Unit and Program Naming Standards*.

    - Namings that involve gifts less than $100,000 require no further approval if the minimum thresholds outlined in the *Guidelines for Naming Opportunities* are met.

    - Namings that involve gifts of $100,000-$999,999 must be approved by the president and UB Council.

    - Namings that involve gifts of $1 million or more must be approved by the president, UB Council, SUNY Chancellor, and the SUNY Board of Trustees.

Academic and Non-Academic Programs

- Maintain a master list of all academic and non-academic program naming opportunities and share this list with the provost and president to determine that naming minimums are appropriate and align with the academic and administrative needs of the university.

- Prior to the formal acceptance of any gift or written commitment of $1 million or more, obtain pre-approval on naming from SUNY.

- Once a signed gift commitment is received by the university and before a final naming decision can be made, present all formal naming requests for final approvals as noted below. Formal requests for naming must articulate the justification for the naming as well as any special circumstances.

    - Namings that involve gifts less than $1 million require no further approval if the minimum thresholds outlined in the *Guidelines for Naming Opportunities* are met.

    - Namings that involve gifts of $1 million or more must be approved by the provost, president, UB Council, SUNY Chancellor, and SUNY Board of Trustees.

Endowments and Annual (Term) Funds

- Maintain a master list of naming opportunities for endowed and term funds and share this list with the provost and president to determine that naming minimums are appropriate and align with the academic and administrative needs of the university.

- Prior to the formal acceptance of any gift and or written commitment of $1 million or more, obtain pre-approval on naming from SUNY.

- Once a signed gift commitment is received by the university and before a final naming decision can be made, present all formal naming requests for final approvals as noted below. Formal requests for naming will articulate the justification for the naming as well as any special circumstances.

- Namings that involve gifts less than $1 million require no further approval if the minimum thresholds outlined in the *Guidelines for Naming Opportunities* are met.

- Namings that involve gifts of $1 million or more must be approved by the president, UB Council, SUNY Chancellor, and the SUNY Board of Trustees.

FUNCTIONAL/ADMINISTRATIVE, HONORIFIC, OR COMMEMORATIVE NAMING

Decisions regarding honorific, commemorative, functional, or administrative namings will be made by the president. Any university community member or unit interested in bestowing an honorific/functional naming should consult with the vice president for university advancement to initiate the process. Each proposal for naming must be made in writing, using the *Naming Request Form*, and endorsed by the dean/vice president and the appropriate body/individual (as noted below) prior to being presented to the president for final approval. If approved, it is expected that all costs associated with the signage and naming will be covered by the nominator or nominating unit and that all signage will conform with university standards.

- All namings must be reviewed by the vice president for university advancement to consider the cost-benefit of the honorific naming from a philanthropic opportunity perspective.

- All namings for properties and facilities must be reviewed by the Building and Landscape Naming Committee in accordance with the *Institutional Unit and Program Naming Standards.*

- All namings for academic and non-academic programs and endowments must be reviewed by the provost.

Under certain circumstances the university may initiate a renaming or honorific naming of a university asset to align with UB's values, our culture of excellence and integrity, and as an expression of our identity as a diverse, inclusive, welcoming, and scholarly community. In these instances, the president may seek input from the campus community and assemble a committee to review the naming proposal (in addition to consulting with individuals/body noted above as appropriate for each naming opportunity) prior to making a final decision. Costs associated with any resulting naming/renaming would be covered by the university and not by the impacted school/unit.

FUNDING OF NAMING GIFT COMMITMENTS

Generally, any combination of gift, pledge, and irrevocable deferred gift arrangement may be acceptable for naming commitments. All naming commitments must be rendered in writing. All pledges other than deferred gifts (e.g., bequests) must be paid in full within seven years of the initial commitment.

For long deferred gifts (e.g., bequests, life income gifts) it is appropriate to consider potential increased costs that may develop during the deferral period; therefore, the required gift amount may be set higher because of the delay in acquiring access to the naming funds. Consult with University Advancement regarding appropriate gift minimums. Naming associated with long deferred gift commitments is effective at the time the funds are received.

For life income gifts, naming is granted based only upon the charitable value of the gift at the time the contribution is received.

