

Sen. Tammy Story, *Chair*  
Sen. Rhonda Fields  
Sen. Jerry Sonnenberg

Rep. Edie Hooton, *Vice Chair*  
Rep. Janice Rich  
Rep. Donald Valdez



**Capital Development Committee**  
State Capitol Building, Room 029  
Denver, Colorado 80203-1784  
(303) 866-3521



February 25, 2022

Representative Julie McCluskie, Chair  
Joint Budget Committee  
200 East 14th Avenue, Third Floor  
Denver, CO 80203

Dear Representative McCluskie,

This letter responds to your letter dated February 3, 2022, concerning sponsorship-based naming or renaming of buildings at higher education institutions that are paid for with state funds. Specifically, you asked whether the Capital Development Committee (CDC) has any policies or guidelines in place relating to higher education institutions' ability to name state-funded buildings. Further, you requested any information or opinions on the topic that the CDC is able to provide. The issue arose out of Colorado State University's (CSU) decision to rename the Shepardson Building, which is being renovated primarily with state funds, after an agricultural firm that donated money to the university. The CDC has no policies or guidelines in place regarding higher education institutions naming, or renaming, state-funded buildings after donors. The committee discussed this matter at a meeting on February 24, 2022, and concluded as follows:

- The naming of buildings and classrooms based on donations has been a common practice at higher education institutions for decades. Examples of state-funded buildings named after donors include the Kenneth King Academic and Performing Arts Center on the Auraria Higher Education Center campus, the CoorsTek Center for Applied Science and Engineering on the Colorado School of Mines campus, and the University of Colorado Denver Anschutz Health Sciences Building.
- The CDC is thankful for private-sector and individual financial contributions to higher education institutions.
- The CDC supports the ability of higher education institutions to raise money from outside sources, thereby relieving pressure on state funds.
- The CDC has no desire to create or implement policies on the naming of facilities or how money can be raised.
- State investment in higher education is insufficient, and the CDC supports efforts by higher education institutions to seek additional funding opportunities to augment state funding.

Attached for your information are the policies and guidelines governing CSU's naming of facilities. The CDC thanks the Joint Budget Committee (JBC) for continuing to refer issues to the CDC relating to capital construction, and seeks to effectively fulfill its role as an advisory body to the JBC on capital-related matters.

If you have any questions or concerns about the CDC's conclusions, please call Bo Pogue, Legislative Council Staff, at 303-866-5390.

Representative Julie McCluskie  
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Sincerely,



Senator Tammy Story  
Chair, Capital Development Committee

- c: Capital Development Committee Members
- Joint Budget Committee Members
- Andrea Uhl, Joint Budget Committee Staff
- Amanda Bickel, Joint Budget Committee Staff
- Ashlee Pate, Department of Higher Education
- Vanessa Reilly, Governor's Office of State Planning and Budgeting
- Capital Development Committee Staff

# Policy and Guidelines Governing the Naming of Academic and Research Units, University Centers, University Institutes, Other Special Units and Facilities at Colorado State University

## Background

On August 26, 2005, the Colorado State University Board of Governors approved a system policy for the approval of named buildings, colleges, departments, facilities, programs, and other major structures. That policy document does not address the procedures and/or process for a specific institution to follow in recommending a "naming" to the Chancellor and Board of Governors. The following guidelines are intended to provide such guidance to institutional personnel.

Prior to approval of this policy, Colorado State University had in place a policy entitled "Honorary Degree Guidelines and Naming of Facilities Policy and Guidelines." The policy and guidelines found herein is intended to replace those guidelines but only to the extent they address naming of facilities. These guidelines are not intended to address the awarding of honorary degrees.

The purpose of these Guidelines is to address the naming of academic units, research units, university centers, university institutes, special units and facilities to recognize particular individual(s) or organization(s). These Guidelines are not intended to address the naming of facilities for the limited purpose of mapping or locating the facility on campus, which authority rests with Facilities Management Services. Nor is it intended to address the naming of academic programs for pedagogical purposes; the process and authority for which is addressed in the Academic Faculty and Administrative Professional Manual, Section C.2.2

## Statement of Policy

Approval of the naming of academic units, research units, centers, institutes and other special units (hereafter collectively referred to as "Administrative Units") and facilities on the campus of Colorado State University is vested with the Board of Governors upon recommendation of the chancellor, and based on the System policy adopted by the Board of Governors on August 26 2005, final approval for these namings is vested with the Board. The institutional administration of this policy is delegated to the president of the University who will seek approval of these actions with the Chancellor.

