

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 4:00 p.m., Tuesday, November 9, 2021
Glenn S. Dumke Auditorium

Jean P. Firstenberg, Chair
Douglas Faigin, Vice Chair
Diego Arambula
Debra S. Farar
Maria Linares
Anna Ortiz-Morfit
Yammilette Rodriguez
Christopher Steinhauser

- Consent**
- Discussion**
1. Approval of Minutes of the Meeting of September 14, 2021, *Action*
 2. Naming of the Wendy Gillespie Center for Advancing Global Business – San Diego State University, *Action*
 3. Naming of Alistair McCrone Hall – Humboldt State University, *Action*
 4. Naming of California State University Facilities and Properties Policy Revision, *Action*
 5. Naming of California State University Academic and Athletic Programs Policy Revision, *Action*

**MINUTES OF THE MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Trustees of the California State University
Office of the Chancellor
Glenn S. Dumke Auditorium*
401 Golden Shore
Long Beach, California**

September 14, 2021

Members Present

Jean P. Firstenberg, Chair
Douglas Faigin, Vice Chair
Diego Arambula
Debra S. Farar
Anna Ortiz-Morfit
Christopher Steinhauser
Joseph I. Castro, Chancellor
Lillian Kimbell, Chair of the Board

Trustee Firstenberg called the meeting to order.

Approval of Minutes

The minutes of July 13, 2021, were approved as submitted.

Naming of Martin V. Smith Hall – California State University Channel Islands

Mr. Larry Salinas, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the \$3 million contribution by The Martin V. and Martha K. Smith Foundation to support construction costs associated with a third-phase renovation for Manzanita Hall, as well as the restoration of the courtyard adjacent to the building. The additional renovated areas will include two classrooms, a lobby/reception area, and a mixed-use space for the Entrepreneurship & Small Business Institute and the Institute for Global Economic Research.

***PLEASE NOTE: Due to the Governor's proclamation of a State of Emergency resulting from the threat of COVID-19, and pursuant to the Governor's Executive Orders N-25-20 and N-29-20 issued on March 12, 2020 and March 17, 2020, respectively, all members of the Board of Trustees may participate in meetings remotely, either by telephonic or video conference means. Out of consideration for the health, safety and well-being of the members of the public and the Chancellor's Office staff, the September 14-15, 2021 meeting of the CSU Board of Trustees was conducted entirely virtually via Zoom teleconference.**

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CSU Channel Islands President Richard Yao shared the impact of the gift and recognized the Smith Foundation's generosity to CSU Channel Islands as well as how past support has helped to facilitate the Martin V. Smith School graduating over 3,700 alumni.

The committee recommended approval by the board of the proposed resolution (RIA 09-21-06) that Manzanita Hall at California State University Channel Islands be named as Martin V. Smith Hall.

Trustee Firstenberg adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Wendy Gillespie Center for Advancing Global Business – San Diego State University

Presentation by:

Larry Salinas
Vice Chancellor
University Relations and Advancement

Adela de la Torre
President
San Diego State University

Summary

This item will consider naming the Center for Advancing Global Business on the campus of San Diego State University the Wendy Gillespie Center for Advancing Global Business.

This proposal, submitted by San Diego State University, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Colleges, Schools, And Other Academic Entities, including approval by the system review panel and the campus academic senate.

Background

The Center for Advancing Global Business (CAGB) is designed to be a global leader and catalyst for excellence, innovation, and collaboration in international business education. CAGB prepares students, faculty, and the business community for change in a growing international economy. The Center's signature programs include the Center for International Business Education and Research (one of only 15 in the nation) and the Charles W. Hostler Institute on World Affairs.

Wendy Gillespie is an active and founding member of the Center's Advisory Board. She has served as a guest speaker, mentored students, hosted CAGB events at her home and is passionate about international business education.

