



# SUNY Orange Policy Manual

Policy Number	Policy Title
BP2.3	Naming of College Spaces for Recognition Purposes

The naming of major buildings, or other major property operated by the College, in honor of or dedicated to a person or entity will occur only following the considered review and written recommendation of the President, review and approval by the SUNY Orange Board of Trustees, and approval by the Orange County Legislature.

The Board of Trustees delegates the process of reviewing and recommending nominations for naming of major buildings or major property operated by the College to the College President.

The naming, re-naming or designation of interior spaces of buildings, academic departments or organized education units, or College-related functions or entities, such as honorary chairs, academic programs, department and/or school names, colleges, scholarships, library collections, scientific collections, endowments, etc., will customarily follow the College's hierarchical line of review and approvals to the College President.

**Naming Categories:** The College will consider the following general categories of naming opportunities:

- **Philanthropic Naming:** Consideration for naming of a College building or other major property may be given in recognition of substantial financial gifts to the College. Individuals currently associated with the College can be so recognized. SUNY Orange will seek financial contributions commensurate with the honor sought and compatible with the College mission. The levels of financial contribution, in order to be considered for philanthropic naming opportunities, shall be established by the College President and reviewed periodically.
- **Honorary Naming:** SUNY Orange considers the naming of a College building, part of a building or other property in honor of an individual to be one of the highest recognitions that the College can bestow. In that context, only in extraordinary circumstances will property be named to memorialize individuals who have made extraordinary contributions to the College. Persons considered for naming honors shall have been dedicated to the purpose, nature and mission of the College, and have achieved outstanding distinction through civic, intellectual or artistic contributions to the development of the area, state and nation.

**Naming Considerations:**

- All naming recognition must be consistent with the College's mission and role as a public trust. In this regard, due attention shall be given to both long-term and short-term appropriateness of naming.
- The proposed name should enhance the public reputation of the institution. The name should be based on the eminence of the donor and/or the donor's relationship to the institution.
- The credentials, character and reputation of each individual for whom the naming of significant property is being considered shall be appropriately scrutinized. Nominations submitted for consideration and action must be accompanied by appropriate supporting documentation relating to the nominee.



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**Special Conditions:**

- **Duration:** If a previously named facility or property must be replaced or substantially renovated, or the use of a previously named area re-designated, it may be named for a new donor at the discretion of the College (subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action) and such name changes are subject to review and approval under this policy.
- **Change in Use:** When a change in the use of a previously named facility occurs because a program moves/ends or space is reassigned or demolished, some form of continuing recognition may be appropriate, such as creating an alternative memorial. All such alternatives are subject to review and approval under this policy, and will be determined at the sole discretion of the College.
- **Form of Naming Display:** The official name of a building, in honor of an individual or in recognition of an appropriate donation, shall be determined by the College in cooperation with the donor. College appreciation of business or corporate gifts should be modest and exclude corporate logos to avoid the appearance of blatant advertising. The campus building sign will typically reflect only the surname of the honoree or donor. In addition, a suitable plaque can be located in the lobby or other appropriate interior location, giving the full name and a brief biography of the person.

The Board of Trustees directs the President to develop such procedures as to fairly implement this policy.