Under certain circumstances, matching gifts from employers may be considered as part of a naming arrangement.

OTHER NAMING CONSIDERATIONS

All proposed names must be held in strict confidence during the review and approval process. There will be no general communication, public discussion, or commitment made regarding the proposed naming before approvals are granted.

The naming of university assets in recognition of a donor or honoree implies a promise to that donor or honoree that the specific space, site, facility, endowed fund, and other forms of tangible recognition will be maintained for the life of the facility, or for the duration of the stated term. If a change is unavoidable, then an alternative means of recognizing the donor or honoree will be found. Approval of this alternative naming will follow the approval processes defined in this policy.

UNNAMING REVIEW AND APPROVAL

All naming agreements will allow for modification of the naming if a future action or event will cause irreparable injury to the university's image, reputation, or ability to pursue its mission or if the donor does not fulfill their gift commitment at the completion of the agreed-upon payment period. Unnaming discussions should be referred to the vice president for university advancement as soon as the potential need for a change is identified. Those positions or bodies who approved the initial naming must first recommend and approve any unnaming decision. All decisions must be reviewed by the vice president for university advancement and approved by the president.

When a name is removed, the opportunity to rename in honor or in recognition of a donor commitment will be held for a minimum of two years. In the interim, a functional name may be established in accordance with this policy.

DONOR RECOGNITION AND SIGNAGE

Numerous factors must be considered when developing plans for donor recognition, including: the value of each particular gift or commitment, scope of giving levels within a particular project or program, location of signage, and design and aesthetics of the space. The *Guidelines for Donor Recognition and Signage* provide guidance for consistent and equitable donor recognition.

Background

Since its founding, the university has named academic and non-academic programs, properties, and facilities in honor of persons or entities that have made important contributions to enable the teaching, research, and service missions of the university. This policy and its accompanying guidance (*Guidelines for Naming Opportunities*, *Institutional Unit and Program Naming Standards*, *Guidelines for Donor Recognition and Signage*, and *Calculating Space Values*), direct how all naming proposals must be reviewed and approved and accommodates donor expectations for recognition of philanthropic activities while keeping the university mission, policies, and financial needs paramount.

Applicability

This policy applies to all naming in recognition of philanthropic or meritorious activities, regardless of originating unit.

Definitions

Bequest
A type of planned gift. The property or money that you promise in your will to give to another person or organization after you die.

Current Use Gift
A charitable donation that the donor intends for the university to fully expend within a finite period in support of current objectives.

Donor Name
Naming in recognition of philanthropic contributions to the university.

Endowed Fund
A philanthropy vehicle where a donor stipulates that the gift principal remains intact and invested for the purposes of producing a stream of income.

Functional Name
Naming that describes the use or purpose of an organization, facility, or exterior space (e.g., Botany Greenhouse, Department of English) or indicates a location (e.g., North Campus). Functional names should be dignified, appropriate for permanent use, suitable for the facility or organization and, where possible, have some obvious relevance to the facility or organization.

Gift
A charitable donation made to the university without the expectation of receiving goods or services (quid pro quo) in return.

Gift-in-Kind
Non-cash gift that becomes an inventoried, usable asset of the university (e.g., equipment, artwork, literary collection).

Honorific Name
Naming for unparalleled scholarly distinction or other exceptional non-monetary contributions to the university. Generally done only if the name being recognized will bring great honor to the university.

Irrevocable Deferred Gift
A type of planned gift where the donor gives up the right to change the commitment or beneficiary. A gift that an individual creates during their lifetime that will take affect at or after their passing.

Life Income Gift

A gift arrangement in which the donor makes an irrevocable transfer of property to a nonprofit or charity, and at the same time retains an income interest to their benefit.

Planned Gift, Planned Giving or Deferred Gift

Any charitable gift that requires more thought and planning to execute than the average donation. Planned giving has traditionally been defined as the gift that an individual creates during their lifetime that will take affect at or after their passing.

Pledge or Commitment

A contract between a donor and a charity in which the donor promises to make a contribution in the future.

Responsibility

Building and Landscape Naming and Capital Planning Committees

- Determine that naming minimums for buildings and landscapes/grounds are appropriate and align with the physical plant needs of the university.
- Review and approve functional names for buildings if a donor or honorific naming has not been assigned.
- Review and approve proposed donor or honorific namings to comply with the *Institutional Unit and Program Naming Standards*.