A \$1,400,000 pledge and previous \$100,000 gift donated by Wendy Gillespie for the Center for Advancing Global Business Endowment will support the Center's innovative programming, including the implementation of educational and outreach programs that address the multitude of

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opportunities in international business. This gift will be matched by a gift made by Ron and Alexis Fowler. This transformational gift will broaden San Diego State's partnerships with global corporations and enhance international business experiential learning opportunities for students.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Center for Advancing Global Business on the campus of San Diego State University be named the Wendy Gillespie Center for Advancing Global Business.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Alistair McCrone Hall – Humboldt State University

Presentation by:

Larry Salinas
Vice Chancellor
University Relations and Advancement

Tom Jackson, Jr.
President
Humboldt State University

Summary

This item will consider naming the Science D Building at Humboldt State University as Alistair McCrone Hall for a term of 15 years.

This proposal, submitted by Humboldt State University, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties including approval by the system review panel and the campus academic senate.

Background

Dr. Alistair McCrone is one of just eight presidents in Humboldt State University's history and served from 1974 to 2002, making him the institution's longest-serving president. While president, Dr. McCrone was focused on academic quality, strengthening the sense of community on campus, and enhancing connections with the broader community.

Numerous campus facilities designed to support increased academic quality and directly serve students were built during Dr. McCrone's tenure including the Telonicher Marine Lab, the Campus Center for Appropriate Technology, Science D and Science E buildings, Student Business Services, Creekview Apartments, Schatz Energy Research Station, and the Marine Wildlife Care Center. Built in the 1980's, the Science D building is a two-story structure on B Street next to the campus events field.

In addition to his service as president, Dr. McCrone is also HSU Professor Emeritus of Geology, whose area of specialty is paleontology. Dr. McCrone is an accomplished scientist who committed his presidency to raising the profile of scientific study and research at Humboldt State University.

Dr. McCrone and his wife Judith McCrone have continued to remain involved with HSU and the community, including supporting the work of graduate students, promising faculty, and academic departments.

The McCrones are long-time and generous supporters of Humboldt State University. Their support of various areas - including the Geology Department, the Library, Youth Educational Services, and others - began during Dr. McCrone's presidency and has continued through today. They have also joined other donors in supporting the McCrone Promising Faculty Scholars Award and the Alistair and Judith McCrone Graduate Fellowship. Over the years, more than 50 faculty members and 20 graduate students have benefited from these programs. Dr. McCrone firmly believes what he often told other donors, which is that their gifts can have a greater impact at a public state university than at a private one.

The naming recognizes both Dr. McCrone's reputation and legacy in service to Humboldt State University and the generous philanthropic support.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Science D Building at Humboldt State University be named Alistair McCrone Hall.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of California State University Facilities and Properties Policy Revision

Presentation By

Lori A. Redfearn
Assistant Vice Chancellor
Systemwide Advancement

Summary

This action item updates the policy on Naming of California State University Facilities and Properties, which was last revised in 1999.

The CSU Board of Trustees retains authority for naming all major CSU properties and facilities. That remains unchanged in the revision. The updated language provides additional examples of major and minor facilities and expanded definition of *useful life* of a facility.

It adds language explicitly prohibiting naming after tobacco or electronic cigarette companies. It generally prohibits naming after an alcohol company unless aligned with a university program, such as viticulture, supporting workforce development or research for that industry.

Finally, the revision provides transparency in regard to the CSU Board of Trustees authority to rescind naming recognition.

The updated policy and redline of revisions to the policy are attached.

Background

In December 1961, the Board of Trustees adopted a resolution establishing policy for naming buildings or facilities. The policy was revised in 1999 delegating authority through the Chancellor to presidents to approve naming of minor facilities and properties.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the policy on Naming of California State University Facilities and Properties be revised as presented.

Policy Naming of California State University Facilities and Properties – Updated Language

Policy Title: Naming of California State University Facilities and Properties

POLICY OBJECTIVE

The California State University (CSU) Board of Trustees retains authority for naming all major California State University facilities and properties; i.e., all buildings and major portions of buildings; farms, ranches, and arboretums; university or college streets or roads; stadiums, arenas, and athletic fields with 500 or more permanent seats; and other highly visible facilities and properties.

