



San José State
UNIVERSITY

A campus of The California State University

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S07-1

At its meeting of March 19, 2007, the Academic Senate passed the following Policy Recommendation presented by Senator Thames for the Executive Committee.

Amendment of AS Policy S00-4 - Policies and Procedures for Naming of Colleges, Schools, and Other Academic Entities at San Jose State University

- Whereas: The 150th anniversary celebration has attracted the attention of potential donors to San José State University; and
- Whereas: Current university policies regarding naming of academic programs (S00-4) and facilities (S00-3) call for naming procedures that are cumbersome, require several lengthy steps, and potentially endanger confidentiality; and
- Whereas: Changing these policies to bring the naming approval process more in line with the current needs of the University could result in a gain of significant gifts to the University or avoid the Senate Executive Committee having to act out of compliance with policy in order to safeguard such gifts; therefore be it
- Resolved: That the attached amendments to Sections 4 and 5 of S00-4 be made immediately as the naming of academic programs is more pressing at this point than the naming of facilities; and be it further
- Resolved: That S00-3 along with the amended S00-4 be referred to Organization and Government for consideration of further revisions.

Rationale:

The Advancement Division has informed the Senate Executive Committee that several large donations to the University have recently been proposed. Donors would like these significant donations announced in concert with the University's sesquicentennial celebrations, but have expressed concern that their gifts remain out of public awareness until they are formally announced. The current naming process (see S00-3 and S00-4) requires a positive recommendation from a naming committee, the Senate Executive Committee and the full Senate, prior to placing the naming on the Board of Trustees agenda for the trustees' consideration. All agenda items must be on the Board of Trustees agenda at least six weeks prior to the meeting in which they are to be considered.

The University needs a policy that makes it possible to assure donors a reasonable degree of confidentiality and allows the Advancement Division to arrange namings within a reasonable time-frame. These revisions to S00-4 create a mechanism to approve donations currently under consideration in a more timely manner so as to avoid the risk of losing the support for the University that has been offered at unprecedented levels of giving.

4.2 Screening. The Vice President for University Advancement will decide whether any given proposal meets the minimal criteria outlined in this policy. If proposals do not meet minimal criteria, the proposal advances no further. As early in the process as possible, the Vice President for Advancement will provide the Executive Committee an initial information item including the naming in question and amount.

4.3 When the proposal is ready to enter the approval process, the Vice President for Advancement and/or Executive Assistant to the President will present the recommendation to the Senate Executive Committee and to the senators from the college involved in the donation.

4.3.1 If the naming opportunity involves individual or family namings, the Executive Committee will recommend whether the proposal should be adopted. If the recommendation is negative, then the proposal advances no further. After a positive recommendation from the Executive Committee and the President, the President should seek Trustee's approval. Once Trustees' approval is obtained, the President should then take appropriate action to make the naming official.

4.3.2 If the naming opportunity involves a corporation, the Vice President for Advancement, in consultation with the Executive Committee will convene a special administrative "Naming Committee" to evaluate the proposal. This administrative committee will be Chaired by the VP for University Advancement and/or Executive Assistant to the President and shall include the Chair of the Campus Planning Board, Director of Planning Design and Construction, two faculty members (preferably members of the Senate) who are affiliated with the academic entity in question, and when the Executive Committee deems it appropriate, given the nature of the naming, a student or students recommended by the Executive Committee. The Naming Committee will determine whether the proposal should advance. If so, it will forward its recommendation to the Senate Executive Committee which will recommend whether the proposal should be adopted. If the recommendation is negative, then the proposal advances no further. After a positive recommendation from the Executive Committee and the President, the President should seek Trustee's approval. Once Trustees' approval is obtained, the President should then take appropriate action to make the naming official.

4.4 Explanation of rejection. At any level when a proposal is declined, a prompt memo of explanation will be issued by the declining person (body) and returned to originator of the proposal and any approving bodies.

5.3 Only when the President publicly and officially announces the naming of a college, school, or other academic entity will confidentiality be lifted.

Approved: March 12, 2007
Present: Kaufman, McClory, Meldal, Hebert, Lessow-Hurley, Thames, Najjar,
Phillips, Kassing, Sigler, Veregge, Bros, Van Selst
Absent:: Lee, Gutierrez
Vote: 13-1-0
Financial Impact: No direct financial implications, may facilitate donations and gifts.

**ACTION BY UNIVERSITY PRESIDENT: APPROVED BY PRESIDENT DON KASSING ON
MARCH 22, 2007**