Departments

- Adhere to university naming and unnaming processes and donor recognition guidelines.

University at Buffalo Foundation

- Receive and administer gifts and pledges made to the university.

President

- Review and approve namings that involve gifts of $1 million or more.
- Review and approve honorific namings.
- Review and approve exceptions to this policy.

Provost

- Review and approve naming minimums for academic and non-academic programs as well as endowment and term funds.
- Review honorific naming requests for academic and non-academic programs as well as endowment funds.

Vice President for Finance and Administration

- Maintain a central repository of all named buildings, spaces, and physical assets.

Vice President for University Advancement

- Review this policy annually and update, as necessary.
- Apply consistent and equitable donor recognition across the university.
- Coordinate the university's naming and unnaming approval processes.
- Review all naming opportunities to comply with applicable law, SUNY policy, and university policy.

- Maintain a master list of naming opportunities for academic and non-academic programs as well as endowed and term funds.
    - Share this list with the provost and president so that naming minimums are appropriate and align with the academic and administrative needs of the university.
- Perform due diligence for all donor-designated and honorific names so that the naming is appropriate and desirable.
- Secure pre-approval on naming from SUNY for any opportunity that involves a gift of $1 million or more.
- Evaluate gift minimums for long deferred gifts.
- Deposit all charitable contributions into an appropriate UB Foundation account.

Contact Information

Contact	Phone	Email
University Advancement	716-645-2925	ub-giving@buffalo.edu

Related Information

University Links

Donor Recognition and Signage

Gifts, Prizes and Awards Policy

Naming Opportunities

Institutional Unit and Program Naming Standards

Space Values

Forms

Naming Request Form

Related Links

State University of New York Policy on Naming Opportunities on State University Campuses Document 9251

History

October 2022	Full review. Updated the policy to: • Require the Building and Landscape Naming Committee to approve all property and building namings • Add a new section – Functional/Administrative, Honorific, or Commemorative Naming • Remove the responsibility for departments to deposit all charitable contributions into a UB Foundation account; move this responsibility to the Vice President for University Advancement • Add a responsibility for the President to review and approve honorific namings • Add responsibilities for the provost • Provide additional guidance on funds received to support a program or department in perpetuity (*Guidelines for Naming Opportunities* – Buildings and Spaces) • Remove the authority of the dean to administer the Dean's Fund (*Guidelines for Naming Opportunities* – Endowments or Annual (Term) Funds) • Provide additional guidance on the use of initialisms and acronyms as well as visual expression of the name (*Institutional Unit and Program Naming Standards*) • Update the Naming Request Form

Presidential Approval

Satish K. Tripathi, President

Date

Guidelines for Naming Opportunities

The following guidelines detail minimum thresholds that must be met when considering naming in recognition of a donor's philanthropic contributions. This list of opportunities is not inclusive, but rather representative, of the types of naming that are more commonplace. For consideration of naming opportunities not included on this list, please contact University Advancement.

Schools and units are encouraged to develop a list of naming opportunities and target gift levels for their respective school or unit that are consistent with the minimum guidelines. When establishing gifting minimums, each school or unit should consider the purpose to be served by the naming so that adequate funds will be available to achieve the gifting objective.

An inventory of all school and unit specific naming opportunities will be maintained by the vice president for university advancement.

BUILDINGS AND SPACES

Naming opportunities for physical facilities are generally only available through some combination of cash and endowment gifts that support both construction/renovation/furnishing as well as provide a recurring source of funding to support the maintenance of the facility over time. It is intended that the name will remain on the building, interior, or exterior space for the life of the building or space. If at some future time the building or space is replaced, the name may or may not be carried on the replacement at the university's sole discretion. If the name is not used on the replacement, some form of recognition may be incorporated into the new building or space when appropriate.

In those cases where funds received are used to support an academic program or department in perpetuity, rather than to directly support the construction, renovation, or furnishing of the facility/space, the recognition that is given should be commensurate with the size of the gift. In most cases, this means that only the facility/space will carry the donor's name (and not the academic program or department as well).

