

RECOMMENDATION TO THE BOARD OF TRUSTEES  
CONCERNING THE DESIGNATIONS AND AWARDS POLICY

Governance, Trusteeship, and Nominating Committee – June 24, 2021  
Executive and Compensation Committee – June 24, 2021

RECOMMENDATION:

The Governance, Trusteeship, and Nominating Committee recommends the Board of Trustees approve a revised policy concerning University Designations and Awards, as [attached](#).

BACKGROUND:

The board's current policy has not been revised since 1998. The new policy is now consistent with the university's Naming Guidelines and the procedures and guidelines document that describes the University Advisory Committee on Designations and Awards (UACDA).

In 1981, the Board of Trustees established the policy that all designations of whatever significance which bore the name of an individual or organization be approved by the Board of Trustees. By 1998, it had become evident that there are numerous designations within the University that, although quite significant in their own right, necessitate immediate action (e.g., designations associated with some gifts) or are recommended in conjunction with particular events that have special significance to the affected unit.

Subsequently, the President recommended, and the Board approved a policy that only buildings or areas which have a large University-wide impact require the approval of the Board. Rooms and other smaller areas or facilities could then be left to the President to approve.

Implicit in the 1998 policy was the necessity for all such designations (large or small/major or minor) to be channeled through the University-Wide Awards and Designations Committee before being submitted to the Board or President. This ensured some consistency in the naming of facilities.

Since that time, the President and Vice President for Advancement of the University and the Executive Director of the UofL Foundation have crafted new Naming Guidelines. These Naming Guidelines outline requirements for establishing named endowments, naming recognition with current use gifts, and appropriate gift levels for naming facilities and spaces. These guidelines will support consistency and aid in managing the process. Concurrently, the University President, Faculty and Staff Senates, and the Student Government Association have agreed upon a new procedures and guidelines document for a modernized University Advisory Committee on Designations and Awards (UACDA) Procedures and Guidelines Document – this will continue the ensured consistency in the future designation of facilities.

COMMITTEE ACTION:

Passed   X    
Did Not Pass \_\_\_\_\_  
Other \_\_\_\_\_

  
Signature on file \_\_\_\_\_  
Assistant Secretary

BOARD ACTION:

Passed   X    
Did Not Pass \_\_\_\_\_  
Other \_\_\_\_\_

  
Signature on file \_\_\_\_\_  
Assistant Secretary

BOARD OF TRUSTEES POLICY CONCERNING  
UNIVERSITY DESIGNATIONS AND AWARDS

Adopted: June 24, 2021

Upon the recommendation of the President, the Board of Trustees shall approve the designation of all nameable spaces:

- with a philanthropic commitment of \$1 million or greater;
- with a philanthropic commitment of \$100,000 to \$999,999 if the nameable space is considered a prominent public space – defined as those spaces with high visibility, heavy usage, or those linked to significant University traditions; and
- whenever the President otherwise deems it to be in the best interest of the University to request approval by the Board of Trustees.

All designations follow the procedure for designations and awards as described in the [University Advisory Committee on Designations and Awards \(UACDA\) Procedures and Guidelines Document](#).

The policy for designations is described in the [University of Louisville Naming Guidelines](#).

RECOMMENDATION TO THE BOARD OF TRUSTEES  
CONCERNING A PROCEDURES AND GUIDELINES DOCUMENT OF THE  
UNIVERSITY ADVISORY COMMITTEE ON DESIGNATIONS AND AWARDS

Governance, Trusteeship, and Nominating Committee – June 24, 2021  
Executive and Compensation Committee – June 24, 2021

RECOMMENDATION:

The Governance, Trusteeship, and Nominating Committee recommends the Board of Trustees approve the Procedures and Guidelines Document of the University Advisory Committee on Designations and Awards, as [attached](#).

BACKGROUND:

Currently, the first step in the approval process for designations and awards is to notify the University-wide Awards and Designations Committee which is comprised of 2 faculty members, 2 staff members, and 1 student member. Originally created in 1972, this committee has informally evolved over time and its composition and scope differs greatly from its inception.