The CSU Board of Trustees delegates to the Chancellor the authority to name minor properties; i.e., outdoor areas such as plazas, malls, courtyards, and individual landscape features; athletic facilities with limited public seating; interior spaces such as theaters, clinics, laboratories, processing centers, galleries, studios, conference rooms, lounges, offices, rooms and other individual items or features within buildings. The Chancellor is also authorized to approve a temporary naming for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. The Chancellor may sub-delegate this authority, as he or she deems appropriate.

The Vice Chancellor, Division of University Relations and Advancement shall determine whether a facility or property falls within the major or minor classification when it is unclear.

POLICY STATEMENT

100 PURPOSE

This policy is intended to encourage private support through opportunities to name university facilities and properties and only under extraordinary circumstances should facilities and properties be named without private support.

200 SCOPE

This policy governs state university facilities and properties whether at the main campus or satellite locations. Facilities and properties with state university ground leases, such as student unions and recreations centers, are also subject to the policy. Facilities and properties controlled by a joint powers agreement require mutual consent of the interested parties. Auxiliary organization facilities on auxiliary organization owned property are exempted from this policy. Names which are simply descriptive of the function or tenant are exempted from this policy.

300 AUTHORITY

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer.

400 CONSIDERATIONS

Each proposal for naming a CSU facility or property shall be considered on its own merits, including compatibility with the mission and values of the university. No commitment for naming shall be made prior to CSU Board of Trustees approval of the proposed name.

The name presented for CSU Board of Trustees approval must meet the following criteria:

401 When a donor gift is involved:

- The gift should benefit the realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs or student scholarship.
- The gift should provide "substantial" benefit to the CSU. The term "substantial" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may consider significant contributions of personal services as well as monetary or in-kind gifts. The value should be appropriate to the size, visibility and exclusivity of the facility or property.
- The naming may be for the useful life of the facility or for a defined period of years. Absent extraordinary circumstances, the useful life of a building is defined as until the facility is destroyed or substantially renovated.

402 When a commercial entity is involved:

- The revenue should benefit realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs or student scholarship.
- The revenue should provide "substantial" benefit to the CSU. The term "substantial" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits. The value should be appropriate to the size, visibility and exclusivity of the facility or property.

- The arrangement should not imply endorsement of any product, service, or opinions of the commercial entity by the CSU Board of Trustees or any university employee or entity.
- The naming should be limited to a defined period of years. The financial consideration divided by the number of years should result in a reasonable market value.

403 In a rare instance, when a naming honors service to the CSU:

- It should honor a person who has achieved unique distinction in higher education or other significant areas of public service; or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar; or who has made extraordinary contributions to a CSU campus or the system which warrant special recognition.
- Recognition of an individual who has served in a CSU academic or administrative capacity shall not be made until the individual has been retired or deceased for at least two years.
- No more than one facility or property in the system shall be named after any one individual under this provision.

404 No facility or property will be named after seated, elected, or appointed officials currently in office.

405 No facility or property will be named after a tobacco or electronic cigarette company. Generally, no facility or property should be named for an alcohol company, with the limited exception if the facility supports workforce development or research for the industry.

500 RIGHT TO RESCIND

Should circumstances change in a manner that affiliation with the name would cause harm to the reputation of the university, the university president or chancellor may request that the CSU Board of Trustees exercise its authority to rescind naming recognition.

600 WAIVER

In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria.

Policy Naming of California State University Facilities and Properties - Redline

Policy Title: Naming of California State University Facilities and Properties

POLICY OBJECTIVE

The California State University (CSU) Board of Trustees retains authority for naming all major California State University facilities and properties; i.e., all buildings; and major portions of buildings; farms, ranches and arboretums; university or college streets or roads; stadiums, arenas, and athletic fields with 500 or more permanent seats; 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.