Facility Type	Purpose	Minimum
Older Existing Building (more than 10 years old)	Funds will be used to cover costs associated with the renovation or equipping of the named space. Alternatively, depending on the need of the university, the funds may be used to establish an endowment fund whereby income from the fund is used to support an academic program or department in perpetuity.	Naming is a tribute that may be made in recognition of a gift equal to one-third of a building's current value or one-third of the privately funded portion of its replacement cost. Current value will be established on an individual building basis by the vice president for university advancement in consultation with the applicable dean, university facilities, and other appropriate campus entities. This analysis will consider original construction costs, age of facility, square footage, anticipated continued usage requirements and facility appreciation or depreciation. Total replacement costs include: architectural planning and construction; fees; site clearance and landscaping; furnishing; and equipment.

Facility Type	Purpose	Minimum
Newer Existing Building (10 years old or less)	Income from the fund supports an academic program or department in perpetuity	Naming is a tribute that may be made in recognition of a gift equal to at least 50% of the building's current value. Current value will be established on an individual building basis as determined by the vice president for advancement in consultation with the applicable dean, university facilities, and other appropriate campus entities. This analysis will consider original construction costs, age of facility, square footage, anticipated continued usage requirements, and facility appreciation or depreciation.
New Building	To provide significant funding for a new facility that the university and donor wish to have constructed.	Naming is a tribute that may be made in recognition of a gift of 50% of the total construction costs (including architectural planning and construction; fees; site clearance and landscaping; furnishing; and equipment), 30% of total construction costs plus an endowed maintenance fund, or 50% of the privately funded portion of cost (if a state-supported initiative).
Interior Spaces (e.g., lab, hall, conference room, classroom, wings, performance space, lounge)	Funds will be used to cover costs associated with the construction, renovation or equipping of the named space. Alternatively, depending on the need of the university, the funds may be used to establish an endowment fund whereby income from the fund is used to support an academic program or department in perpetuity.	Naming is a tribute that may be made in recognition of a gift made to construct, renovate, or equip the named space. In instances when construction, renovation or new equipment is not required, the gifting standard will be equal to the amount it may have originally cost to construct, renovate, or equip the space after taking into account any factors relating to appreciation or depreciation. See the *Guide to Calculating Space Values*.

ACADEMIC PROGRAMS

Naming opportunities for academic programs are only available through endowment gifts. In order to name a school, college, center, institute, program, or academic unit, separate and apart from the physical facility (building) housing that entity, the gift should be proportional to the amount of endowment (approximately principal x 4% annual payout) that would be necessary to sustain or propel the program to academic excellence on a permanent basis.

Institutional Academic Program/Initiatives	Purpose	Minimum
Schools of Dental Medicine, Engineering & Applied Sciences, Law, Management, Medicine & Biomedical Sciences and Pharmacy & Pharmaceutical Sciences, and the College of Arts & Sciences	Income from fund supports a school in perpetuity	$30 million
Schools of Architecture & Planning, Education, Public Health & Health Professions, Social Work, and Nursing	Income from fund supports a school or faculty in perpetuity	$15 million
Academic Center or Institute	Income from the fund supports an academic center or institute in perpetuity	$5 million
Academic Program or Department	Income from the fund supports an academic program or department in perpetuity	$5 million
Library Fund	Income from the fund supports the acquisition of books or educational resources related to an academic program	$25,000

ENDOWMENTS OR ANNUAL (TERM) FUNDS

Naming opportunities also exist for the purpose of providing support of faculty, students, or academic priorities. In such instances, naming may be available to honor donors making significant gifts, regardless of whether the contribution allows for sustainable financial support (endowment), or for instances where the endowment will be built up over time.

Non-permanent (term) naming also may be possible to recognize donors providing financial support for faculty, student, or academic priorities for a finite period. Term naming is possible when there is an understanding that the contributed amount will be fully expended and/or when the donor commits to providing an annual gift equivalent to the annual yield from an endowment fund (approx. principal x 4%) for a fixed period, typically five years or more.

