

## NAMING POLICY

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| <b>Revision Approved:</b>         | Board of Trustees (February 2024)  |
| <b>Related Policies:</b>          | Gift Acceptance Policy (revision approved January 2020)<br>Named Fund Minimums Policy (revision approved February 2020)  |
| <b>Other Information:</b>         | Gift Acceptance Procedures<br>Procedures for Addressing Concerns Related to Names<br>Commemorative Naming Framework, Faculty<br>Commemorative Naming Framework, Staff<br>Framework for application of Due Diligence research |
| <b>Office Responsible:</b>        | Alumnae Relations and Development  |
| <b>Administrator Responsible:</b> | Senior Vice President for Alumnae Relations and Development  |

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### Introduction

Smith College has a long history of conferring naming honors to a variety of buildings, interior and exterior spaces, programs, centers and objects since its earliest days. These names become part of the fabric of the Smith College experience. As such, the college seeks to ensure that the practice of naming is undertaken with care and deliberation. Smith College is committed to creating an inclusive, equitable and accessible educational community where all members are welcomed, respected and valued. That commitment to inclusion extends to the naming included in this policy. The College recognizes that names can influence how welcome individuals feel in an environment and strives to ensure that present-day users of campus buildings feel welcome studying, working and/or living in them. As such, the college seeks to ensure that the practice of naming is undertaken with care and deliberation.

This policy is intended as a guide and allows for some flexibility on a case-by-case basis. When an exception is proposed, the Associate Vice President for Development will bring the proposed exception to the Gift Policy Committee for review. It will then proceed to the approval authority noted.

### Scope

This policy is intended to govern the naming of buildings, interior spaces, exterior spaces, programs, centers, professorships, directorships, and any other such fund, program or item (crew boat, piano, etc.) to which naming honors may be conferred.

In some cases, the college may decide to confer naming as a means of recognizing an individual's extraordinary involvement in and contributions to Smith College, without such naming being contingent on that individual's financial support. In other cases, the naming opportunity may be clearly articulated as part of a fundraising initiative or evaluated in response to donor interest. Both such naming occasions are governed by this policy.

Where naming is associated with a gift, this policy will be invoked in conjunction with the Gift Acceptance Policy and Named Fund Minimums Policy. None of this policy is intended in any way to contradict or overrule the Gift Acceptance Policy or Named Fund Minimums Policy.

## Policy

### General principles

Naming may be conferred in honor of a member of the immediate community (e.g., a beloved professor, or president) but only after retirement or death. Naming may be conferred in honor of significant contributions to the intellectual life of the college, important volunteer service to Smith College, or other significant contributions to the fabric of the institution.

It is desirable for Smith College to confer naming in honor of significant financial contributions to the college. Giving opportunities that include naming will take into consideration the cost of construction/renovation/purchase, cost to operate, useful life of the space/program/item, and marketability of the opportunity to prospective donors.

Naming “rights” are not granted to any donor by or on behalf of the college, and any naming opportunities to be included as part of a gift proposal must first be vetted by the senior administration. Individuals may not commit the college to naming before formal approval by the appropriate authority.

No naming will be conferred that will imply the college’s endorsement of a political or ideological position, or of a commercial product. In addition, a naming may not be conferred if the use of that name conflicts with the mission and core values of the college or impugn the reputation of the college.

Existing building/spaces/programs/items that are currently unnamed may be named following the guidelines set forth in this policy.

In the case of new construction or significant renovation, the minimum gift amount for which naming may be conferred will be set at the start of the project and the college will strive for 50% of the construction cost.

Existing spaces/programs/items that are named and not otherwise restricted in writing, may be subject to renaming or name-hyphenation following the approvals noted later. In this event, reasonable effort will be made to contact the original honoree or their family to inform them of and discuss the proposed name change.

If renaming is proposed due to concerns regarding the existing name, the Procedures for Addressing Concerns Related to Names will be undertaken with great care and thoughtful discernment. It is important to research the totality and trajectory of the namesake’s actions and expressed beliefs. Renaming should not result in erasing or sanitizing institutional history; rather, we should make explicit and seek to address the complex and sometimes problematic nature of our growth as an institution. Consideration of renaming is an opportunity for discourse, learning and community engagement. To fulfill these principles, the College should consider all possible avenues, including educational mechanisms (e.g., a plaque, a website, a lecture series) to enable community members to grapple with the nuances of a namesake’s positive and negative contributions. Renaming or not renaming, educational mechanisms, and other actions may be undertaken exclusively or simultaneously.