Consistent with the new University Naming Guidelines and a revised Board of Trustees Policy on University Designations and Awards, it has been recommended that the board formalize a document describing the procedures and guidelines of the university-wide committee, henceforth to be called the University Advisory Committee on Designations and Awards (UACDA).

Signifying the university’s commitment to shared governance, the new composition of the UACDA will be:

- Two faculty members nominated by the Faculty Senate;
- Two staff members nominated by the Staff Senate;
- Two students nominated by the Student Government Association;
- The Vice President for University Advancement (or her designee).

The Committee receives and considers nominations for naming and renaming University of Louisville buildings, structures, properties, or portions thereof, e.g., rooms, labs, centers, institutes, outdoor areas, playing fields, (hereafter “property”), and for instituting or changing university-wide awards.

The Committee provides advice to the President and Board of Trustees through the President in matters related to naming university property or instituting university-wide awards.

COMMITTEE ACTION:

Passed         X          
Did Not Pass                       
Other                             

BOARD ACTION:

Passed         X          
Did Not Pass                       
Other                             

         Signature on file  
Assistant Secretary

         Signature on file  
Assistant Secretary

University Advisory Committee on Designations and Awards  
Procedures and Guidelines Document

June 24, 2021

I. Role of the Committee

The University Advisory Committee on Designations and Awards receives and considers nominations for naming and renaming University of Louisville buildings, structures, properties, or portions thereof, e.g., rooms, labs, centers, institutes, outdoor areas, playing fields, (hereafter “property”), and for instituting or changing university-wide awards.

The Committee provides advice to the President and Board of Trustees through the President in matters related to naming university property or instituting university-wide awards.

II. Purposes Served by the University in Making Awards and Designations

A designation or university-wide award at the University of Louisville should serve one or more of the following purposes:

- a. It should designate in an honorable and useful way the item or place identified;
- b. It should honor appropriately the person or event memorialized;
- c. It should demonstrate to the University community, as well as the community at-large, the kinds of accomplishments, activities, or events that the University should be remembered and valued highly.

III. Composition of the Committee

All members are appointed by the President and are comprised of:

- a. Two faculty members nominated by the Faculty Senate;
- b. Two staff members nominated by the Staff Senate;
- c. Two students nominated by the Student Government Association;
- d. The Vice President for University Advancement (or her designee).

The President designates the Chair of the Committee. The Office of the President will provide staff support to the committee.

IV. Procedures

- a. All nominations shall be submitted to the Chair of the Committee, together with a statement indicating the suitability of the proposed name or award in accordance with the guidelines and procedures outlined in this document.
- b. All nominations should conform to these procedures and guidelines. If a nomination does not so conform, the reasons for setting aside the usual criteria should accompany the nomination.
- c. All nominations shall be held in the strictest of confidence by all interested parties until the designation or award is approved.
- d. When considering nominations, the Committee shall consult with the unit's highest authority and/or those most closely related to the specific category or item under consideration, e.g., the unit's Dean in the case of the naming of a property containing an academic program, or the unit's Vice President in the case of naming of a property that provides a service or functions to facilitate events.
- e. The Committee is polled by electronic mail (or called together to vote, if necessary, but this is unusual) and forwards its recommendation(s) to the President.
- f. The President (or her designee) shall implement the naming/renaming of all property and the institution/changing of university-wide awards pursuant to the parameters set out in the action of the Board of Trustees on June 24, 2021 concerning the designations policy:

BOARD OF TRUSTEES POLICY CONCERNING  
UNIVERSITY DESIGNATIONS AND AWARDS

Adopted: June 24, 2021

Upon the recommendation of the President, the Board of Trustees shall approve the designation of all nameable spaces:

- with a philanthropic commitment of \$1 million or greater;
- with a philanthropic commitment of \$100,000 to \$999,999 if the nameable space is considered a prominent public space – defined as those spaces with high visibility, heavy usage, or those linked to significant University traditions; and
- whenever the President otherwise deems it to be in the best interest of the University to request approval by the Board of Trustees.