Faculty Naming Opportunity	Purpose	Minimum Annual Gift[1*] (Term)	Minimum Endowment Gift (Permanent)
Chair (highest faculty honor)	Income from the fund significantly enhances and honors the teaching and academic work of a faculty member. Supplements salary, research, and other expenses related to the teaching and research of a distinguished faculty member (beyond core support provided by the university).	$60,000	$1.5 million
Professorship	Income from the fund helps provide research and teaching support for a faculty member. A professorship provides recognition as well as some financial assistance for salary or research.	$40,000	$1 million
Associate Professorship	Income from the fund helps provide research and teaching support for a faculty member. A professorship provides recognition as well as some financial assistance for salary or research.	$30,000	$750,000
Assistant Professorship	Income from the fund helps provide research and teaching support for a faculty member. A professorship provides recognition as well as some financial assistance for salary or research	$20,000	$500,000
Visiting Professorship	Provides funds to bring a visiting professor or other leader to campus on a short-term, temporary basis, to teach or undertake research at UB	$12,000	$250,000
Faculty Research Fund	Supports or supplements the costs of academic research being carried out by or under the auspices of one or more distinguished faculty members	$4,000	$100,000
Visiting Scholar Fund	Provides funds to bring a visiting scholar or teacher to UB	$2,000	$50,000
Dean's Fund	Provides unrestricted support for the excellence of a school, college, or faculty.	$2,000	$50,000

[1*]Minimum amount required for an annual naming gift is computed by multiplying the endowment funding amount by the current percentage used for calculating the annual spendable amount on endowment accounts.

Faculty Naming Opportunity	Purpose	Minimum Annual Gift[1*] (Term)	Minimum Endowment Gift (Permanent)
Director's Fund	Provides unrestricted support for a unit headed by a director	$2,000	$50,000
Lecture Fund	Used to bring a visiting lecturer to UB or to provide a public or community lecture	$1,000	$25,000
Department Excellence Fund	Provides monies for use where the need is greatest, at the discretion of the department head	$1,000	$25,000

Student Naming Opportunity**	Purpose	Minimum Annual Gift[2*]	Minimum Endowment
Graduate Student Scholarship or Fellowship	Provides financial support to a graduate student for qualified educational expenses such as tuition, books, and other required fees. Scholarships are generally tax free for the recipient.	$4,000	$100,000
Undergraduate Student Scholarship	Provides financial support to an undergraduate student for qualified educational expenses such as tuition, books, and other required fees. Scholarships are generally tax free for the recipient.	$2,000	$50,000
Student Award	Provides financial recognition for a student who has demonstrated outstanding scholarship, community service, or other specific accomplishments. An award is generally taxable income to the recipient. Typically, no restrictions are placed on how the student can use the award; it is not limited strictly to educational expenses. If restrictions are imposed, such as for travel or room and board, then it is no longer considered a prize or award. See Gifts, Prizes, and Awards Policy	$1,000	$25,000
Student Assistance Fund	Provides funding for ancillary expenses (not considered qualified educational expenses) such as travel, room and board, and research. The taxability of these transactions largely depends on whether we are reimbursing for incurred expenses or merely providing funds directly to the student recipient.	$1,000	$25,000

[2*]Minimum amount required for an annual naming gift is computed by multiplying the endowment funding amount by the current percentage used for calculating the annual spendable amount on endowment accounts.

**All student naming opportunities are based on in-state tuition only. For naming opportunities pertaining to out-of-state and international tuition, further adjustment will need to be made to these listed minimums.

Student Naming Opportunity**	Purpose	Minimum Annual Gift[2*]	Minimum Endowment
Study Abroad Fund	Provides funding to offset the costs of student study abroad experiences. The taxability of these transactions largely depends on whether we are reimbursing for incurred expenses or merely providing funds directly to the student recipient.	$1,000	$25,000

University at Buffalo
Guidelines for Donor Recognition and Signage

The following guidelines provide consistent and equitable donor recognition across the university. Numerous factors must be considered when developing plans for donor recognition, including: the value of each particular gift or commitment, the scope of giving levels within a particular project or program, the location of signage and the design and aesthetics of the space. These guidelines reflect norms utilized by the Office of Donor Relations and Stewardship for recent building openings including: Barbara and Jack Davis Hall (2012), Hayes Hall (2016), and the Jacobs School of Medicine and Biomedical Sciences building (2018). Consult with the Office of Donor Relations and Stewardship before proceeding with any donor recognition signage.