The CSU Board of Trustees delegates to the Chancellor the authority to name ~~individual rooms, limited areas, minor properties; i.e., outdoor areas such as plazas, malls, courtyards,~~ and individual landscape features; athletic facilities with limited public seating; interior spaces such as theaters, clinics, laboratories, processing centers, galleries, studios, conference rooms, lounges, offices, rooms, and other individual items or features within buildings, ~~individual landscape items or features, limited outdoor areas, and other minor properties.~~ The Chancellor is also ~~delegated authority~~ authorized to approve a temporary ~~namings~~ naming for a facility or property, reflecting natural or geographic features, or reflecting a traditional theme of a university. The Chancellor may sub-delegate this authority, as he or she deems appropriate ~~(California State University, Board of Trustees RIA 07-99-09). The Chancellor sub-delegated this authority to the presidents via Executive Order 713.~~

The Vice Chancellor, Division of University Relations and Advancement shall determine whether a facility or property falls within the major or minor classification when it is unclear.

POLICY STATEMENT

100 PURPOSE

This policy is intended to encourage private support through opportunities to name university facilities and properties and only under extraordinary circumstances should facilities and properties be named without private support.

200 SCOPE

This policy governs state university facilities and properties whether at the main campus or satellite locations. Facilities and properties with state university ground leases, such as student unions and recreations centers, are also subject to the policy. Facilities and properties controlled by a joint powers agreement require mutual consent of the interested parties. Auxiliary organization facilities on auxiliary organization owned property are exempted from this policy. Names which are simply descriptive of the function or tenant are exempted from this policy.

300 AUTHORITY

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer.

400 CONSIDERATIONS

Each proposal for naming a CSU facility or property shall be considered on its own merits, including compatibility with the mission and values of the university. No commitment for naming shall be made prior to CSU Board of Trustees approval of the proposed name.

The name ~~of a CSU facility or property~~ presented for CSU Board of Trustees approval must ~~honor an individual or an organization and must~~ meet the following criteria:

401- When a donor gift is involved:

- The gift should benefit the realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs or student scholarship.
- The gift should provide "substantial" benefit to the CSU. The term "substantial" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may ~~take into account~~ consider significant contributions of personal services as well as monetary or in-kind gifts. The value should be appropriate to the size, visibility and exclusivity of the facility or property.
- The naming may be for the useful life of the facility or for a defined period of years. Absent extraordinary circumstances, the useful life of a building is defined as until the facility is destroyed or substantially renovated.

402 When a commercial ~~contract~~entity is involved:

- The revenue should benefit realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs or student scholarship.
- The revenue should provide "substantial" benefit to the CSU. The term "substantial" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits. The value should be appropriate to the size, visibility and exclusivity of the facility or property.

- The arrangement should not imply endorsement of any product, service, or opinions of the ~~organization-commercial entity~~ by the CSU Board of Trustees or any university employee or entity.
- The naming should be limited to a ~~period of years~~ defined period of years. The financial consideration divided by the number of years should result in a reasonable market value.

403 In a rare instance, when a naming honors service to the CSU:

- It should honor a person who has achieved unique distinction in higher education ~~and/or~~ other significant areas of public service; or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar; ~~or who~~ has made extraordinary contributions to a CSU campus or the system which warrant special recognition; or who has served the CSU in an administrative capacity and made extraordinary contributions to a CSU campus or the system which warrant special recognition.
- Recognition of an individual who has served in a CSU academic or administrative capacity shall not be made until the individual has been retired or deceased for at least two years.
- No more than one facility or property in the system shall be named after any one individual- under this provision.

404 No facility or property will be named after seated, elected or appointed officials currently in office.

405 No facility or property will be named after a tobacco or electronic cigarette company. Generally, no facility or property should be named for an alcohol company, with the limited exception if the facility supports workforce development or research for the industry.

500 RIGHT TO RESCIND

Should circumstances change in a manner that affiliation with the name would cause harm to the reputation of the university, the university president or chancellor may request that the CSU Board of Trustees exercise its authority to rescind naming recognition.