All designations follow the procedure for designations and awards as described in the University Advisory Committee on Designations and Awards (UACDA) Procedures and Guidelines Document.

The policy for designations is described in the University of Louisville Naming Guidelines

## V. Guidelines

- a. Insofar as possible, the designation should include a functional description of the item, e.g., “Belknap Campus,” “Cochran Fountain,” etc.
- b. Insofar as possible, the magnitude of the item designated should bear an appropriate relation to the event or memorial included in the designation. For example, major campus sites, academic units, or external facilities might be limited to major historical events or persons of national, state, or institutional significance.
- c. Insofar as possible, the more intimate categories of familiar facilities, awards, prizes, archives, and special collections should be reserved for memorializing those events or persons most closely related to the University community (such as individual trustees, members of the President’s Council, administrators, faculty, staff, students, alumni, benefactors, and friends).
- d. Other Considerations
  - i. Full vs. partial names. On December 6, 1974, the committee resolved that all facilities named since 1955 should bear the full names, or, as a minimum, the given as well as the surnames, of those so honored, but added that if specifically requested by the designee with the concurrence of the Vice President for University Advancement, the name may not conform to these guidelines. Facilities and units named prior to 1955 should continue their traditional designations (e.g., Belknap Campus).
  - ii. Arbitrator of what is the official designation. The Committee is sometimes called upon to determine the actual, traditional, or historical name of something in question. The final authority, of course, is the Board of Trustees.
  - iii. Accuracy of plaques. In 1983, the Committee discussed the problem of the creation, from time to time, of building designations and other plaques that contain inaccuracies. The President's Office approved the Committee's recommendation that the text and official nomenclature of proposed plaques be reviewed by the University Archivist and the Office of Facilities Management before the plaques are created and displayed.
- e. The University Advisory Committee on Designations and Awards does not plan or coordinate dedication ceremonies.

## VI. Who May Submit Recommendations?

Recommendations may be submitted by anyone from the University community or from the

community at-large. All members of the University community – trustees, members of the President’s Council, administration, faculty, staff, students, alumni, benefactors, and friends – should feel free to submit recommendations for awards and designations. Recommendations should contain an explanation of the significance of the award or designation and should be addressed to the Chair of the University Advisory Committee on Designations and Awards.

## VII. Categories of Designations

Designations may be applied to several different categories of property and academic or University-related activities. These include, but are not limited to:

- a. Campus sites or centers; e.g., the "Belknap Campus" and the "Health Sciences Center."
- b. Academic units such as colleges, institutes, centers, or schools; e.g., the "Raymond A. Kent School of Social Work," the "J.B. Speed School of Engineering," the "Allen R. Hite Art Institute," and the "Ulmer Career Management Center."
- c. External facilities such as buildings, ways, special use land areas, athletic fields and facilities, or sites outside buildings; e.g., the "Life Sciences Building," "Jouett Hall," "Patterson Hall," "Stevenson Hall," "Cochran Fountain," the "Quad," the "Dan Dobina Softball Field," the "Jim Patterson Baseball Stadium," and such currently undesignated facilities as parking lots, streets, and athletic fields and facilities.
- d. Internal facilities such as lecture halls, lounges, laboratories, classrooms, seminar rooms, or special areas within buildings, e.g., the "Bigelow Hall," the Allen Court Room," and the "Dr. Gary and Allyson Ball Simulation Clinic."

## VIII. Categories of Awards

- a. New awards, or the changing of current awards, to be considered by the Committee shall be university-wide, meaning awards that can be given and received throughout the university regardless of the unit or discipline of the recipient. Current examples include but are not limited to:
  - i. Minerva Award – UofL’s highest honor bestowed upon individuals and/or organizations based upon service and good works.
  - ii. Trustees Award – Faculty award given and funded by the Board of Trustees.