BUDGET

1. Donor signage can be costly. Contact parties responsible for payment to determine that costs are approved and accounted for in fiscal year and/or construction budgets before selecting a signage vendor.

2. University Advancement may share costs for donor recognition signage with the school or unit. This arrangement must be approved before signage plans are finalized.

VENDOR AND PRODUCTION

1. For new buildings and renovated spaces, signage vendors often will be contracted through UB Facilities, Planning and Design. Contact your UB Facilities partner to determine if a signage vendor has been selected. Some architects also build donor recognition signage into the design of the building or renovated space. When feasible, this option is ideal so that recognition is a natural and aesthetically pleasing element of the overall design of the building or renovated space.

2. Other unique donor recognition signage projects must follow the bid process after the scope of work has been determined. The Office of Donor Relations and Stewardship can identify signage vendors and work with UB procurement on the scope of the project.

NAMED SCHOOL OR BUILDING

1. When the university wants to recognize donors with school or building naming, consideration should be given to signage placement on the exterior of the building. This is usually done with brushed aluminum letters. Each building is unique, so the size, location, and building style will determine size of letters and location of the donor's name. This work is typically contracted through UB Facilities, Planning and Design.

2. For school or building naming, donors should also receive prominent recognition inside the main entrance of the building. Usually this involves additional pin mount letters, a photo or portrait of the donor(s), and a narrative. This usually is somewhat larger than donor narratives in rooms (see below).
3. Consider where the school or building name needs to be incorporated into way-finding signage throughout the building and in other school or university printed and online materials.

NAMED ROOM OR SPACE

1. While not all spaces are equal in value, gift level or traffic, below are recommended average signage sizes. Some adjustment may be necessary depending on campaign priorities, room values, and wall dimensions. Letters are typically produced in either brushed aluminum or vinyl, however, other applications may be considered.

(Tier I) Spaces with a value of $1 Million+: 4" Letters
(Tier II) Spaces with a value of $200,000-$999,999: 2" – 3" Letters
(Tier III) Spaces with a value under $199,999: Room Plaque
Note: if building has existing donor recognition signage, care should be taken to match or complement size, type, and quality of existing signage when possible.

2. **Narrative signs:** Telling a donor's story or featuring their photo within their named space is an effective way to steward a donor and leave a legacy for those who visit the space. Narrative plaques may accompany room signage (usually on the interior of the room) particularly at higher giving levels. The Office Advancement Communications will support the narrative writing to ensure consistency of approach.

3. **Room plaques:** Most rooms on campus have a way-finding room number plaque outside of the entrance. This is an opportunity to recognize all donors in all named spaces and may be most appropriate for smaller spaces at lower giving levels.

4. Consider where named spaces need to be incorporated into way-finding signage throughout the building.

SPECIAL REQUESTS

1. At times, the university may entertain special requests from donors when developing appropriate recognition plans. Direct all special requests relative to naming and signage to the Office of Donor Relations and Stewardship.

Direct questions regarding these guidelines to the Office of Donor Relations and Stewardship at (716)881-1708.

May 24, 2019

Institutional Unit and Program Naming Standards
Draft 6.0

Names developed and chosen for university units, programs, and associated entities (e.g., centers and institutes) should adhere to the following conventions:

- Names must reflect the nature of the activities conducted and services provided under that moniker (e.g., Center for Excellence in Writing).
- To the greatest extent possible, names should be succinct and concise, and fashioned so as not to create confusion with any existing entity under the UB umbrella. Names should explicitly describe the entity's relationship to the university.
    - Academic units should use "department," "center," "institute" or similarly descriptive noun.
    - Officially recognized student organizations should use "club," "group," "team," "chapter," or the like.
- Names must be respectful of, and not include, other copyrighted names or phrases either within or beyond the copyrighted assets of the university.
- Use of "UB" to imply the phrase "you be," such as *UB Learnin'* or *UB Safe*, is not permitted.
- Use of unnecessary articles (e.g., "The") should be avoided, as it adds to the length of the name and reads awkwardly when cited in narrative copy of otherwise read aloud.
- Names must not include exponents, subscripts, or superscripts, nor any other character that is not a letter or number (e.g., TI^{2}ME). Doing so created confusion in both written and oral communications. Additionally, some technology platforms may not allow or render atypical characters, with super-and subscripts being particularly troublesome. unnecessary articles (e.g., "The") or punctuation, nor any other character that is not a letter or number.