600 WAIVER

In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of California State University Academic and Athletic Programs Policy Revision

Presentation By

Lori A. Redfearn
Assistant Vice Chancellor
Systemwide Advancement

Summary

This action item updates the policy on Naming of California State University Colleges, Schools and Other Academic Entities, which was adopted in 1999.

The CSU Board of Trustees retains authority for naming all major CSU academic and athletic programs. The updated policy delegates authority to the chancellor, with sub-delegation to presidents, to name minor programs such as centers and institutes.

Additionally, it adds language explicitly prohibiting naming after tobacco or electronic cigarette companies. It generally prohibits naming after an alcohol company unless aligned with a university program, such as viticulture, supporting workforce development or research.

Finally, the revision provides transparency in regard to the CSU Board of Trustees authority to rescind naming recognition.

The updated policy and a redline version of the edits are attached.

Background

The Board of Trustees adopted a resolution establishing policy for naming Colleges, Schools and Other Academic Entities in July 1999. This is the first revision to the policy.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the policy on Naming of California State University Colleges, Schools and Other Academic Entities be replaced with the policy on Naming of California State University Academic and Athletic Programs.

Policy Naming of California State University Academic and Athletic Programs – Updated Language

Policy Title: Naming of California State University Academic and Athletic Programs

POLICY OBJECTIVE

The California State University (CSU) Board of Trustees retains authority for naming all major California State University academic and athletic programs including schools, colleges, divisions, departments, intercollegiate sports, and other major academic and athletic designations. Multi-campus academic collaborations also remain under the authority of the CSU Board of Trustees.

The CSU Board of Trustees delegates to the Chancellor the authority to name minor academic, non-academic, and athletic programs including centers, institutes, lecture series, archives, camps, intramural sports, and other minor academic and non-academic units. The Chancellor may sub-delegate this authority, as he or she deems appropriate.

The Vice Chancellor, Division of University Relations and Advancement shall determine whether an academic or athletic program falls within the major or minor classification when it is unclear.

POLICY STATEMENT

100 PURPOSE

This policy is intended to encourage private support through opportunities to name university academic and athletic programs and only under extraordinary circumstances should academic or athletic programs be named without private support.

200 SCOPE

This policy governs naming of major CSU academic and athletic programs whether at the main campus or satellite locations. Names which are simply descriptive of the function are exempt from this policy

300 AUTHORITY

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer.

400 CONSIDERATIONS

Each proposal for naming of a major CSU academic or athletic program shall be considered on its own merits, including compatibility with the mission and values of the university. No commitment for the naming shall be made prior to CSU Board of Trustees approval of the proposed name.

The name presented for CSU Board of Trustees approval must meet the following criteria:

401 When a donor gift is involved:

- The gift should be clearly and broadly supported as being consistent with the reputation and aspirations of the university. Consultation should include the dean, director, or unit head, and faculty leadership.
- The gift should enhance academic excellence, promote experiential learning, support student achievement, or contribute significantly to the mission of the university.
- The gift should provide “substantial” benefit to the CSU. The term “substantial” in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may consider significant contributions of personal services as well as monetary or in-kind gifts. The value should be appropriate to the scope and function of the program.

402 In a rare instance, when the naming honors service to the CSU:

- It should honor a person who has achieved unique distinction in higher education or other significant areas of public service, or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or who has made extraordinary contributions to a CSU campus or the system which warrant special recognition.
- Recognition of an individual who has served in a CSU academic or administrative capacity shall not be made until the individual has been retired or deceased at least two years.
- No more than one program in the system shall be named after any one individual on the basis of service to the CSU.

403 No program will be named after seated, elected, or appointed officials currently in office.

404 No academic or athletic program will be named after a tobacco or electronic cigarette company. Generally, no academic or athletic program should be named for an alcohol

company, with the limited exception if the academic program supports workforce development or research for the industry.