- iii. Grawemeyer Awards – five annual prizes given in the fields of music, political science, psychology, education and religion.
- iv. George J. Howe Distinguished Staff Award – Staff award given and funded through a philanthropic gift.
- v. Distinguished Faculty Awards – Faculty awards given by the President’s Office.
- vi. Outstanding Performance Awards – Staff awards given by the President’s Office.

These awards may or may not have monetary benefits.

- b. New awards, or the changing of current awards, that *do not* need to be considered by the Committee shall be awarded to individuals or organizations within the specific units or disciplines from which the award derives and should follow the university’s usual process of approval, i.e., recommendation from the department/unit chair → dean/vice president → Faculty/Staff/Student Senates → President/Executive Vice Presidents.





# University of Louisville Naming Guidelines

## Overview

Naming opportunities allow donors to link their philanthropic interests with enduring recognition for either themselves or others. Naming guidelines also provide the university with quantifiable funding opportunities to present to donors. All philanthropic naming opportunities are to be coordinated through the division of University Advancement. The university developed these guidelines to support, organize, and manage the process to ensure uniformity in naming facilities and spaces on the University of Louisville campuses; and to support consistency, the university's endowment funds generate adequate annual distributions to support their designated purposes. These guidelines are not an exhaustive list of naming opportunities.

## A. Required Approvals for Naming

1. All naming opportunities shall be recommended for approval by the University Advisory Committee on Designations and Awards (UACDA).
2. Upon recommendation by the UACDA:
  - a. Nameable spaces with a philanthropic commitment of \$1 million or greater shall be submitted for approval to the President and the Board of Trustees.
  - b. Nameable spaces with a philanthropic commitment of \$100,000 to \$999,999 shall be submitted to the President for approval with exception of prominent public spaces which will require approval of the President and the Board of Trustees. Prominent public spaces are defined as those with high visibility, heavy usage, or those linked to significant University traditions.
  - c. Nameable space with a philanthropic commitment less than \$100,000 shall be submitted to the Dean, Director of a Center or Institute, or unit head for approval.
  - d. Whenever the President otherwise deems it to be in the best interest of the University, she will request approval by the Board of Trustees to approve the name.
3. All gifts for naming shall require a charitable gift agreement between the University of Louisville Foundation and the donor. The charitable gift agreement shall reference that naming is contingent upon the recommendation of the UACDA and any additional required approval based on the gift amount.

## B. Endowments

To help ensure that the University's endowment funds generate sufficient fund distributions for their designated purposes, University Advancement has established ***Minimum Funding Level Requirements***. Exceptions to minimum funding levels may be appropriate when the Vice President of University Advancement in consultation with the appropriate Dean determine a gift will impact operational needs of a unit, will positively influence enrollment, experiential learning, address the strategic mission of the school and/or with consideration of the donor's lifetime support of the university. All costs associated with naming opportunities, including signage materials, shall be covered by the donor as part of the naming gift. Naming opportunities may be connected with expendable (current use) gifts as outlined in Section C.

1. Academic and Major University Units

- a. An individual, corporation or foundation contributes significantly in defraying the annual operating costs of a program, center, institute, department or college and/or a major renovation project that enhances student enrollment/retention, research, or other revenue-generating activities Deans and central administration will help determine annual operating costs to assist development officers and donors in determining an appropriate gift amount.
- b. Market benchmarks and other strategic factors determined by Deans and central administration shall be used to determine the required contribution for naming.
- c. The amount needed will vary by college, unit, program, institute, or center. A pledge payment schedule will be determined by examining operational costs and/or renovation needs and timelines.
- d. First namings and renamings of programs, centers, institutes, departments or colleges shall require review by the University Advisory Committee on Designations and Awards and approval of the President and Provost, any appropriate University procedures, and in consultation with the appropriate Dean or Director.
- e. Expendable (current use) gifts for naming programs, centers, institutes, departments, or colleges will be considered as appropriate.

