



VILLANOVA UNIVERSITY

Guidelines for Naming University Assets and Accepting of Conditional Gifts of University Assets

I. Introduction and Definitions

A. Since its founding in 1842, Villanova University has accumulated a significant number of historic, important and valuable assets. As steward and custodian of these assets, the University is obliged to manage them carefully. Consistent with that obligation, the University must be vigilant about how assets are used and recognized, what criteria should be applied to the acceptance of newly donated assets, and how asset management serves the larger interests of the University community and the public at large.

B. (1) For the purpose of these Guidelines, a University **asset** is any item owned by the University or that a donor proposes to give to the University regardless of its physical attributes, unique characteristics, monetary value, tangible quality, location or historic significance. Items such as (but not limited to) buildings, rooms or areas within buildings, indoor and outdoor structural elements, works of art, grounds, landscaping, furnishings, rare books, academic programs, signage, and endowed funds are all considered University assets.

(2) **Naming** is defined as any action that connects, directly or indirectly, the name of an identifiable individual or entity, or a specific title, inscription, recognition or point of view to a University asset.

(3) A University **constituent** is defined as the parent of a student or a current or former faculty member, student, staff person, friend, benefactor or administrator.

II. General Statement on Naming of a University Asset

The decision to name a University asset shall ordinarily be made after critical and measured consideration in accordance with procedures spelled out in these Guidelines. No University area, college, unit, constituent or designated agent of a constituent is authorized to name or to affix a plaque, title, or inscription to any University asset without prior approval of the President, the Executive Committee of the Board of Trustees or the University's Board of Trustees as appropriate under these Guidelines.

III. Guidelines for the Naming of a University Asset

In considering recommending that a University asset be named, the following Guidelines shall apply:

- (1) The naming of the asset must be consonant with the University's Mission Statement and Strategic Plan.
- (2) The naming of the asset must reflect a fundamental understanding of and appreciation for the University's Roman Catholic faith tradition.
- (3) The naming of the asset must reflect a fundamental understanding of and appreciation for the University's Augustinian heritage and traditions.
- (4) An asset will be considered for naming only if nomination materials demonstrate conclusively that the naming appropriately commemorates either (a) a significant positive impact on the University's history, reputation, operation or constituents by a University-related person, event or principle, or (b) an extraordinary contribution making a significant positive impact on world, American or Pennsylvania history by a person, event or principle not related to the University.
- (5) The naming of the asset cannot in any way negatively impact future development or enhancement of the asset itself or other University assets or the University's reputation or operation.

The University reserves the right to exercise its discretion and best judgment in making decisions under these Guidelines. A proposal to name a University asset or to accept the conditional gift of an asset shall not be automatically approved because it complies with the naming Guidelines if, in the judgment of the appropriate decision makers, the proposal would cause harm to University interests or interfere with the achievement of other University objectives.

In all respects, the University retains ownership and control over its assets and reserves the unfettered right to determine for itself if a suggested naming would for example: a.) be inappropriate for a particular asset, b.) be better associated with a different asset, c.) be premature since the University might already be pursuing a donation involving a naming opportunity for the asset, or d.) require more study prior to a decision to name an asset.

IV. Naming Procedure for a University Asset

In order for a University asset to be formally named, the following process should be completed:

- (1) *Nomination Process:*

Any University constituent may propose the naming of an asset by submitting a written nomination to the Office of the President. The nomination shall particularly describe the asset, how the naming will be commemorated (by plaque, inscription, or otherwise), and precisely how the proposed naming would satisfy each of the enumerated Guidelines specified in Part III. A nomination form is available from the Office of the President.

(2) *Initial Review Process:*

- (a) Within 90 days, the President's designee will review the proposal and forward to the President a recommendation whether or not the nomination complies with the established naming Guidelines of the University. The designee may consult with others in the course of reviewing the proposal.
- (b) After review of the designee's assessment, the President ordinarily does one of the following: **a.)** approves the proposal; **b.)** assigns the proposal for further review to the Committee on University Asset Recognition and Naming; **c.)** closes the proposal, or **d.)** forwards the naming proposal to the Executive Committee of the Board of Trustees for discussion.

In the case of a closed proposal, the constituent who made the nomination will be provided with a written rationale from the Office of the President. A closed proposal can be resubmitted only after 1 full calendar year has elapsed since the President's decision and must begin at the "Nomination" stage.

- (c) Proposals assigned to the Committee on University Asset Naming and Recognition will be reviewed in a period of not more than 90 days and be returned to the President with a written rationale supporting either a positive recommendation or closure.