*Gift Transmittal Form*

*Revised: 4/28/2016*

## Application of Naming

1. Under appropriate circumstances, Administrative Units (as described above) or facilities may be named for an individual or an organization.
2. Normally, Colorado State University, shall name no more than one administrative unit / facility for the same individual or organization; however, more than one may be named for a donor who has, or will provide, substantial financial support or distinctive service to the University.
3. Administrative Units or facilities may be named for:
  - a. Individuals or organizations that have provided or have caused to be provided a significant contribution toward a project – new construction or major renovation or academic and non-academic program.
  - b. Retired or deceased faculty or staff members who have provided distinctive service to the University.
  - c. Graduates, former students, or individuals who have provided distinctive service to the University.
  - d. Living or deceased persons dedicated to the purpose, nature, and mission of the University who have achieved outstanding distinction through civic, intellectual, or artistic contributions to the development of the city, county, region, state, nation, and/or world.

4. It is assumed that the naming of an administrative unit / facility will be retained for its useful life, unless:  
(a) a change is necessary to continue the appropriate recognition; (b) a major renovation/addition is funded with significant support from another donor and it is appropriate to alter the name; (c) the individual for whom the facility or administrative unit is named falls into disrepute; or (d) the Board of Governors takes action to change the name in order to meet the best interests of Colorado State University.

## Procedures

1. Approvals must be made in advance of proposing a naming opportunity.
  - a. Required level of gifts or service to the University will vary for naming Colleges, Schools, Departments, Centers, and facilities.
  - b. Normally donors are expected to provide at least one half of the total fund-raising cost of constructing or renovation a facility. Because the amount of the gift will vary with each individual situation, this requirement should be viewed as a *guideline*.
  - c. To name rooms, laboratories, centers, or areas within new or renovated facilities, or external spaces such as entry ways or gardens, donors must provide the minimum specified level of private support as determined by the appropriate college/division/department and approved by the Vice President for University Development and Advancement.
  - d. In lieu of monetary contributions, Colleges/Departments, and Divisions may choose to recommend naming administrative units or facilities for individuals who have provided outstanding service to the University.
  - e. A naming opportunity will be shared with the Board in executive session prior to final consideration.
2. The donor may ask that the administrative unit or facility bear his or her name or the names of family members or others the donor may wish to honor, subject to the approval the President, and the Board of Governors. The Vice President will discuss with the President the donor's intent before any commitments are made.
3. In the event that the facility or administrative unit to be named involves multiple colleges, divisions, or departments, the heads of all associated organizational units must be in agreement on naming opportunities and levels prior to submission to the Vice President for University Development and Advancement.
4. Each naming request shall be made in the form of a written proposal. The proposal must list the reason for the request, justification of the naming in accordance with the policy and guidelines/criteria, and the amount of any donation or description of service or contribution which would accompany approval of the naming proposal.
5. The Vice President for University Development and Advancement will coordinate with the Provost on donor opportunities for naming rights. The recommendation of dean/vice president/athletic director for approval or disapproval of the request shall be forwarded in writing to the President through the Vice President of University Development and Advancement. In determining the naming, the recommendation of the college, school, department or division that is expected to occupy the facility or oversee the administrative unit shall receive consideration.
6. In reviewing the naming opportunity, the Vice President for University Development and Advancement or his/her designee will assess: (a) the relationship of the individual or organization to the institution; (b) the amount of the donation or value of the contribution; (c) an assessment of the donor's financial

situation and the likelihood of fulfilling the pledge, if a donation is given partly as a pledge; (d) character of the donor; (e) potential for additional gifts or contributions from the donor; and (f) possible academic enhancement to the institution as a result of the donation.