Initialisms and Acronyms

When developing a unit, program, or entity name, do not begin with an acronym or initialism and engineer a name to fit. This often results in strained and confusing names. It is also important to be cognizant of a desired name's acronym to avoid unwittingly creating an embarrassing or inappropriate acronym (e.g., Administrative Support Services").

Relatedly, do not use initialisms, acronyms, or abbreviations in official names. These shorthand conventions have the potential to cause confusion among users and make the name of the unit harder to understand and difficult to translate into other languages. They also tend to present comprehension challenges for those using assistive technology.

Visual Expression of the Name

While initialisms, acronyms, or abbreviations (shorthands) are not to be used in the formal name of a unit or program, they may be used in the visual expression of an entity's name (e.g., in an official unit lockup[3]). This approach may be helpful where brevity aids in the application of the name and does not

[3] Note: Units and programs may only have one official lockup, and lockup expressions of the name should not become the norm, supplanting the formal reference.

compromise comprehension. Such instances are permissible as far as any two of the below conditions are met:

- The shorthand is commonly accepted by the vast majority of the general public.
- The shorthand is officially recognized by governing bodies of the field in question.
- The shorthand is accepted upon first use by professional writing style guides such as the Associated Press.

Examples of acceptable shorthand that would be allowed in an official name include:

- AI (Artificial Intelligence)
- IT (Information Technology)
- MBA (Master of Business Administration)
- SUV (Sport Utility Vehicle)

Regional, local, or unit-specific initialisms, acronyms, or abbreviations (e.g., "WNY") are not permitted, even if they are commonly accepted and used within the university community.

Standards Stewardship

Should an adjustment or exception to any facet of the university's naming standards be desired, a request must be directed to University Communications (UC) for review and approval. With respect to research units, centers and programs, UC will work with the Office of the Vice Provost for Research and Economic Development to assess appeals. All requests will be considered on a case-by-case basis and must be presented with a well-articulated and compelling business case.

Calculating Space Values

1) Determine the **Fundraising Goal** for a new facility, which can be affected by the amount of public funds allocated towards a particular project.

2) Identify **Total Nameable Space**
   - Review floor plans and create a list of nameable spaces. Remove space with little or no value (e.g., washrooms, communication closets, storage spaces)
   - Identify special spaces which can include atriums, mezzanines, walkways, wings, or other space groupings

3) Calculate **Base Space Value**:
   Base Space Value = Fundraising Goal / Total Nameable Space

4) Calculate **Base Value** of each individual nameable space:
   Base Value = Base Space Value x NASF (net assignable square feet)

5) Determine a **Utility index** for each space ranging from .25 to 2.0
   - Based on the premise that spaces with high profile uses are worth more
   - Public spaces worth more than private spaces
   - Student, customer, and patient spaces are worth more than researcher, clinician, and staff spaces
   - Laboratory and program spaces are worth more than office spaces

6) Determine a **Location Index** for each space ranging from .25 to 2.0
   - Based on the premise that spaces with public visibility are worth more
   - Locations accessible to the public worth more than private or secure spaces
   - Lower floors generally worth more
   - Spaces adjacent or visible from high traffic locations worth more

7) Calculate the **Naming Value** for each space:
   Naming Value = Base Value x Utility Index x Location Index

8) Review and round or adjust naming values appropriately (more of an art than a science)
   - Higher potential value for special spaces
   - Donor expectations
   - Gut check

9) The total value of all identified named space opportunities should be worth approximately three times the fundraising goal. This 3:1 ratio will ensure that there are more than enough space offerings to appeal to different donor interests and still meet fundraising goals. In other words, it is estimated that only one-third of the naming opportunities offered will end up being named. This helps prevent a facility from looking cluttered and confused with too many named spaces and plaques.

10) A sample template to assist with these calculations using Excel is available. Please contact the chief financial officer for the division of university advancement for assistance and with questions.