

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

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**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 of advancement. 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. The president and vice president are encouraged to adhere to the funding minimums defined in this guidelines 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 arrangement which will best serve the wishes of the donor and the interests of CMU. Minimum gift thresholds may be reviewed at any time by the vice president for advancement to maintain alignment with tuition and inflation increase. Threshold increases will be sent to the Board of Trustees for approval. Annual scholarships and quasi-endowment funds do not require board approval. The following criteria should be included in the consideration.

**Authority:** BTM 06-25-2025 at 7531

**History:** BTM 12-6-12 at 5672; 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 a 5333; BTM 12-3-09 at 5548; BTM 2-18-10 at 5566; BTM 2-17-11 at 5706

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<b>New Buildings</b>	Names of buildings present special considerations for naming opportunities. The minimum contribution amount will be determined by the president and vice president of advancement on a case-by-case basis.
<b>Unnamed Existing Buildings</b>	Currently unnamed buildings may be named equivalent to 12.5% of the fair market value of the building.
<b>Building Additions and Renovations</b>	Not less than 50% of project costs.
<b>Portions of Buildings</b>	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.
<b>Relocation</b>	The name on an existing facility will remain for the life of the building.
<b>Replacement</b>	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.
<b>Removal</b>	The University reserves the right to remove and rescind any public recognition of the fund and/or donor. Reasons for removal of the recognition may include but are not limited to: if the naming affiliation presents risk to the reputation of Central Michigan University and/or other campus partner(s), if the donor fails to maintain payments on a pledge upon which the naming was bestowed, or a planned gift upon which the naming was bestowed does not result in the value agreed upon.
<b>Colleges or Schools</b>	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 of advancement, to approve funding which best serve the interests of CMU.
<b>Distinguished Professorship or Dean's Chair</b>	A distinguished professorship or dean's chair will enable the university to honor or to recruit an outstanding scholar who had demonstrated the potential of making exceptional contributions to their discipline. Income from the endowment will provide support

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toward salary, professional development, related research and program expenses.

**Minimum Endowment Gift: \$2.0 Million**

**Chair**

Provides income toward an outstanding faculty member's salary and related expenses, including research and professional development.

**Minimum Endowment Gift: \$1.0 Million**

**Professorship**

Provides support for an outstanding faculty member and related expenses.

**Minimum Endowment Gift: \$500,000**

**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.

**Minimum Endowment Gift: \$250,000**

**New Faculty Award**

A new faculty award will enable CMU to attract and retain the most promising new professors. Provides income to apply toward the annual salary and teaching/research expenses of new faculty scholar.

**Minimum Endowment Gift: \$250,000**

**Lectureship**

Provides income for distinguished lecturers to be brought to campus.

**Minimum Endowment Gift: \$250,000**

**Faculty Development Fund**

Provides an annual award to enhance a faculty member's teaching and research activities

**Minimum Endowment Gift: \$100,000**

**Faculty Award**

Provides an annual award to recognize and support the work of an outstanding faculty member.

**Minimum Endowment Gift: \$50,000**

**Minimum Annual Gift: \$5,000 per year for 5 years**

**Fellowships**

Provides income to fund fellowships for graduate students.

**Minimum Endowment Gift: \$250,000**

**Research Fund**

Provides income 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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<b>Programmatic Fund</b>	Provides income to support special programming opportunities. <b>Minimum Endowment Gift: \$35,000</b> <b>Minimum Public Broadcasting Endowment Gift: \$25,000</b>
<b>College of Medicine Scholarships &amp; Award</b>	Provides financial support for College of Medicine Students <b>Minimum Endowed Gift: \$100,000</b> <b>Minimum Annual Gift: \$5,000 per year for 5 years</b>
<b>Graduate Endowed Scholarship</b>	Income from this fund will provide financial aid for graduate students. Selection criteria will depend upon the donor's preference and guidelines established by Central Michigan University. <b>Minimum Endowed Gift: \$50,000</b>
<b>Graduate Annual Scholarship</b>	Provides annual financial aid for graduate students. Selection criteria will depend upon the donor's preference and guidelines established by Central Michigan University. <b>Minimum Annual Gift: \$2,500 per year for 5 years</b>
<b>Undergraduate Endowed Scholarship</b>	Income from this fund will provide financial aid for undergraduate students. Selection criteria will depend upon the donor's preference and guidelines established by Central Michigan University. <b>Minimum Endowed Gift: \$35,000</b>
<b>Undergraduate Annual Scholarship</b>	Provides annual financial aid for undergraduate students. Selection criteria will depend upon the donor's preference and guidelines established by Central Michigan University. <b>Minimum Annual Gift: \$1,500 per year for 5 years.</b>