7. The President will either approve or deny the recommendation. A denial by the President is final. If the President approves, he/she will request the appropriate vice president to submit the formal naming proposal for review by the Chancellor, pursuant to CSU System and University policy, and forward to the Board of Governors for consideration with the following documentation: An analysis of the proposal in relation to the naming policy and guidelines/criteria:
  - A financial review of the gift;
  - A review by the Office of General Counsel

### **Naming Exceptions and Limitations**

1. Athletic sponsorships such as billboards or advertising signage at a particular athletic event or facility do not fall under the naming policy. The approval of naming for minor properties at a facility, e.g., the placing of a name plate on a seat at a basketball arena, as recognition of a donation to the athletic program, shall be delegated to the University President.
2. A donor will not be given authority to control curricular or administrative matters related to the naming or university property usage.

*Revised:  
March 3, 2006  
Gift Transmittal Form*

*Board of Governors Meeting*

*Revised: 4/28/2016*

### **Attachment F: Guidelines for Naming Endowed Funds for Colorado State University**

#### **Endowed Minimum Policy**

Endowment levels indicate the minimum funding required from donors. Each chair, professorship, or other endowment may need to be funded at a higher level to meet the needs of a specific program. According to the current spending policy of the Colorado State University Foundation, 4.25 percent of an endowment's market value is available for allocation annually. This policy (excluding the percent of allocation), is subject to change at the discretion of the Vice President for University Advancement. The allocation percent is subject to the discretion of the CSUF board and not VPUA and is voted upon annually by the CSUF board.

#### **Attachment F-1: Faculty and Administrative Professional Support**

- \$6 million**     **Presidential Chair** – This designation is accorded to the select number of faculty and administrative professional staff judged to be truly outstanding scholars, researchers, leaders, and/or teachers, according to rigorous, nationally accepted standards. The title of Presidential Chair is the highest and most prestigious honor Colorado State University may award to a faculty or administrative professional member. Presidential Chairs at Colorado State, as at other prestigious universities, constitute that small cadre of exceptionally gifted leaders whose names evoke immediate acknowledgment and respect in academic and professional circles. Annual allocations from the endowment are expected to fund the salary, benefits, research, and operational costs for the position.
- \$3 million**     **University Chair** – This designation is accorded to that select number of faculty and administrative professional staff judged to be outstanding scholars, researchers, leaders, and/or teachers, according to rigorous, nationally accepted standards. The reputations of recipients reflect their special creative and/or research contributions, as well as their efforts in shaping the world understanding of their fields. Annual allocations from the endowment are expected to fund the salary, benefits, and operational costs for the position.

**\$1.5 million** **College Chair** – Recipients of these chairs must have demonstrated significant contributions to their fields through exceptional teaching, research, leadership, and/or scholarly excellence. These individuals are expected to be of national stature with an established track record of achievement. The annual allocations from College Chairs supplement salaries and/or operations of these great leaders. A college must commit an appropriate level of funding to cover the base salary, benefits, and operational costs for the position (i.e., the college or unit must have the full salary line covered for a College Chair).

**\$750,000** **University Professorship** – This designation is intended to enhance faculty and administrative professional positions held by scholars/teachers with outstanding qualifications. The achievements and qualifications of University Professors are expected to be extremely high, setting them apart from the majority of their colleagues. Earnings from these endowments supplement faculty salary lines (i.e., the college or unit must have the full base salary line covered for a University Professorship).

**\$375,000** **College Professorship** – These professorships are typically held by gifted faculty members and administrative professionals whose accomplishments indicate great potential. Their efforts are focused on honing their teaching skills and on carving out areas of research or performance. Earnings from these endowments supplement faculty salary lines (i.e., the college or unit must have the full base salary line covered for a College Professorship).

*Gift Transmittal Form*

*Revised: 4/28/2016*

**\$250,000** **Endowed Visiting Lecturer or Artist Fund** – This designation is reserved for those select and accomplished leaders who are invited to lecture or teach at Colorado State University for a limited period of time and who are not permanent members of the Colorado State faculty. Funds may be used to pay for stipends, travel, or other appropriate business-related expenses.

**\$100,000** **Faculty and Administrative Professional Fellowships and Scholarly Programs** – These fellowships are awarded across the spectrum of academic and administrative professional staff ranks and the purpose of the fellowships is to stimulate scholarly activities and develop innovative approaches in the areas of teaching, research and service. Earnings from these endowments supplement faculty and administrative professional operation budgets and may be used to pay for stipends, travel, or other appropriate business-related expenses.