2. Faculty positions

Respective faculty and administrative positions shall require a minimum gift as outlined below. Some positions may require additional support beyond the minimum gift suggested below. No named faculty or administrative position shall follow a person to any other institution or organization. Named positions may be transferred to subsequent faculty or administrators or left vacant in collaboration with the Dean, Provost and donor as appropriate. All naming gifts shall be coordinated through University Advancement.

<b>Endowed Deanship</b>	<b>\$5,000,000</b>
These opportunities enable administrators to leverage human and financial resources and provide a flexible resource for a dean to meet the special needs and opportunities in his/her college or unit (in the case of the Dean of Students). Because these funds are not intended for one specific project, program or person, they can be focused on urgent and/or emerging priorities.	
<b>Endowed Chair</b>	<b>\$3,000,000</b>
These opportunities provide a flexible resource to meet the special needs and opportunities in a particular academic department. Because these funds are not intended for one specific project, program or person, they can be focused on urgent or emerging priorities.	
<b>Endowed Division Chief (HSC)</b>	<b>\$2,000,000</b>
Named chairs are an honor bestowed by the university on an outstanding member of the faculty and are among the most esteemed positions in academia. They help recruit and retain exceptional scholars by acknowledging their professional accomplishments and continuing activity and ensuring appropriate compensation. Funds from named positions support the faculty member's research, provide students valuable learning opportunities and expand academic programs. These opportunities may also provide a flexible resource to meet the special needs and opportunities in a particular academic department.	
<b>Endowed Professor</b>	<b>\$1,000,000</b>

Named professorships, like named chairs, are an academic honor that recognizes distinguished faculty. They also help recruit and retain exceptional scholars by acknowledging their professional accomplishments and continuing activity and ensuring appropriate compensation. Funds from named positions support the faculty member's research, provide students valuable learning opportunities and expand academic programs.	
<b>Endowed Visiting Professor</b>	<b>\$500,000</b>
Named visiting professorships are designed to recognize and recruit outstanding faculty from around the country and the globe to provide unique learning opportunities to students and encourage professional growth of visiting faculty members.	
<b>Endowed Faculty Fellowship</b>	<b>\$300,000</b>
Fellowships are awards given to recognize the leadership potential of talented faculty and encourage professional growth, particularly in the early stages of their careers, by providing funding to pursue new ideas, creative projects and research that allows professional development.	
<b>Endowed Teaching Fellowship</b>	<b>\$300,000</b>
Teaching fellowship awards are given to recognize outstanding teaching and learning among faculty members that seek to further quality teaching and learning among faculty peers across the university.	
<b>Lecture Series</b>	<b>\$200,000</b>
Named lecture series can be a powerful opportunity to engage and educate community members, current students, alumni and friends of the university. These opportunities may provide enrichment for social, cultural or professional development through the appearances of national and global experts on campus.	

### 3. Scholarships

To guarantee the University of Louisville is a great place to learn, support for students must be at the forefront. Endowed scholarships provide perpetual funding for students in undergraduate, graduate, postdoctoral and professional schools. These scholarships shall require a minimum gift as outlined below. Endowed scholarships may require additional support beyond the minimum gift suggested below. If pledged over multiple years, a fund is not eligible to provide support until the donor(s) have reached the minimum level required. The timing and mechanics of support are outlined in the Spending Policy of the University of Louisville Foundation. The minimum amounts necessary are subject to the policies of the University of Louisville Foundation and are subject to change. All naming gifts shall be coordinated through University Advancement.

Undergraduate Minimum	\$25,000
Undergraduate Full Tuition	\$450,000
Graduate Minimum	\$100,000
Graduate Full Tuition	\$450,000
Postdoctoral	\$500,000
Fellowship	\$500,000
Professional Full Tuition	\$750,000

### 4. Additional Academic Naming Opportunities to Support Students, Faculty, and/or Staff

Additional opportunities for naming already exist within the structure and culture of the University of Louisville. The amounts below are suggested minimums, an opportunity may

require support beyond the gift suggested below. All naming gifts shall be coordinated through University Advancement.

