

DSU HERITAGE FOUNDATION

NAMING GUIDELINES

Purpose

Private gifts to support Dickinson State University (“University”) through the DSU Heritage Foundation (“Foundation”) offer an opportunity for appropriate recognition for donors. Depending upon the level of commitment, recognition may include naming opportunities for student and faculty support funds, programs, facilities, colleges, schools, departments, and units.

The permanent nature of endowments and the naming of facilities, colleges, schools and units require they be established with sensitivity to the needs and goals of the donors as well as the University. To maintain consistent standards, the University and the Foundation adopted the following guidelines, with understanding that specific circumstances may call for agreements falling outside these stipulations.

Commemorative Naming Approval Process for Facilities, Colleges, Schools, Departments, and Units

Names assigned to facilities and programs are long-term commitments and decisions must be made carefully according to the process defined below.

All commemorative naming proposals for facilities, colleges, schools, departments, and units require the University President’s approval prior to discussing the proposal with prospective donors. In addition, the Provost, Foundation President/CEO, appropriate development staff and other relevant administrators and committees must be involved before discussing the naming with prospective donors.

The University President shall represent the University in discussions with prospective donors for naming a college, school, or major facility along with the appropriate Dean and/or University administrator and Foundation representative.

Approval to name facilities and/or programs must be aligned with the North Dakota University System policies and procedures, in particular Section 902.12 (Building Name) and Section 307.1 (Institutional Organizational Notice and Approval).

Once approved, documentation of the naming and any related terms, including but not limited to the use or recognition of the gift, must be included in a gift agreement or Memorandum of Understanding (“MOU”) signed by the donors, University, and Foundation.

Commemorative Naming for Endowed or Expendable Funds

Donors are afforded the opportunity to have a name permanently associated with an endowed or expendable fund in consultation with the appropriate University and Foundation representatives. Specific naming opportunities and corresponding minimum gift levels are provided in the Foundation’s Fund Guidelines document. Documentation of the naming must be included in a gift agreement or MOU signed by the donors, University, and Foundation.

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Naming Funds and Deferred Gifts

Revocable and irrevocable deferred commitments may establish a named fund using the face value amount of the current named fund minimums. Language in the MOU will indicate that if the eventual gift amount is lower than the funding minimum at the time the gift is realized, then the University and Foundation must decide to either (a) invest the fund until it reaches the desired fund minimum, or (b) use the fund for a similar purpose at a lower fund amount. The University and Foundation would work closely to ensure the proper administration of these named endowed funds and to satisfy the donor's intent.

Duration

The duration of a benefactor's or honoree's naming recognition will be agreed to in a gift agreement or MOU. An approved name supported by an endowment shall be considered perpetual. For a Facility or other internal or external space, the duration may be a specified period of years or continue for as long as the Facility or other space is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, change in designation of purpose, or similar modification of a named Facility or space, the University may deem that the naming period has concluded. The appropriate University representative will make all reasonable efforts to inform in advance the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.

Removal or Change of Name

Naming recognition is provided to donors who exemplify the attributes of integrity and civic leadership. If a donor for whom a University naming commitment has been made violates these standards, the University President, in consultation with the Foundation, may elect to remove the donor's name from the naming opportunity. Any facility naming authorized by the State Board of Higher Education, State of North Dakota, can only be revoked by a vote of that body.

Alternatively, unforeseen circumstances may make it impossible for a donor to complete a gift commitment after that commitment has been recognized by placing a name on an endowed fund, facility, college, school, departments, or unit. The Foundation will make every reasonable effort to work with the donor to create a plan for completion of the commitment. However, in certain circumstances it may be necessary to remove the donor's name from the naming opportunity.

Signage

The purchase and installation of all donor recognition must be coordinated with the Foundation, University Facilities Management, and University Relations and be in compliance with campus design standards. SBHE Policy 907 Plaques should also be adhered to.

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Approvals

Foundation President/CEO

Date

University President

Date

Effective Date: Upon final signature above

Responsible Department: Finance and Operations

Revision History:

Related Documents:

- Foundation
 - Fund Guidelines
 - Gift Acceptance Policy
- University
 - Section 307.1 Institutional Organizational Notice and Approval
 - Section 902.12 Building Name
 - SBHE Policy 907 Plaques