### Authority

The Board of Trustees of Smith College retains authority for conferring naming and must give final approval for the naming of buildings and outdoor areas. The Associate Vice President for Development shall bring requested naming to the External Engagement Committee and the Buildings and Grounds Committee prior to a full board vote.

The Board delegates to the President naming authority for centers, programs, and professorships when using pre-approved gift minimums. The External Engagement Committee of the Board of Trustees will be informed during their next scheduled meeting.

The Board delegates to the Gift Policy Committee the authority to approve naming for other structures and items as may come up from time to time, leveraging their experience to set the appropriate gift minimum, or to honor the spirit of this

policy when honorific naming is recommended. The External Engagement Committee of the Board of Trustees will be informed during their next scheduled meeting.

In the case of fund names where the fund's name is used in practice to refer to an award or other activity (e.g. scholarships, prizes, internships, etc.), and the fund agreement is otherwise in compliance with the Gift Acceptance Policy and the Named Fund Minimums policy, no naming approval is required. It should be noted that such naming is still subject to the remainder of this policy, including renaming and name withdrawal.

### **Approval process**

Recommendations for naming that are not associated with a gift must be brought to the Associate Vice President for Development who will ensure all necessary facts are gathered, then bring the recommendation to the attention of the appropriate authority as noted above.

Where naming is related to a financial contribution that is outlined in currently approved giving opportunities, the request must be brought to the attention of the Associate Vice President for Development who will bring it to the appropriate authority as noted above.

Where naming is related to a financial contribution that is not currently outlined as a pre-approved giving opportunity, the request must be brought to the attention of the Associate Vice President for Development who will engage the Gift Policy Committee. Following the committee's recommendation, it will be brought to the appropriate authority as noted above.

Where a concern about an existing naming is raised, the President may task the College Archivist with conducting preliminary research to be reviewed by the Vice President for Equity and Inclusion and any additional members of the President's Team she deems necessary to determine whether a committee should be convened to discuss potential renaming. If so, the Procedures for Addressing Concerns Related to Names will be followed.

### **Donor expectations**

In working with a donor, the college must convey to the donor that the process involves the review and recommendation of the approving authority.

In working with a donor, the college must ensure the donor understands that even when a space/program/item will bear their name (or name of their recommendation) they do not control the details of design, construction furnishings, or other elements. Moreover, all artist renderings, construction models or other plans should be understood to be conceptual and not a literal depiction of how the facility will ultimately be configured. The function of building and other structures on any campus is fluid, depending on many factors. Donors must understand that the use may change over time.

In working with a donor, the college must ensure the donor understands that if the named space/program/item has reached its life expectancy their name will generally not be transferred. At the time of replacement or significant alteration/renovation, reasonable attempts will be made to contact the original donor.

In working with a donor, the college must ensure the donor understands that campus-wide standards for design and graphics must be met for all signage related to naming. These standards apply to all interior and exterior signs, plaques and other markers.

### **Record keeping**

Records of naming approval and naming agreements will be maintained by the Office of Alumnae Relations and Development with other gift documentation. Naming documented in this way will also be added to the master tracking list kept by the Alumnae and Donor Relations team.

Once naming has been approved by the specified authority, a formal naming agreement is documented. Such an agreement will be signed by the donor, the Vice President for Alumnae Relations and Development and the Vice President for Finance and Administration. Documentation must include:

- 1) Name/s of the donor/s or name/s of the person proposing the honorific naming (hereinafter “donor”)
- 2) Purpose of the gift or naming
- 3) Name as it is to appear
- 4) Provision if donor prefers anonymity
- 5) Amount of gift/payment schedule or reason as to why a naming should be made in absence of a gift
- 6) Standard alternative use clause
- 7) Disclosure of name withdrawal policy
- 8) Public announcement restrictions, if any

### **Name Withdrawal**

The Board of Trustees, at any point and at its discretion, may remove a name if, at any time following the approval of naming, circumstances change substantially so that the continued use of that name may conflict with the mission and core values of the college or impugn the reputation of the college. The naming may also be revoked if the terms of the naming agreement are not met by the donor.