

**SAN JOSE STATE UNIVERSITY
ONE WASHINGTON SQUARE
SAN JOSE, CA 95192**

S14-4, University Policy, Naming of Campus Facilities and properties; And Colleges, Schools, and Other Academic Entities at San José State University

Legislative History:

Rescinds University Policies S00-3, S00-4, and S07-1

At its meeting of April 14, 2014, the Academic Senate approved the following policy recommendation presented by Senator Kaufman for the Organization and Government Committee. This policy consolidates into one policy S00-3, which gives instructions for naming of campus facilities/properties, S00-4, which gives instructions for naming academic entities, and S07-1, which amended S00-4.

Action by University President: **Approved and signed by
President Mohammad Qayoumi
on April 24, 2014**

**University Policy:
Naming of Campus Facilities and properties; And Colleges, Schools,
and Other Academic Entities at San José State University**

- Whereas Since 2000, University policies have existed which guide both the naming of campus facilities/properties (S00-3) and the naming of academic entities (S00-4) at SJSU; and
- Whereas S00-4 was amended in 2007 (S07-1) to allow rapid and confidential vetting of proposals to name academic entities during the 150th year; and
- Whereas Some of the changes to S00-4 are also relevant to S00-3; and
- Whereas The Organization and Government Committee has identified several other changes to the existing policies which are consistent with current practice; and

- Whereas It is to the benefit of the campus as a whole to consolidate policy changes into omnibus policies so as to minimize confusion about the applicability of policies; and
- Whereas The Board of Trustees has recently updated CSU policies regarding naming (CSU 15501.00 and CSU 15502.00) effective February 1, 2014; and
- Whereas Naming proposals to honor individuals and organizations who have had a significant impact on the University should be guided by campus policy; and
- Whereas It is the intent of this policy that stakeholders closest to the entity to be named be consulted in the decision-making process; and
- Whereas San José State should have a clear campus policy to provide for an orderly, fair, expeditious, and collegial review of proposals to name campus facilities, properties, colleges, schools and other academic entities, within the framework established by the February 2014 action; now therefore, be it
- Resolved That the attached document, "Policies and Procedures for Naming of Facilities and Properties; and Colleges, Schools and other Academic Entities at San José State University" be University Policy, effective immediately upon approval of the President; and be it further
- Resolved That adoption of this policy will revoke University Policies S00-3, S00-4, and S07-1.
- Rationale The campus currently operates under three separate naming policies, each of which refers back to old Board of Trustees naming policies. This policy consolidates the previous policies, clarifies the procedures that must be followed, and refers to the most recent Board policies.

Approved: February 24, 2014

Vote: 10-0-1

Present: Kaufman (Chair), Bacich, Backer, Brada-Williams, Guerrazzi,
Laker, Mathur, Morazes, Poole, Rudy, Vera-Sanchez

Absent: Miller

Financial Impact: None

Workload Impact: No additional work is anticipated with this policy update.

**Policy and Procedures for Naming of
Facilities and Properties; and Schools,**

Colleges and Other Academic Entities at San José State University

1.0 Purpose

1.1 The purpose of this policy is to provide for an orderly, fair, expeditious, and collegial review of proposals to name campus facilities and properties; as well as schools, colleges, and other academic entities, within the framework established by CSU Policies 15501.00 and 15502.00.

1.2 The naming of campus facilities, properties, and academic entities presents opportunities for the advancement of the interests of San Jose State University. It is important, however, that a campus process assures that names are bestowed only when they serve the University's long-term interests, and only when they reflect the values of higher education and San Jose State University in particular. Since naming opportunities are generally finite in number and permanent in duration they must be considered with special care and deliberation.

2.0 Authority

2.1 Facilities and properties. The Board of Trustees of the CSU has retained the authority to name facilities and properties. Facilities and properties are defined as all buildings; major portions of buildings; university or college streets or roads; stadium and baseball fields and other areas of major assembly or activity; plazas, malls and other large areas of campus circulation; and all other highly visible facilities and properties.

While the Board possesses final authority to name facilities and properties, no proposal to name such a facility will be sent forward from this campus without obtaining preliminary campus approval as indicated in this policy.

