

# STOCKTON UNIVERSITY



## PROCEDURE

### Naming of and Installation of Markers to University Facilities

Procedure Administrator: Vice President for Facilities & Operations  
Authority: N.J.S.A. 18A-64-8  
Effective Date: May 12, 2016, November 10, 2017; October 26, 2020; August 26, 2021; December 2, 2021  
Index Cross-References:  
Procedure File Number: 6085  
Approved by: Dr. Harvey Kesselman, President

#### PURPOSE:

To provide guidelines for the naming of facilities, buildings, and other University properties, as well as for requests to install plaques, monuments, portraits, statues, sculptures, flags, or other temporary or permanent markers or memorials on University properties.

To establish and maintain standard procedures for consideration of memorial designations that reflect the University's mission and values.

To establish a consultation process to provide the benefit of the collective institutional memory and a broad University perspective.

To ensure conformity with University design standards and the overall physical environment of University properties.

#### PROCEDURE:

##### I. Naming of Facilities and Buildings

A. Procedure Administration: The University Naming and Installation Committee ("Committee"), appointed by the President, shall review all proposals to name University buildings, facilities, or other spaces. After its review, the Committee will submit recommendations to the following parties for further consideration.

1. The Vice President for Facilities and Operations and the Chief Development Officer shall review and have the authority to approve proposals from the Committee regarding plaques, the engraving of multi-plate plaques, and the naming or dedication of equipment with a value less than \$100,000, provided such proposals do not signify the naming or dedication of spaces as otherwise outlined in this procedure.

2. The Cabinet shall review proposals from the Committee regarding the naming and dedication of all University facilities and make appropriate recommendations to the President for approval.
  3. The President, having received a proposal from the Cabinet, shall make a recommendation to the Board of Trustees for consideration and approval in the case of naming or dedication of major campus facilities (including, but not limited to, entire facilities or the majority of space within a given facility, entire wings of the academic spine, schools, projects requiring significant signage or other projects deemed by the President to require approval of the Board of Trustees).
- B. University Naming and Installation Committee: The Vice President for Facilities & Operations will chair the Committee that will include faculty, staff, student members, and the Chief Development Officer. A representative from the office of the Provost will serve on the Committee when the Committee is discussing the naming of academic spaces, programs or schools, and a member of the Board of Trustees will serve when the Committee is discussing the naming of facilities and spaces requiring approval by the Board of Trustees.
- C. Definition of "Facility": The term "facility" shall include, but not be limited to, any University building, structure, room, classroom, laboratory, athletic facility, or space within a facility, plaza, open space, thoroughfare, landscaped area, or other physical improvements or natural features of the University campus, or other property under the administrative control of the University.
- D. Discussions with Potential Donors: Prior to any naming discussions with prospective donors, deans, directors, faculty and staff shall consult with the Chief Development Officer about the naming process and opportunities, except in cases involving minor items covered under Section II.
- E. Records: The Vice President for Facilities & Operations, who also serves as Chair of the Committee, shall maintain an official list of all requests and approved proposals for the naming of University facilities. The Division of Facilities & Operations shall maintain a list of all University facilities and their approved functional/general or honorary names.
- F. Renaming: The naming of a facility is effective for its useful life so long as the facility is used for the purpose intended at the time of the gift. The University may rename a facility at the end of its facility's useful life, and/or the cessation of the use in effect at the time of the gift. In the event of a renaming under these circumstances, appropriate recognition of earlier donors and honorees shall be included in, or adjacent to, the replacement or redeveloped facility. The same guidelines apply to spaces named inside or outside of University facilities.

Under extraordinary circumstances, such as when the continued use of the name would conflict with the University's values, the Committee reserves the right to revert to the previous name of the facility or suggest an alternate

name.

G. Additional items:

1. Naming with Personal, Corporate, or Foundation Donations: Proposals for the naming of major academic buildings and other facilities may be made in connection with significant personal, corporate, or foundation donations to the University to honor University colleagues, respected alumni or others, living or deceased. These gifts are designed to be spent in full within a limited period of time for the purposes set forth by the benefactor.

Such proposals must be made in consultation with the President of the University and the Chief Development Officer. A new facility or major renovation of an existing facility may be named for a donor who contributes significantly toward project expenses. The size, design, and wording of plaques, signs, or markers that acknowledge benefactor contributions and express University appreciation shall conform to the University's graphic design standards and master plan.

2. Naming without Donations: Proposals not associated with a donation shall be considered on a case-by-case basis, only when supported by extraordinary justification for a naming in honor of living or deceased faculty, alumni, staff, or Board of Trustees members, or community, state or national leaders.. Proposals must outline the standards that guided the naming request and shall include careful consideration of the achievements of the individual.

Proposed honorees shall have achieved distinction in one or more of the following ways:

- a. While serving the University in an academic capacity, the individual has demonstrated high scholarly distinction and has earned a national or international reputation and has helped the University to grow in reputation.
  - b. While serving the University in an important administrative capacity, the individual has rendered distinguished service that warrants recognition of the individual's exceptional contributions to the welfare of the University.
  - c. The individual has contributed in truly exceptional ways to the public good, or to the welfare of the University, or achieved such unique distinction as to warrant recognition.
3. Other Naming Opportunities: The University encourages consideration of other meaningful naming opportunities in honor of colleagues whose outstanding leadership and achievement have constituted a significant benefit to the University. Examples of such naming opportunities, when supported by the necessary funding, include: professorships or scholarships, conference rooms, libraries, laboratories, and seminar rooms.
  4. Submission and Approval of Proposals: All naming proposals shall be

submitted to the Chair of the Committee for review and approval by the Committee. If the Committee decides to recommend a proposal for consideration, the Committee shall submit its recommendation to the Cabinet and President. Upon the President's approval, the naming proposal will be submitted to the Buildings and Grounds Committee of the Board of Trustees, which, in turn, shall make a recommendation for final approval to the Board of Trustees.

