
Subject: Policy on Commemorative Tributes

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1. Purpose

The following policy and procedures apply to the commemorative naming of physical spaces and/or other entities the University Commemorative Tributes Committee will take under consideration, such as buildings, portions of buildings, streets or other physical facilities, and to the erection and plan for donor recognition walls or hanging of plaques, portraits or other permanent memorials honoring individuals or organizations on the campus or outlying properties of the university, as well as specific academic units, such as departments, schools, colleges, institutes, or centers that may be named in honor of individuals.

2. Policy

The university will approve commemorative namings of buildings, physical facilities, specific academic components, and the erection of plaques, signs, and portraits as a commemorative tribute in appropriate instances where the university has significantly benefited from the relationship with the person or organization and such naming brings no adverse reflection on the university. The process for securing a naming opportunity is as follows:

1. The University Commemorative Tributes Committee is responsible for reviewing proposals for the naming of buildings, other physical facilities, centers, institutes, etc., and for making recommendations to the president.
2. After review, the president will submit his/her selected proposals for commemorative tributes to the Board of Visitors.
3. Board of Visitors will act on those proposals recommended by the president. Final approval rests with the Board of Visitors.
4. The Board of Visitors authorizes the President, upon the recommendation of the Commemorative Tributes Committee, to approve the erection of plaques, permanent signs and other memorials (such as bricks and benches), and the commissioning and hanging of portraits related to the naming.
5. This policy applies only to the naming of facilities and physical spaces in honor of persons or organizations and does not apply to the identification of rooms or facilities with numbers, letters, colors, or generic terms.

2.1 Commemorative Tributes Committee

The Commemorative Tributes Committee will consist of the following:

1. Vice President for Advancement, Chair
2. Executive Vice President and Provost
3. Vice President for Student Affairs
4. Vice President for Administration
5. Vice President for Finance and Chief Financial Officer
6. President of the Faculty Senate (or designee)
7. President of the Student Government Association (or designee)
8. Chief Executive Officer of the Virginia Tech Foundation, Inc.

(As the university's organizational structure evolves, the President is authorized by the Board of Visitors to adjust the titles of the committee's membership to reflect those organizational changes.)

2.2 Policy for All Commemorative Tributes

1. Consideration should be given to the desirability of an appropriate relationship between the use of the physical facility and the person or organization for which the facility is named.
2. In reviewing proposals for names of buildings or other facilities, it is appropriate for the members of the Commemorative Tributes Committee to contact appropriate members of the university community to obtain and/or validate information.
3. Any building or other facility bearing the name of a person or organization should be clearly identifiable, distinctive, significant, enduring, and functional and should reflect honor on the person or organization for which it is named. Portions of buildings or rooms within buildings generally should meet these same criteria. In addition, names assigned to portions of buildings or rooms should be helpful to users in identification of the facilities.
4. This policy applies only to the naming of facilities in honor of persons or organizations and does not apply to the identification of rooms or facilities with numbers, letters, colors, or generic terms.
5. Buildings, physical facilities or major academic units are not named for individuals who have been employed by the university during the year preceding the naming. Exceptions may be granted in extraordinary cases.
 - a. In cases where the individual being honored may still be employed by the university but has been separated from the role for which his/her contributions have been most substantial for at least one year, the individual would qualify for an honorific naming.
6. Named structures and spaces will exist as long as a building is standing, or unless a major renovation occurs that will result in changes to the space. Circumstances will be evaluated on an individual basis in cases where structures or spaces are removed or changed.

2.3 Policy for Names in Tribute of Corporate Entities

1. Corporate names are considered to be appropriate for naming of internal spaces and designated exterior locations (i.e., courtyards, gardens, athletic fields). Such naming opportunities must be stated in the proposal, as part of the negotiation, prior to consideration by the Commemorative Tributes Committee.
2. Corporate names are not considered to be appropriate for the external identification of buildings.
3. Naming privileges are to be negotiated for a period of up to ten years.
4. The naming privilege may be granted at the receipt of the pledge commitment and its first payment.
5. Exceptions may be granted in extraordinary situations.