Enrichment Opportunities	\$25,000
Faculty Awards	\$25,000
Staff Awards	\$25,000
Student Awards	\$25,000
Library Funds	\$25,000
Travel Abroad Assistance	\$25,000
Living Learning Community	\$100,000
Outreach and Recruitment Activities	\$400,000
Research Fund	\$500,000
Staff Positions	\$500,000
Program Director	\$750,000

### **C. Expendable Gifts**

Expendable (current use gifts) naming opportunities for endowed gifts described above may be available on a multi-year basis only, for a commitment of at least three years, for an expendable gift equivalent to the minimums established for endowments. Current use gifts, including a pledge payment schedule, made to support naming opportunities should be memorialized in a charitable gift agreement. Expendable gifts made for namings may be made in conjunction with an endowed gift at a level that will appropriately support operational needs and strategic initiatives associated with the naming opportunity.

The naming designation may continue as long as payments as outlined in the charitable gift agreement continue as scheduled.

### **D. University Facilities and Spaces**

1. These guidelines apply to the naming of facilities including buildings and structures, interior spaces, landscapes, and areas. The naming of facilities must undergo a high level of consideration and due diligence to ensure that the name reflects the mission and purpose of the University of Louisville. In rare instances, honorific naming may be appropriate for facilities where an individual has provided exemplary, meritorious, or philanthropic support or service to the University. Donors who meet the naming threshold may request a naming in honor or memory of another person, subject to the terms of these guidelines.

The University of Louisville President, together with the Vice President for University Advancement, chief executive of the University of Louisville Foundation and other appropriate university faculty and staff shall work together to determine appropriate naming opportunities including the appropriate gift level for facilities and spaces. All naming proposals for prominent public spaces shall be submitted to the University Advisory Committee on Designations and Awards (UACDA) and to the Board of Trustees for approval.

## 2. New Facilities and Spaces

To name a newly constructed facility, a donor must contribute at least 50 percent of the anticipated construction cost. Of that 50% at least 75% shall be paid prior to construction and the agreement shall be outlined in a charitable gift agreement. An appropriate construction cost shall be established by the Vice President for University Advancement in consultation with the President, Director of Facilities, and the appropriate school/department administrator.

## 3. Existing Facilities and Spaces

Existing unnamed facilities and spaces may be named as determined by the Vice President for University Advancement in consultation with the President and the appropriate school/department administrator. A minimum gift amount shall be determined based on sufficient maintenance and operations of a facility or previous construction cost as appropriate.

## 4. Renovation of Facilities and Spaces

Renovation of a space or facility shall require a donor to contribute at least 50 percent of the total construction cost. Of that 50% at least 75% shall be paid prior to construction and the agreement shall be outlined in a charitable gift agreement.

## 5. Portion of a Facility or External Spaces

Rooms, laboratories, areas within new or renovated facilities, and external spaces such as entryways or gardens, may be named as determined by the Vice President for University Advancement in consultation with the President and the appropriate school/department administrator based on sufficient maintenance and operations of the space and prominence of the space.

## **E. Duration of Names**

1. Naming of facilities, spaces or programs is related to the “life of the facility/space” or the “life of the program.”
  - a. Naming is considered permanent until or unless the facility is demolished (intentionally, through accident, or act of nature) or substantially renovated or expanded.
  - b. Naming associated with a particular facility, space, or program will not preclude further naming within the facility, space, or program.
  - c. The university may consider renaming a facility if the function of the building changes substantially.
  - d. Naming of a facility, space or program may be for a specified length of time agreed to in writing, upon execution of the charitable gift agreement (CGA) by University Advancement.

- e. Naming of a facility, space or program may revert to previous name at the request of the donor or be offered for a new naming opportunity. Any additional costs associated with this shall be paid for by the donor.