2.2 Features in and around buildings. The Board has delegated to the Chancellor, who has delegated to the University President, the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties.

While the President possesses final authority to name facilities in and around buildings, no facility shall be so named without obtaining preliminary campus approval as indicated in this policy.

2.3 Schools, Colleges and Other Academic Entities. The Board of Trustees of the CSU has retained the authority to name all CSU colleges, schools, centers, and institutes.

While the Board possesses final authority to name colleges, schools, and other academic entities, no proposal to name such an entity will be sent forward from this campus without obtaining preliminary campus approval as indicated in this

policy.

2.4 Temporary naming. The Board has delegated to the Chancellor authority to approve a temporary naming for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university.

While the chancellor possesses final authority to approve temporary naming of facilities and properties, no proposal to name such a facility will be sent forward from this campus without obtaining preliminary campus approval as indicated in this policy.

3.0 Criteria for Selection of Names. A name of a CSU facility or property; or school, college, or other academic entity, presented for Trustee approval must honor an individual or an organization and must meet the following criteria:

3.1 Considerations for Board of Trustees Approval. CSU Policies 15501.00 and 15502.00 set out the general criteria that the Board uses when considering a naming proposal. All naming proposals must meet the standards of those policies. If these policies are superseded by subsequent Board action then the Senate will ensure that the provisions of this policy continue to comport with those policies.

3.2 Campus criteria. All proposals for naming any facility, property (temporary or permanent); or school, college or other academic entity, must, in addition to the Trustees' criteria, meet the following campus criteria:

3.2.1. The naming committee (see section 4. Below) will take into consideration the likelihood of the name being broadly accepted by the campus.

3.2.2 When naming for a person or organization, that person or organization should be associated with ethical behavior that has served the public interest. Namings should be particularly scrutinized to ensure that the individual or organization has not engaged in activities including but not limited to discrimination, fraud, exploitative labor practices, environmental violations, and anti-trust violations, or other actions deemed antithetical to the mission and goals of San Jose State University.

3.2.3 When naming for a person or organization, names with a high degree of association with San Jose State University, such as campus leaders, graduates, employers of graduates, and local companies, should generally be preferred to those with lower degrees of affiliation with SJSU.

3.2.4 This policy should be used over time to lead to the naming of facilities and academic entities of San Jose State University in a balanced manner, reflecting the functions of the property or academic entity, reflecting natural/geographic features of the area, reflecting the traditional themes of the University, honoring diverse individuals and organizations for service to SJSU and the CSU, and recognizing gifts to the University.

3.3 Permanency of names

3.2.1 As a general rule, when a gift from an individual or family is involved, a facility receives a designation that lasts the lifetime of the facility. Demolition of a facility, however, ends its official name, although the old name would then be available for naming a different facility.

3.3.2 In those rare circumstances when a name is to be removed from an existing facility or academic entity, approval must be sought through exactly the same procedures as are required for naming an entity.

3.3.3 As a general rule, when a gift from a corporation is involved, the naming will be temporary and last a period of time to be negotiated between the university and the donor. The naming may be extended by the President after consultation with the Executive Committee.

3.3.4 A temporary name may be designated only for a substantial financial contribution to the University. Written evidence should accompany such a request documenting that the designation of a temporary name is in the long-term financial interests of SJSU, and that the award of a temporary name will not lessen the potential benefit from a permanent name. In addition, a temporary name must comply with all the regular criteria of a permanent name, and must follow the same process for approval.

3.4 In special circumstances, the President, in consultation with the Executive Committee, may waive any or all of the above criteria.

4.0 Procedures

4.1 Proposals. Proposals for naming any property or facility (temporary or permanent), or school, college, or other academic entity, may be initiated by any university office/unit, university organization, or the Senate Executive Committee.

4.1.1 The proposal shall be formulated in accordance with the criteria set forth in this policy and shall include a detailed justification for the proposed name.

4.2 Screening. The VP for Advancement should screen proposals and verify that there is no conflict with other names on campus or in the CSU, and that the naming proposal generally complies with the provisions of CSU naming policies.

