



---

**POLICY TITLE:**

**Naming**

**APPLIES TO:**

**All individuals, departments, and organizations involved in the proposal, review, approval, or implementation of KSU namings, including philanthropic and honorary namings**

**ADMINISTRATIVE AUTHORITY:**

**Institutional Advancement & External Relations**

**APPROVED BY:**

**Kentucky State University Board of Regents**

**EFFECTIVE DATE:**

**August 8, 2025**

**NEXT REVIEW DATE:**

**August 8, 2028**

---

**POLICY STATEMENT:**

Kentucky State University (KSU) recognizes the opportunity to name KSU property, facilities, academic programs, and other significant entities to acknowledge outstanding philanthropic generosity, honor exemplary service, or reflect historical significance. This Naming Policy is adopted to guide these processes, thereby ensuring that all naming decisions are consistent, deliberate, and align with KSU's mission, vision, and core values. Decisions must comply with all applicable laws and policies and reflect positively on KSU's public image.

This policy outlines a structured consultation process to support thoughtful naming practices for philanthropic and honorific namings. All naming decisions will be made with integrity, transparency, and a commitment to advancing the long-term interests of KSU.

**Exclusion:** This policy does not govern sponsorships or the sale of naming rights as defined by KRS 45A.096. Such arrangements are transactional in nature and shall be governed by KSU's purchasing policies and procedures, and applicable Kentucky law, including but not limited to Kentucky's Model Procurement Code, KRS Chapter 45A.

Any proposal that primarily involves the procurement of funds in exchange for advertising or naming rights as a commercial transaction, rather than a philanthropic gift, falls under this exclusion.

## **DEFINITIONS:**

### **Gift Naming**

Naming in recognition of significant philanthropic donations that support the mission and priorities of Kentucky State University.

### **Honorific Naming (or Honorary Naming)**

Naming in recognition of individuals who have made extraordinary contributions demonstrating lasting and exceptional impact to Kentucky State University, the Commonwealth of Kentucky, or the public good, without a financial gift.

### **Naming**

Assigning a name to a KSU physical structure, location, or item; or a tangible program, scholarship, center, college, or department; or an intangible KSU asset or process that can be named or renamed.

### **University Naming Committee**

The committee responsible for reviewing naming proposals. It is co-chaired by the Provost and Vice President of Academic & Student Affairs ("Provost") and the Vice President of Institutional Advancement & External Relations (or their designees). The President shall appoint at least three (3) other members, which should include representation from areas such as Facilities Management, relevant academic units, faculty, staff, students, and alumni, as appropriate for the nature of the proposals under review.

## **PROCESS:**

### **General Procedures:**

#### **Proposed Submission:**

All naming proposals, regardless of type (gift or honorary), shall be submitted in writing to the Office of Institutional Advancement & External Relations. Each proposal must include sufficient documentation to show how it aligns with the mission and values of KSU.

- If a renaming proposal is submitted, the history of the current naming must be included, along with a recommendation for the University Naming Committee to consider regarding whether the current naming should be preserved in another location on campus or by other means.
- Proposals honoring individuals for academic service must include a recommendation from the Provost.
- Proposals recognizing administrative service must include a recommendation from the Vice President of the relevant division or unit.
- Donor-based (gift naming) proposals must include a recommendation from the Vice President for Institutional Advancement & External Relations.

### **University Naming Committee Review:**

The Vice President of Institutional Advancement & External Relations, in coordination with the Provost, shall convene the University Naming Committee to review submitted proposals. The Committee may consult with internal or external stakeholders, subject matter experts, or community leaders during its review process.

### **Evaluation Criteria:**

The Committee will evaluate proposals based on criteria including, but not limited to:

- Alignment with KSU's mission, vision, and values.
- For gift namings, the magnitude, appropriateness, and impact of the philanthropic contribution in relation to the specific naming opportunity.
- For honorific namings, the distinguished, lasting, and exceptional impact of the individual's service or contributions.
- The historical significance relevant to the proposed naming.
- Compliance with state and institutional ethical standards, conflict-of-interest guidelines, and all other applicable laws and regulations.
- The outcome of appropriate due diligence conducted to ensure the proposed naming aligns with KSU's values and reputation.

### **Committee Recommendation:**

The Committee will make a formal written recommendation to the President of KSU.

### **Presidential Review:**

The President will review the Committee's recommendation.

### **Board Approval:**

If the President supports the proposal, it will be presented to the KSU Board of Regents. The Board of Regents retains final authority for the approval of all naming decisions covered under this policy. No naming commitment shall be official or announced publicly without formal approval by the Board of Regents.

### **Specific Naming Guidelines (Gift and Honorific Namings)**

#### **General Criteria for Naming Opportunities:**

Naming opportunities covered by this policy should generally:

- Designate the function or purpose of a facility, property, or program;

- Reflect natural, historical, or geographic features relevant to KSU or its mission;
- Align with the traditions, culture, and values of KSU; or
- Honor an individual, family, or organization for exceptional philanthropic support or distinguished contributions.