## II. Installing Plaques, Monuments, and Major Markers

- A. Procedure Administration: The Committee shall review all requests to install plaques, monuments and major markers, including the location of, and plans and designs for, all plaques, monuments and major markers throughout the University, including exterior and interior permanent, temporary, commemorative, and decorative works of art such as memorials, class gifts, and sculptures.
- B. Design Standards: Any proposals for new plaques, monuments, or major markers must conform to University design standards related to campus signage and graphics and the master plan maintained by the Division of Facilities & Operations.
- C. Sign Standards: When the Committee makes a recommendation for a naming opportunity, they shall also provide a signage plan. The signage plan must be consistent with the signage standards established by the University for signage throughout the campus as well as coordinate with signage for similar projects. The plan should include:
  - 1. Placement, size, color, aesthetics and design of signage;
  - 2. Wording;
  - 3. Timeline for installation and plan for donor recognition;
  - 4. Funding plan for the purchase, installation and maintenance of the sign.
- D. Definitions:
  - 1. A "plaque" is any ornamental or engraved flat or low-relief plate, slab or disc that can be affixed to a base, indoor or outdoor building surface or other object.
  - 2. "Monuments or memorials" can be either permanent pieces of public outdoor art, sculpture, landscape enhancements or other civic improvements whose primary purpose is to honor a person, group, event or other significant contribution to the University. Some examples are a plaque, tree, bust, flag, portrait, sculpture, statuary or fountain, a landscape feature such as a garden or grove, or a building or similar architectural feature.
  - 3. "Major markers" include signage requested by University academic schools that departs from the established University signage standards.

- E. Commemorative Trees, Shrubs, or Other Plantings, and Objects: Memorial or honorific gifts of trees, shrubs or other plantings cannot, in most cases, be signified by individual plaques or markers. All gifts must be processed through the Stockton University Foundation and the Division of Facilities & Operations.
- F. Miscellaneous, Smaller Items: Bricks, benches, and similar items consuming little, if any, square footage may carry donor or honorary names with the approval of the Committee. All external designs and naming of this nature shall be reviewed and approved by the Division of Facilities & Operations to assure compliance with the University's design standards and master plan.
- G. Records: The Division of Facilities & Operations shall maintain an official list of all requests and approved proposals for plaques, monuments, and major markers, as well as a campus map showing the location of all current plaques, monuments, and major markers. All plaques, monuments, and major markers shall be kept in place as long as they remain serviceable. A plaque, monument, or major marker may no longer be serviceable due to safety issues, construction projects, or other campus modifications, or if damaged beyond repair. In the event a plaque, monument, or major marker will be removed, a letter shall be sent to the designated donor contact advising of the reason for removal. The donor shall have the option of placing a new physical memorial at the current fee and under the procedures in effect at such time.
- H. Guidelines:
  - 1. Proposals for Plaques, Monuments or Major Markers: Proposals may be made by University departments, alumni classes, "friends" groups or any group, organization or individual either inside or outside the University.
  - 2. Submission of Proposals: Proposals must first be submitted in writing to the Vice President for Facilities & Operations who will review all requests for appropriateness and adherence to University design standards. Proposals meeting all requirements will be forwarded to the Committee for final review.
  - 3. Funding Source: The source of funding must be identified as part of the proposal, including funding to support the costs of acquisition, installation and annual maintenance. The Committee has no funds at its disposal.
  - 4. Consultation and Advice: The Division of Facilities & Operations will provide information and advice on the installation of plaques, monuments and major markers.
  - 5. The Vice President for Facilities and Operations and the Chief Development Officer shall review and have the authority to approve proposals from the Committee regarding plaques, the engraving of multi-plate plaques, and the naming or dedication of equipment with a value less than \$100,000, provided such proposals do not signify the naming or dedication of spaces as otherwise outlined in this policy.

### III. Exceptions to Section I – Naming of Facilities and Buildings

Exceptions to these procedures, under Section I – Naming of Facilities and Buildings, may be made in circumstances deemed appropriate by the President and the Board of Trustees.

- IV. The University may revoke a memorial or marker if the University’s Board of Trustees, in its reasonable and good faith opinion, determine that circumstances have changed or information is discovered such that the recipient’s recognition would adversely impact the University’s reputation or conflict with the University’s stated mission, vision or values. Alternatively, the University’s Board of Trustees may, in its discretion, determine an alternative recognition. The University shall make all reasonable efforts to inform the recipient of any termination or change.

Members of the University community may initiate consideration of the revocation of a memorial or marker by sending a request, and all supporting material, to the Office of the President for review by the University Naming and Installation Committee. The Committee will then present a formal recommendation to the President, who, upon approval, will present a recommendation to the Board of Trustees for its review and action.

Review History:

	Date
Procedure Administrator	11/08/2021
Divisional Executive	11/08/2021
General Counsel	11/17/2021
Cabinet	12/2/2021
President	12/2/2021