



## 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; and
- 2.2 To establish guidelines by which buildings, major renovations, interior spaces, prominent programs, gardens, streets, labs, etc. may be named, reminding the school family that to attach a name to a building or a facility is to make a decision that endures as long as such building or facility stands.

### GA 38-3. Policy

- 3.1 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.

3.1.7 Signage for named buildings, facilities, streets, etc. will be in keeping with campus wide models.

### 3.2 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.

3.2.3 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.

## **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

#### 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. 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 Training Rooms (2)