4.3 Naming Committees. In cases where a donation is involved, the VP for Advancement will convene a special administrative "Naming Committee" to evaluate the proposal. In cases where no donation is involved, the President shall designate a chair of the naming committee. This administrative committee will be Chaired by the VP for University Advancement or the President's designee and shall include the Chair of the Campus Planning Board, Director of Planning Design and Construction, two faculty members (preferably members of the Senate) who are affiliated with the facility/academic entity in question, and when the Executive Committee deems it appropriate, given the nature of the naming, a student (or students), staff member or other stakeholder as recommended by the Executive Committee. After due diligence,

the Naming Committee will determine whether the proposal should advance. If so, it will forward its recommendation to the Senate Executive Committee.

4.4 Executive Committee. The Vice President for Advancement or President's designee will be invited to present the recommendation from their Naming Committee to the Senate Executive Committee. The Senate Executive Committee will recommend whether the proposal should be adopted. If the recommendation is negative, then the proposal advances no further. After a positive recommendation from the Executive Committee and the President, the President should seek Trustee's approval. (Trustee approval is not required in certain cases; see 4.6) Once Trustees' approval is obtained, the President should then take appropriate action to make the naming official.

4.5 Referral to the full Senate. In instances where the Naming Committee and/or the Senate Executive Committee feels that the naming decision requires more deliberation due to its complexity, sensitivity, or possible controversy, the proposal may be referred to the full Senate for consultation after being heard by the Executive Committee.

4.6 Presidential Action. In the case of proposals to name features in and around buildings, a positive recommendation from the Executive Committee will result in the executive committee recommending to the President that the naming be authorized. The President may then make the naming official in accordance with the authority delegated in Section 2.2 of this policy.

4.7 Explanation of rejection. At any level when a proposal is declined, a prompt memo of explanation will be issued by the declining person (body) and returned to originator of the proposal and any approving bodies.

4.8 Once a name has been approved by the Board of Trustees, the Vice President for Advancement shall report to the Senate about the process.

5.0 Confidentiality

5.1 Because naming decisions are only official after Board of Trustees approval, confidentiality is to be maintained throughout the process of evaluating any proposals for naming campus facilities, properties, schools, colleges or other academic entities, including explanations of rejection as well as decisions of approval.

5.2 All committee meetings will be held in executive session. All memos will be marked "confidential".

5.3 If the full Senate deliberates on a proposal, the Senate will enter into Executive session. The minutes of the Executive Committee and the Senate will reflect the nature of deliberations but not the specific facilities or names under consideration.

5.4 Only when the President publicly and officially announces the naming of a facility or property will confidentiality be lifted.

6.0 Pre-authorization for naming opportunities of campus facilities, when a donor gift is involved.

6.1 For proposals when donor gifts are involved, the campus may pre-authorize naming opportunities. Pre-authorization is used to set aside those properties or academic entities that can be named according to consistent campus-wide guidelines.

6.2 The Vice President for Advancement, in consultation with the Senate Executive Committee, shall prepare and distribute guidelines for the naming of facilities, properties or academic entities that are to be used when a donor gift is involved. These guidelines shall take account of the size of the donor gift, the size and importance of entity to be named and shall be adjustable over time to account for inflation etc.

6.3 Colleges and other entities may submit proposals for pre-authorization of naming opportunities. Such a proposal will take the form of reserving facilities associated with the College or entity, which can be named in honor of donors that meet the criteria developed in Section 3 of this policy. Deans should consult with the VP for Advancement when preparing pre-authorization proposals.

6.4 Pre-authorization should be sought and will be considered through the same process as an actual facility naming. When pre-authorization is granted, the campus agrees in principle to naming the pre-authorized facilities for donors provided the specific names comport with the criteria listed in section 3 of this policy, and provided it occurs within a designated time period.

6.5 Final approval of a specific name for each facility must still be obtained through the regular process. It is suggested that all proposed names that are associated with the facilities included in a pre-authorized proposal be submitted as a package with a brief justification of each name.

S14-4: Facilities and Properties; and Schools, Colleges and Other Academic Entities