## 2. Facilities and Spaces

- a. In the event of demolition or substantial renovation of major facilities, the university does not automatically transfer existing names to a new or renovated facility.
- b. The university reserves the right to assign a name to the new facility by:
  - i. Transferring the existing name to the new or renovated facility (usually a prominent or historically significant name that the university wishes to continue to honor);
  - ii. Offering the previous donor and/or family member(s)/designee(s) the first-right of refusal to make a new naming gift while providing recognition for the previously named gift; or
  - iii. Offering the naming opportunity to a new donor if the previous donor declines to make a new naming gift.
- c. It may be appropriate to name part of a new building for a previous donor and/or to include a plaque to indicate a new facility occupies the site of a building/facility previously known by another name. University Advancement should work with the donor or donor family as appropriate in these circumstances.

## 3. Schools, Colleges, Centers, Institutes and Programs

If a school, college, center, institute, program, or other unit is discontinued, the university will consider alternative recognition, especially where the naming is supported by an endowment gift. The Vice President for University Advancement, together with the University President and appropriate Dean or program Director, will determine appropriate recognition.

## 4. Expendable Gifts

When philanthropic support for a naming opportunity tied to an expendable gift ceases, the naming associated with the gift discontinues as well.

## 5. Removal of Names

- a. In unusual or unforeseen circumstances, the university reserves the right to remove a previously approved name from a facility or space. Examples of such situations include, but are not limited to:
  - i. Donor does not fulfill the terms of a gift agreement upon which the naming was approved, or;
  - ii. Continuation of the name may compromise the public trust or reputation of the university.
- b. Removal of names of prominent public facilities and spaces shall be recommended by the President to the Board of Trustees for approval.

## **F. Deferred Gift Commitments**

Conditions for conferring a naming on the basis of a deferred-gift commitment vary, depending on whether a facility or space, or academic naming opportunity, is to be named and when the naming will be conferred.

### 1. Funding Level

Minimum funding level requirements will increase over time. Future naming opportunities made on the basis of deferred gifts (e.g. bequests) will be conferred only if the gift meets the minimum funding level requirements when the gift is eventually received unless otherwise approved by the Vice President for University Advancement and Chief Executive of the Foundation. All deferred gifts and affiliated naming opportunities including timing of naming shall be outlined in a charitable gift agreement.

### 2. Requirements for Deferred Commitments

Present-day naming opportunities may be reserved and named based on a gift commitment that defers payment (i.e. with a will commitment or deferred-gift vehicle) to a date more than five years from the agreement date only when the following conditions apply:

- a. The donor appropriately documents that his or her commitment is enforceable or makes a revocable bequest in tandem with an outright gift, aligned with current naming levels.
- b. The gift is not required for immediate use by the university (e.g. to complete a construction project, or for the immediate expansion of the programs of the benefitting unit).
- c. Actuarial and financial calculations indicate the net present value of the donor's commitment will be no less than if an outright gift in the full amount of the naming value were received today.
- d. The Vice President of University Advancement, in consultation with the President, when applicable, determines whether the conditions of the gift are beneficial to the university.
- e. These requirements do not apply to endowed scholarships or endowed program funds.

## **G. Pledge Duration**

Donors who pledge to donate funds and receive recognition benefits to name a physical entity must commit to complete the payment no more than five full calendar years from the date of the gift agreement. When the physical entity to be named is part of a new capital project, the Vice



President of University Advancement shall consult with the Vice President for Finance and Administration/Chief Financial Officer and the Executive Director of University Planning, Design and Construction to ensure any extensions on pledge payments are consistent with the University's capital improvement plan.

#### **H. Revisions to Naming Guidelines**

These guidelines and the minimum funding requirements shall be reviewed at least every five years from the date of approval. The Vice President for University Advancement will review these guidelines in consultation with the Office of the President, the University of Louisville Foundation, the Office of University Counsel and any appropriate University Departments.