

CENTRAL MICHIGAN UNIVERSITY **CHAPTER 11**
MANUAL OF BOARD OF TRUSTEES
POLICIES, PRACTICES AND REGULATIONS **PAGE 11-31 (R)**

SUBJECT: Naming Opportunities

It has long been Central Michigan University’s practice to name facilities, roads, endowments, awards and other programs in honor of people who have contributed to the betterment of the university. Because such gifts will be substantial in amount and may reflect on CMU in perpetuity, naming opportunities, and the terms and conditions associated with such naming, shall be subject to final approval by the Board of Trustees. Principal responsibility for soliciting and arranging for naming opportunities resides with the president of the university and the vice president for development and external affairs. They are encouraged to adhere to the funding minimums defined in this guideline in their preliminary negotiations, but they are also granted the discretion, in consultation with each other and subject to final Board approval, to consider other funding arrangements which will best serve the wishes of the donor and the interests of CMU. Gifts to name facilities, endowments, awards and other programs established must be irrevocable and meet the minimum present day dollar value requirements set by the Board of Trustees. Generally, naming opportunities will not be recognized through a planned or deferred gift until the gift amount is accessible. However, naming opportunities may be considered through an irrevocable planned gift at the discounted present value under special circumstances. The following criteria should be included in the consideration:

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| Entire Building | Names of buildings present special considerations for naming opportunities. In general a building should be named as directed by a donor only if a minimum of 50% of the privately secured funds but not less than \$1 million is contributed by or at the direction of the donor. |
| Building Additions and Renovations | Not less than 50% of project costs. |
| Portions of Buildings | Individual rooms or wings in new or existing buildings such as auditoriums, lecture halls and lobbies, need to be considered on a case-by-case basis. Consideration will be given to such matters as type of usage, visibility and traffic flow. |
| Unnamed Existing Buildings | Currently unnamed buildings may be named by the establishment of an endowment equivalent to 12.5% of the fair market value of the building. |
| Relocation | The name on an existing facility will remain for the life of the building. |
| Replacement | The name on a facility to be demolished will not be transferred to a new facility except in such cases when a useful facility is relocated to serve the greater interest of the university. |

Authority: BTM 12-6-12 at 5672.

History: SBM 1949-50 at 41; BTM 6-4-82 at 1752-53; BTM 7-24-87 at 2382; BTM 5-6-88 at 2457; BTM 9-9-88 at 2484/5; BTM 10-19-90 at 2364/5; BTM 10-1-93 at 2924/26; BTM 9-12-97 at 3726/28; BTM 7-13-2000 at 4210/11; BTM 7-12-01 at 473/76; BTM 3-13-03 at 4603/4606; BTM 7-14-05 at 4958; BTM 12-1-05 at 5020; BTM 4-24-08 at 5333; BTM 12-3-09 at 5548; BTM 2-18-10 at 5566; BTM 2-17-11 at 5706.

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Named Colleges or Schools	Associating an individual, corporation or foundation name with a college or school acknowledges great commitment on the part of the donor. The Board reserves the right, after consulting with the president and vice president for development and external affairs to approve funding arrangements which best serve the interests of CMU.
Distinguished Professorship or Dean's Chair	A distinguished professorship or dean's chair will enable the university to honor or to recruit an outstanding scholar who has demonstrated the potential of making exceptional contributions to his/her discipline. Income from the endowment will provide support toward salary, professional development, related research and program expenses. Minimum Endowment Gift: \$2.0 Million
Named Chair	Provides income toward an outstanding faculty member's salary and related expenses, including research and professional conferences. Minimum Endowment Gift: \$1.0 Million
Named Professorship	Provides support for an outstanding faculty member and related expenses. Minimum Endowment Gift: \$500,000
Named Visiting Professorship	Provides income to apply toward expenses for a visiting professor. These professorships will allow the university to benefit from talent which would otherwise be unavailable to Central Michigan University. Minimum Endowment Gift: \$250,000
Named Young Faculty Award	Provides income to apply toward the annual salary and teaching/research expenses of an outstanding young faculty scholar. These funds will enable Central Michigan University to attract and retain the most promising young professors. Minimum Endowment Gift: \$250,000
Named Fellowships	Provides income to fund fellowships for graduate students. Minimum Endowment Gift: \$250,000
Named Endowed Lectureship	Provides income for distinguished lecturers to be brought to campus. Minimum Endowment Gift: \$100,000
Named Research Fund	Provides an annual award to be used for research in the area chosen by the donor and Central Michigan University. Minimum Endowment Gift: \$100,000

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Named Faculty Development Fund	Provides an annual award to enhance a faculty member’s teaching and research activities. Minimum Endowment Gift: \$100,000
Named College of Medicine Scholarships & Awards	Full Scholarship \$1,000,000 Partial Scholarship \$100,000 Annual Award \$50,000
Graduate Scholarships	Provides financial support for graduate students. Minimum Endowment Gift: \$ 50,000 Minimum ProfEd Endowment Gift: \$ 25,000
Named Endowed Centralis Scholar Award	Income funds full scholarships for undergraduate students Selection criteria are stated in detail in the Centralis Scholar guidelines. Minimum Endowment Gift: \$150,000
Named Endowed Scholarship	Income from this fund will provide financial aid to undergraduate students. Selection criteria will depend upon the donor’s preference and guidelines established by Central Michigan University. Minimum Endowment Gift: \$25,000
Named Student Award Fund	This fund provides an annual award to a student in an area selected by the donor. Minimum Endowment Gift: \$10,000 or Minimum Annual Gift: \$ 1,000 per year for four years
Named Program Endowment	Provides income to support special programming opportunities and/or naming of books or equipment. Minimum Endowment Gift: \$25,000 Minimum Public Broadcasting Endowment Gift: \$10,000
Named Faculty Award	Provides an annual award to recognize and support the work of an outstanding faculty member. Minimum Endowment Gift: \$25,000 or Minimum Annual Gift: \$ 5,000 per year for four years