(3) *Secondary Review Process:*

- (a) In the event the President in his discretion forwards a proposal to the Executive Committee of the Board of Trustees for discussion, the proposals recommended by the President will be sent to the Executive Committee of the Board of Trustees in summary form not later than 30 days prior to the Executive Committee's next regularly scheduled meeting. The Chair of the Executive Committee may call a special session at the request of the President to review a proposal and may waive the 30 day requirement at his/her discretion.
- (b) The Executive Committee after review of the proposal may choose one of the following actions: **a.)** authorize the President to submit the proposal to the full Board for consideration, **b.)** approve the proposal without further Board involvement, **c.)** return the proposal to the President for further information, **d.)** delegate the decision with respect to the proposal to the Administration, **e.)**

table the proposal for further discussion by the Executive Committee, **f.**) assign the proposal to an appropriate Board sub-committee for further discussion or **g.**) close the proposal.

In the case of a “closed” proposal, the constituent who made the nomination will be provided with a written rationale by the Office of the President. A closed proposal can be resubmitted only after 1 full calendar year has elapsed since the Executive Committee’s decision and must begin at the “Nomination” stage.

- (c) If a naming proposal from the President is referred to the full Board of Trustees, it must be received by members of the Board not later than 1 week prior to the next regularly scheduled Board meeting. The Board at its regular meeting may: **a.**) approve the proposal by a majority vote of trustees present and voting, **b.**) return the proposal to the President for further information, **c.**) delegate the decision with respect to the proposal to the Administration, **d.**) table the proposal for further discussion, **e.**) assign the proposal to an appropriate Board sub-committee for further discussion or **f.**) close the proposal.

In the case of a “closed” proposal, the constituent who made the nomination will be provided with a written rationale by the Office of the President. A “closed” proposal can be resubmitted only after 1 full calendar year has elapsed since the Board of Trustee’s decision and must begin at the “Nomination” stage.

- (d) In the event of a formal Board approval, the naming of a University asset must wait for the time period fixed by the Board at the time of approval or (if no time period is fixed by the Board) 90 days to be implemented and publicly announced. An approved naming of a University asset may be recalled for further discussion at the request of one third of the members of the Board of Trustees as long as a formal written request by the members for a special meeting of the Board is received by the Chair in the applicable waiting period.

(4) Revocation Process:

The naming of a University asset may be revoked at any time by the President or by a majority vote of the full Board of Trustees if: **a.**) relevant information comes to the University’s attention that materially changes the original circumstances under which the naming was reviewed and approved, or **b.**) a new circumstance or event occurs after the naming that materially changes the original circumstances under which the naming was reviewed and approved.

V. Conditional Gifts of Assets

- (1) In the event that the University is presented with a proposal from a donor regarding the donation or acquisition of a new asset, the donation process shall be conducted using normal University policies and procedures in place from time to time in the Office of University Advancement.
- (2) However, if as a condition of donation the donor insists that the asset bear a name, title, inscription, graphic element or plaque and/or if it recognizes any person, event or point of view, implicit or explicit, the new asset cannot be accepted by the University until the review process specified in these Guidelines has been completed and the naming condition has been approved, in writing, as required under the policy and its Guidelines.
- (3) Additionally, if the donation of a new asset is proposed in such a way that it requires the use of University space for display or presentation and/or if it will be located in an area or manner considered public, the asset cannot be accepted until the President, after consultation with the Facilities Committee of the Board of Trustees, approves, in writing, the donation's presentation conditions.

VI. Composition of the University Committee on Asset Naming and Recognition

The Committee is appointed by the President and consists of the following members:

- Vice President for Administration and Finance (Chair)
- Vice President for Academic Affairs
- Vice President for University Advancement
- Vice President for University Communication
- Vice President for Student Life
- Two tenured full-time members of the University faculty nominated by the Faculty Congress and appointed by the President on the basis of experience with or knowledge of disciplines related to the acquisition, curating, preservation, display, maintenance and valuation of artistic assets.
- One full-time University student appointed by the President.

Appointed faculty and student committee members will serve for a term of one year and may be reappointed.

VII. Delegation of Authority

The President may elect at any time or from time to time to delegate to the Vice President for Administration and Finance or other officers of the Administration the authority to approve the naming of a class of assets such as small memorials to constituents who have died or scholarships named for a donor or a donor's family. The President may also elect at any time or from time to time to waive one or more of the Guidelines with respect to an asset or class of assets if, in his judgment, that would be in the best interest of the University. The President's delegate may seek the advice of the University Committee on Asset Naming and Recognition in making his/her determinations.