2.4 Policy for Building Names in Tribute to Individuals

The following guidelines should be observed in naming buildings or portions of buildings:

1. Entire buildings, building additions, or portions of buildings may be named in honor of an individual or individuals.
2. The naming of a building, part of a building, or other facility or property of the university is a high honor and would not be done casually. The honor is reserved for those who have made extraordinary contributions to the University through their achievements in service and/or in financial support to the university.
3. To merit recognition in the naming of a building or portion of a building, an individual's relationship to the university should be truly exceptional in both quality and impact and be of significant duration.
4. When financial contributions are a factor, the level of contribution needed to name a building, addition to a building, or portion of a building (as may be the case in a major renovation project) will vary depending on the financing considerations, purpose, size, prominence on campus, and the level of private support needed for construction. Such gift commitments must be payable over a defined pledge term and the donor must provide a legally binding commitment enforceable against his/her assets/estate until the pledge is retired. Prior to initiating the formal naming process, at least 75% of the gift commitment for the established naming opportunity must be received by the Virginia Tech Foundation, Inc. Exceptions may be granted in extraordinary situations.
 - a. In cases of existing construction, outright gifts and/or irrevocable deferred gifts, e.g., life income plans, may be used. The amount credited toward the naming opportunity will be based on the present value of the charitable gift plan.
 - b. In cases of new construction and when financial support is needed for construction, only outright gifts of readily marketable assets may be used.
 - c. The required gift level for naming spaces within buildings, such as auditoriums, classrooms, laboratories, etc., will be established following the same principles as to naming of existing major facilities.
5. Building names should reflect honor on the university as well as on the person or persons being honored and are considered to be permanent.

2.5 Plaques and Portraits, and Miscellaneous Items of Recognition

1. Donor walls, plaques, portraits, and miscellaneous items (bricks, benches, etc.) should be encouraged to commemorate truly outstanding contributions, either in service or financial support, of persons or organizations.
2. Such tributes should be located inside or outside buildings or facilities that have strong identification with the persons or organizations being honored.
3. The cost of such plaques, portraits, and miscellaneous recognition items generally should be borne by donors interested in the tributes.
4. All internal and external designs need to be reviewed and approved by the Office of University Planning in accordance with university signage standards and design guidelines to assure compliance with the university's master plan.

2.6 Departments, Schools, Colleges, Institutes, Centers, or Other Academic Units

1. A major academic unit may be named in honor of an individual in recognition of service to the university and/or in recognition of financial contributions sufficient to provide physical facilities and equipment for its academic and/or research programs, or which would provide sufficient income to cover an appropriate portion of the annual operating costs of the unit, or both.

2. The name applied to an academic unit should be appropriate to its purpose, and should reflect honor on the university as well as upon the person for which it is named.
3. Because the life of a university center or institute is not expected to continue indefinitely, gift funding for an institute or a center may be accomplished by endowment or current gifts. If accomplished by a current gift, the name of the institute or center shall generally be limited to the term during which the expendable gift provides funding. The policies and procedures for naming the center or institute shall be the same as for naming other major academic units of the university.

3. Procedures

4. Definitions

5. References

Policy 5410, Official Building and Facility Names, Designations and Numbers
<http://www.policies.vt.edu/5410.pdf>

6. Approval and Revisions

Approved by the Board of Visitors on May 16, 1969 – Policy for Commemorative Tributes.

- Revision 1 - To update policy into standard policy format for inclusion in the University policies.

Approved May 2, 1980 by the Board of Visitors.

- Revision 2 - Section 2.1 updated to include title changes of existing members and add additional vice presidents to the committee.

Approved October 15, 1992 by the President, Dr. James McComas.

Approved February 27, 2001 by the Vice President for Development and University Relations, Elizabeth A. Flanagan.

Administrative updates approved on October 31, 2001 by the President, Dr. Charles Steger.

- Revision 3 – Full revision.

Approved August 25, 2003 by the Board of Visitors.

- Revision 4

April 1, 2008: Updates to position titles and/or responsibilities due to university reorganization.

- Revision 5

The current university organization, additional procedural considerations giving context and definition to specific naming and funding options, and clarification of naming eligibility necessitates a full policy revision. This major revision updates the committee composition, modifies the 12- month separation rule to factor in

eligibility based on the vacated role, incorporates the permanency of namings and the need to individually evaluate spaces that may move or cease to exist, defines the minimum criteria of philanthropic commitments that must be received from corporations and individuals before namings can be formally applied, and specifies the requirement that all identifying signage must be created in consultation with the Office of University Planning.

Approved June 6, 2016 by the Board of Visitors.