



INSTITUTIONAL POLICY: GA-38

Category: General Administration
Subject: Naming Policy for WVSOM
Effective Date: ~~August 20, 2009~~
Last Revision Date: ~~N/A~~

GA 38-1. Authority

- 1.1 WV Code §18B-1-6
- 1.2 WV CSR §133-4

GA 38-2. Purpose

- 2.1 To provide a means to recognize those persons, groups, or organizations that have provided significant service or financial support to WVSOM by permitting a building or space, as further listed in Section 2.2 below, to be named after persons, groups, and/or organizations; and, and
- 2.2 To establish guidelines by which buildings, major renovations, interior spaces, prominent programs, gardens, streets, labs, ~~ete~~and other areas of the WVSOM campus; may be named, reminding-allowing such persons, groups, or organizations to be recognized by the school familyWVSOM community that to attachby attaching a name to a building or a facility is to make a decision that endures as long as such building or facility stands.space, as further defined in Section 3 below. :
- 2.2.3 The applicability of this policy and the requirements herein will supersede the terms of any pre-existing or future Naming Agreements, as defined in Section 3.6.

GA 38-3. Definitions

- 3.1 "Public Dollars" means any money that is tax-exempt, bonded, or appropriated by the West Virginia Legislature or the United States of America.
- 3.2 "Facility(ies)" means any existing or proposed physical structure, architectural features, other major components of structures, park, parking lot, or street, which is owned, operated, or controlled by WVSOM.
- 3.3 "Physical Unit(s)" includes any existing or proposed office, laboratories, classrooms, seminar or meeting rooms, conference spaces or centers, hallways, lounges, or equipment. Furniture, and other spaces are determined by the President or other Senior Administration.
- 3.4 "Donor" means a person providing a donation to WVSOM for the circumstances surrounding this Policy.

3.5 “Gift” means a monetary donation, gift, contribution, scholarship, or other financial contribution to WVSOM or the WVSOM Foundation.

3.6 “Naming Agreement” means a contract between WVSOM and Donor which encompasses the terms and details of Donor’s Gift and the naming opportunity.

GA 38-3.GA 38-4. Policy

3.14.1 General

~~3.1.1 Any naming must be carefully considered; all circumstances surrounding the naming should be consistent with the mission and purpose of WVSOM and continue to be a positive reflection on the school.~~

~~3.1.2 Any naming will undergo much consideration and due diligence to ensure no name of an individual, group or organization is permitted which conflicts with the mission and purpose of WVSOM.~~

~~3.1.3 If a naming request is to be for a person who has been employed by WVSOM, that person must have rendered distinguished education or other service to the institution and must not have been employed at the institution during the three (3) previous years. Exceptions are at the discretion of the President and Board of Governors.~~

~~3.1.4 Naming requests for buildings, major renovation and prominent programs must be submitted in writing to the President and the Board of Governors.~~

~~3.1.5 If approved by the Board of Governors and the President, a ‘Naming Agreement’ must be completed between the school and donor within a specified period of time, usually 180 days.~~

~~3.1.6 Deferred or estate gifts intended for naming purposes must be irrevocable.~~

~~4.1.1 Signage for named buildings, facilities, streets, etc. will be in keeping with campus wide models. The President may recommend names in honor of Donors or others who have made substantial financial or other contributions to WVSOM or the education in general.~~

~~4.1.1.1 The naming of Facilities or Physical Units must reflect careful consideration and align with WVSOM’s mission and purpose.~~

~~4.1.1.2 Naming shall not be approved for any individual or entity whose reputation, products, or services conflict with WVSOM’s mission. If a corporation’s name changes after naming, the existing name shall remain unless the President approves otherwise.~~

~~4.1.1.3 WVSOM, through its President and Board of Governors, retains sole discretion over all naming decisions.~~

~~4.1.2 WVSOM reserves the right to re-name Facilities and/or Physical Units in the event of unusual or compelling circumstances, as further described in section 4.2.3 below.~~

~~3.1.7—~~

3.24.2 Removal

- ~~3.2.1 The naming of a building, facility, street or other physical area of the campus will endure only for the useful life of the entity and not in perpetuity.~~
- ~~3.2.2 If a building or area is demolished, destroyed, developed or substantially remodeled, a named room or area may no longer exist. At that time, it will be determined if the transfer of a name to a new area is appropriate.~~
- ~~4.2.1 Though rare, should the removal of a name due to non-compliance with the ‘Naming Agreement’ become necessary, all authority will rest with the President and Board of Governors to review each situation individually on its own merits. WVSOM will perform an annual review of all naming of its Facilities and/or Physical Units to continued compliance with this policy and its accompanying procedure.~~
- ~~4.2.2 Naming recognition of Facilities and Physical Units is done so with the understanding that as long as the Donor adheres to the terms and conditions of the Naming Agreement, and as long as the Facility or Physical Unit is used in the same manner or for the same purpose for which the naming recognition has occurred, then it will retain the approved recognition. When the Facility or Physical Unit has reached its life expectancy, as defined in the terms of the Naming Agreement, or is demolished, destroyed, developed, substantially remodeled, or otherwise no longer in use, the name will generally not be transferred. However, WVSOM may or may not transfer the naming recognition to another building, space or area as appropriate, and at its sole discretion, subject to any applicable Naming Agreement(s), but is not required to, provide for the appropriate perpetuation of the previous name. This may include, for example, a plaque in or adjacent to the new and/or renovated Facility. At the time of replacement, the original Donor or his/her heirs as specified in the Naming Agreement will have the first right of refusal to provide a new Gift to continue the naming recognition opportunity.~~
- ~~3.2.34.2.3 Right to Re-Name: In the event of unusual or compelling circumstances, WVSOM reserves the right to re-name its Facilities and Physical Units. In the sole and absolute discretion of the President and the Board of Governors, WVSOM may exercise this option if a designated name, in its judgment, should bring discredit upon WVSOM or shall otherwise be deemed unsuitable. In the event of such re-naming, WVSOM shall have no financial responsibility, to the Donor or otherwise, despite anything that may be stated or implied to the contrary.~~

