

**SECTION: Institutional Advancement/Development**  
**SUBJECT: Criteria for Naming**

**ISSUED BY:** Office of Institutional Advancement  
**REPLACES:** N/A  
**APPROVED BY:** Board of Trustees  
**EFFECTIVE DATE:** April 5, 1995

## **Policy of Naming**

### **I. Rationale:**

The purpose for Asbury College to assign a name to various campus facilities and permanent funds is to thank and honor individuals for "significant contributions" to the institution. Moreover, naming opportunities also encourage others to consider and to make similar contributions. Yet, "significant contributions" goes beyond financial support and may include length of service, level of responsibility, or other criteria as determined and approved by the Board of Trustees.

### **A. Criteria for Namings resulting from contributions:**

1. Naming opportunities--such as rooms, offices, scholarship endowments--for which individuals express "donative intent" for appropriate funding (i.e. scholarship endowments--\$5,000; naming opportunity levels as set forth within a campaign case and gift levels requirements) may honor, recognize, or memorialize persons at the discretion of the donor.
2. Naming opportunities--buildings, building wings facilities--for which individuals express "donative intent" for funding equivalent to a minimum of 30% (subject to periodic review) of the cost of the building or building wing--may honor, recognize, or memorialize persons at the discretion of the donor with ratification of that naming by the Asbury College Board of Trustees.
3. Endowed programs, professorships, and chairs--for which individuals express "donative intent" for appropriate funding as established by the Advancement Committee through the Board of Trustees--may honor, recognize, or memorialize persons designated by the donor. Recommended levels would include a principle which at a 5% spending rule would **substantially** cover the following:
  - a. Academic program: The cumulative costs of the operational lines of that program (if the spendable return on investment is 5% and a program cost is \$30,000:  $20 \times \$30,000 \rightarrow \$600,000$  principal **needed**).
  - b. Professorship: the salary and benefits of the professor so honored (if salary with benefits is \$48,750 and spendable return is 5%:  $20 \times \$48,750 \rightarrow \$950,000$  **needed**).

- c. Chair: the salary, benefits, secretarial and program support of the professor so honored (if the cumulative costs were \$86,250 and spendable return is 5%:  $20 \times \$86,250 \rightarrow \$1,725,000$  **needed**).
4. Each named program, professorship, or chair shall honor, recognize, or memorialize persons at the discretion of the donor. Each named endowed program, professorship, or chair shall be solicited by Institutional Advancement in consultation with the President and Provost. Such endowed programs, professorships, or chairs must be finally authorized by the Board of Trustees of Asbury College. And, such endowments should be listed in the Catalog of the College with the appropriate academic division or faculty member.
  5. Requirements:
    - a. All naming agreements, which are contingent upon financial contributions, must be in writing as a Declaration of Intent.
    - b. A naming decision based upon the pledge of a future contribution will not be publicly announced until such time as the funds are realized (e.g. an estate note or other irrevocable pledge document [remainder gift instrument] is signed).

## II. **Rationale:**

Periodically in the life of the College it is important that the Board of Trustees name facilities, buildings, building wings, programs, professorships, or chairs for individuals in recognition of or memory for meritorious service. Such namings are often without consideration of a gift.

In **these** cases, such namings should be for scholars and/or other distinguished individuals who are both preeminent in their field of endeavor and/or have contributed meaningfully to the life of Asbury College. Such individuals should represent the values **and traditions** of Asbury College as a liberal arts institution in the Wesleyan-Arminian holiness tradition.

### A. **Criteria for Namings resulting from "Life Contribution:"**

1. Such namings for "significant life contribution" may be initiated by the President's Cabinet to the Advancement Committee for consideration by the Board of Trustees.
2. Generally, no building, building wing, facility, program, professorship, or chair shall be named for individuals currently employed by or serving as a volunteer for Asbury College.

However, in view of historic precedent, the Board of Trustees may consider naming a building, building wing, facility, program, professorship, or chair for an individual currently employed by, retired from, or volunteering for the College if the individual has served faithfully and has rendered through lifestyle, work, and witness, exemplary service to the College.

3. A building, building wing, facility, program, professorship, or chair may be named for a deceased individual whose lifestyle and work evidenced an exemplary record of service to Asbury College.

**Procedure**

To initiate the naming of a program, scholarship, endowment, facility, academic chair, or professorship contact the Office of Institutional Advancement.