500 RIGHT TO RESCIND

Should circumstances change in a manner that affiliation with the name would cause harm to the reputation of the university, the university president or chancellor may request that the CSU Board of Trustees exercise its authority to rescind naming recognition.

500 WAIVER

In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria.

Policy Naming of California State University Academic and Athletic Programs – Redline

Policy Title: Naming of California State University Academic and Athletic Programs

POLICY OBJECTIVE

The California State University (CSU) Board of Trustees retains authority for naming all major California State University academic and athletic programs including schools, colleges, divisions, departments, intercollegiate sports, and other major academic and athletic designations. Multi-campus academic collaborations also remain under the authority of the CSU Board of Trustees.

The CSU Board of Trustees delegates to the Chancellor the authority to name minor academic, non-academic, and athletic programs including centers, institutes, lecture series, archives, camps, intramural sports, and other minor academic and non-academic units. The Chancellor may sub-delegate this authority, as he or she deems appropriate.

The Vice Chancellor, Division of University Relations and Advancement shall determine whether an academic or athletic program falls within the major or minor classification when it is unclear.

POLICY STATEMENT

100 PURPOSE

This policy is intended to encourage private support through opportunities to name colleges, schools, programs, centers, and institutes. The Board of Trustees of the California State University retains authority for naming all CSU colleges, schools, programs, centers, and institutes. There are a finite number of these naming opportunities on the campuses. Opportunities to name these university academic and athletic programs and only under extraordinary circumstances should academic or athletic programs be named without private support.

200 SCOPE

This policy governs naming of major CSU academic and athletic programs whether at the main campus or satellite locations. Names which are simply descriptive of the function are for fund-raising purposes only exempt from this policy

300 AUTHORITY

The CSU Board of Trustees has the authority to set administrative policy (Education Code section 89030). Implementation and compliance with this policy is the responsibility of the Vice Chancellor, University Relations and Advancement and the campus chief advancement officer.

400 CONSIDERATIONS

Each proposal for naming of a major CSU college, school, academic or athletic program, center, or institute shall be considered on its own merits, including compatibility with the mission and values of the university. No commitment for the naming shall be made prior to Trustee CSU Board of Trustees approval of the proposed name.

A~~The~~ name ~~of a CSU college, school, program, center, or institute~~ presented for Trustee CSU Board of Trustees approval must meet the following criteria:

401 When a donor gift is desirable for involved:

- The gift should be clearly and broadly supported as being consistent with the CSU reputation and aspirations of the university. Consultation should include the dean, director, or unit head, and faculty leadership.
- The gift should enhance academic excellence, promote experiential learning, support student achievement, or contribute significantly to name colleges, schools, programs, centers, and institutes the mission of the university.
- The gift should provide “substantial” benefit to the CSU. The term “substantial” in honor of this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may consider significant contributors of funds to the university contributions of personal services as well as monetary or in-kind gifts. The value should be appropriate to the scope and function of the program.

402 In a rare instance, when no donor gift is involved the naming honors service to the CSU:

- It should honor a person who has achieved unique distinction in higher education and/or other significant areas of public service, or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or who has made extraordinary contributions to a CSU campus or the system which warrant special recognition, or who has served the CSU in an administrative capacity and who, during administrative service, made extraordinary contributions to a CSU campus or the system which warrant special recognition.
- Recognition of an individual involves service to the university in an who has served in a CSU academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
- No more than one academic program in the system shall be named after any one individual on the basis of service to the CSU.

403 No ~~academic~~ program will be named after seated, elected, or appointed officials. currently in office.

404 No academic or athletic program will be named after a tobacco or electronic cigarette company. Generally, no academic or athletic program should be named for an alcohol company, with the limited exception if the academic program supports workforce development or research for the industry.

500 RIGHT TO RESCIND

Should circumstances change in a manner that affiliation with the name would cause harm to the reputation of the university, the university president or chancellor may request that the CSU Board of Trustees exercise its authority to rescind naming recognition.

500 WAIVER

In special circumstances, the CSU Board of Trustees may waive any or all of the above criteria.