#### **Gift Naming Opportunities:**

- When naming is associated with a financial contribution, the opportunity must be tied to a significant philanthropic gift that supports the missions and priorities of KSU.
- The Vice President of Institutional Advancement & External Relations will be responsible for establishing and maintaining a schedule of suggested gift levels for various naming opportunities. This schedule will be reviewed periodically by the University Naming Committee and serve as a guideline. Final gift requirements are subject to approval as part of the overall naming proposal submitted to the Board of Regents.
- Gift agreements for named spaces or programs should be documented in writing and outline the terms of the gift and the naming.

#### **Honorific Naming Opportunities:**

- These may be considered for individuals (living or deceased) who have made extraordinary contributions to KSU, the Commonwealth, or the public good, demonstrating lasting and exceptional impact. Honorees may include:
  - Individuals with a record of academic distinction and national or international reputation who strengthened KSU's academic profile.
  - Administrators who provided distinguished leadership and service with measurable, long-term impact on institutional success.
  - Public or private citizens whose actions significantly advanced the mission or well-being of KSU or the communities it serves.
- Naming proposals for individuals based on KSU service or public office may not normally be submitted until two (2) years after retirement or separation from KSU or elected/appointed public office, or two (2) years after the individual's death if they had not retired or separated prior to death. Exceptions require compelling justification and Presidential recommendation to the Board.
- Generally, only one (1) major facility or academic entity will be named in honor of a given individual to maintain the uniqueness of the recognition, though other forms of recognition may be appropriate.

#### **Restrictions:**

- No naming opportunity under this policy will be approved if it conflicts with KSU's core values, mission, or reputation, or if it would strongly imply endorsement of partisan political or sectarian activities.

- KSU will not typically name facilities or programs for current employees, elected officials, or sitting members of the Board of Regents under this policy, except under extraordinary circumstances as recommended by the President and approved by the Board.

#### **Revocation of Naming Recognition:**

- KSU reserves the right for the Board of Regents to revoke any approved naming recognition covered by this policy if the individual or entity for whom the naming was granted is found to have engaged in conduct that is inconsistent with KSU's values or that may bring disrepute to the institution. Such action may be taken at any time, and the Board of Regents shall retain sole discretion in determining whether removal of the name is warranted.
- Concerns regarding the appropriateness of an existing naming may be brought to the Vice President of Institutional Advancement & External Relations, who will consult with the President. The President, after review (which may include consultation with the University Naming Committee) may recommend a review by the Board of Regents.

#### **Duration of Naming:**

- For gift namings, unless otherwise specified in the gift agreement or naming resolution by the Board of Regents, namings of facilities and programs are generally intended for the useful life of the facility or the duration of the program. Endowed positions and scholarships are typically named in perpetuity, consistent with the terms of the endowment.
- Honorific namings are generally for the life of the facility or program.

#### **Cessation of Use or Demolition of Named Facilities/Programs:**

- If a named facility is demolished, significantly renovated, or ceases to be used for its intended purpose, or if a named program is discontinued, KSU, through the Office of Institutional Advancement & External Relations, will make a good-faith effort to consult with the original donor or honoree (or their representatives, if applicable and known) to determine an appropriate alternative recognition, if feasible, desired, or consistent with KSU policies. The final decision on any alternative recognition rests with the Board of Regents.

#### **KSU Thoroughbreds Foundation:**

- KSU will work collaboratively with the KSU Thoroughbreds Foundation, Inc., its official 501(c)(3) partner foundation on philanthropic naming opportunities covered by this policy. Naming rights proposed or extended by the Foundation must align with this policy—or another KSU Board-approved policy—and be approved through Board-approved processes, culminating in Board of Regents approval.

#### **REFERENCES AND RELATED MATERIALS:**

- KRS Chapter 45A
- KSU Gift Acceptance Policy
- KSU External Fundraising Policy
- KSU Purchasing Policies and Procedures

- Council for Advancement and Support of Education (CASE) guidelines on naming

## CONTACTS:

Subject	Office	Telephone	E-mail
Policy Questions	Institutional Advancement & External Relations	(502) 597-5500	<a href="mailto:Michael.DeCourcy@kysu.edu">Michael.DeCourcy@kysu.edu</a>
Policy Interpretations	General Counsel	(502) 597-6414	<a href="mailto:Zachary.Atwell@kysu.edu">Zachary.Atwell@kysu.edu</a> <a href="mailto:General.Counsel@kysu.edu">General.Counsel@kysu.edu</a>

## HISTORY:

Revision Type	Date of Creation/Revision	Drafter(s)/Editor(s)
Issued (“Naming and Renaming Policy”)	2019	
Substantive Revisions	June 2025	Michael DeCourcy and Zach Atwell