~~GA 38-4. Definitions~~

~~4.1 Prominent Physical Entities~~

- ~~4.1.1 Prominent physical entities are all buildings, major components of buildings and renovations, auditoria, streets and prominent outdoor spaces.~~
- ~~4.1.2 Prominent physical entities in some cases may be determined by their visibility and desirability, rather than actual construction costs. This decision is at the discretion of the President and Board of Governors.~~

~~4.2 Less Prominent Entities~~

~~Less prominent entities are academic programs, laboratories, classrooms, seminar or meeting rooms, patient rooms, hallways, and lounges.~~

GA 38-5. Criteria

5.1 ~~Schedule of Gift Levels~~Recognition criteria shall be determined by WVSOM following the Procedure for Institutional Policy GA-38: Naming Policy for WVSOM.

5.1.1—Prominent Physical Entities

~~5.1.1.1 The minimum gift amount for naming a building will be fifty percent (50%) of the construction costs or estimated value for existing entity; or~~

~~5.1.1.2 To recognize those persons, groups, or organizations that have provided significant service to WVSOM.~~

5.1.2—Less Prominent Entities

~~5.1.2.1 The minimum gift amount for less prominent entities will normally be fifty percent (50%) of the construction costs or estimated value for existing entity, but may be less if approved by the President of the School; or~~

~~5.1.2.2 To recognize those persons, groups, or organizations that have provided significant service to WVSOM.~~

5.2—Receipt of Gift

~~5.2.1 All naming gifts must be irrevocable and paid over a period of no longer than five (5) years and outlined in writing in a ‘Naming Agreement’ signed by the donor.~~

~~5.2.2 If a department is to be named, a restricted program endowment supporting that department may be necessary.~~

~~5.2.3 Formal naming of any entity will be deferred until fifty percent of the total gift has been received.~~

GA 38-6. Special Circumstance Naming Recognition

6.1 The President has the following authority under this policy to award a naming recognition which have not met the requirements as described herein:

6.1.1 Physical Units: The President may consider other contributing factors in potential naming recognitions, such as including, but not limited to, previous and cumulative support to WVSOM over a period of multiple years, assistance in supporting WVSOM’s mission and goals, or exceptional achievement which may justify honorific naming. The President has the final authority to establish awards of naming recognition, and will report any such naming to the WVSOM Board of Governors at its next regular meeting.

6.1.2 Facilities: The President may consider other contributing factors in potential naming recognitions such as including, but not limited to, previous and cumulative support to WVSOM over a period of multiple years, assistance in supporting WVSOM’s

mission and goals, and exceptional achievement which may justify honorific naming. The President will take such a request to name a Facility in this manner to the Board of Governors for approval.

~~GA 38-6. Procedure~~

- ~~6.1—All naming requests for prominent physical entities must be submitted in writing to the President who will then bring the requests before the Board of Governors for their approval.~~
- ~~6.2—All naming requests for less prominent physical entities must be submitted in writing to the President for his approval.~~

~~GA 38-7. Existing Opportunities~~

~~7.1—Prominent Entities~~

- ~~7.1.1—Technology & Rural Medicine Building~~
- ~~7.1.2—Clinical Sciences Building~~
- ~~7.1.3—Campus Streets~~
- ~~7.1.4—Parade Field~~
- ~~7.1.5—Park on Rt.219~~

~~7.2—Less Prominent Entities~~

- ~~7.2.1—Fredric W. Smith Building~~
 - ~~7.2.1.1—Cadaver labs~~
 - ~~7.2.1.2—Faculty labs~~
- ~~7.2.2—Academic Department~~
- ~~7.2.3—Gardens & Landscaped Areas~~
- ~~7.2.4—Technology & Rural Medicine Classrooms (2)~~
- ~~7.2.5—Technology & Rural Medicine Atrium~~
- ~~7.2.6—All interior spaces of Clinical Sciences building~~
 - ~~7.2.6.1—Main Tech Center~~
 - ~~7.2.6.2—Simulation Rooms (5)~~
 - ~~7.2.6.3—ACLS (6)~~
 - ~~7.2.6.4.1.2.1—Training Rooms (2)~~