11. Recognition Opportunities

The University at Albany and The University at Albany Foundation may recognize gifts by naming facilities, academic units or endowments. Naming opportunities can recognize donors, families, friends, colleagues, or others in accord with university policies. Other recognition opportunities can include projects funded from current gifts provided over a fixed period of time.

Recognition for gifts from a donor or group of donors should generally reflect their charitable support. Once recognition is given for support, additional recognition should not be given for the same gift. Recognition for financial support should be limited to the appropriate level and type of giving received.

All recognition proposals, including lists of naming opportunities relative to a specific facility, must first be submitted to the Naming Opportunities Committee. This committee will meet, depending upon need, to review all recognition or naming proposals.

The following list indicates levels of giving appropriate to selected purposes. All recognition opportunities must be approved by the Vice President for University Development. Depending on the amount involved or facility or space to be named, other entities such as the University Council, SUNY System Administration or The University at Albany Foundation may need to be involved.

Facilities

Naming of New Facilities: Generally 15% of the total overall cost of the new facility, including site work, equipment and furnishings. See information for New Facilities and Recognition Opportunities.

Naming of Renovated or Existing Facilities: 50% cost of renovation. For existing facilities, the items will be considered on a case-by-case basis.

Please note that, in addition to budget considerations, the following aspects are considered in setting a naming opportunity amount: location of the space, visibility, supply/demand and comparable facilities.

Colleges/Schools/Departments/Centers

The number of full-time equivalent faculty members multiplied by $250,000 dictates the amount required to permanently name a College, School, Department or Center (e.g. 50 faculty x $250,000 = $12,500,000). This gives equity to smaller units that, by virtue of their size, are not likely to be able to secure a gift of the magnitude larger units can secure.

Sample endowments

<table>
<thead>
<tr>
<th>Faculty Endowments*</th>
<th>Minimum Amount</th>
<th>Apx. Annual Yield at 4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean</td>
<td>$3,500,000</td>
<td>$140,000</td>
</tr>
<tr>
<td>Distinguished Chair or Vice President</td>
<td>$3,000,000</td>
<td>$120,000</td>
</tr>
<tr>
<td>Endowed Chair</td>
<td>$2,000,000</td>
<td>$80,000</td>
</tr>
<tr>
<td>Professorship</td>
<td>$1,500,000</td>
<td>$60,000</td>
</tr>
<tr>
<td>Excelsior Professorship</td>
<td>$500,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Faculty Research Endowment</td>
<td>$50,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Academic program enhancement endowment</td>
<td>$25,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*These faculty positions are minimum amounts, and higher amounts may be sought if warranted

Student Endowments—Undergraduate

<table>
<thead>
<tr>
<th>Endowment</th>
<th>Minimum Amount</th>
<th>Apx. Annual Yield at 4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Named, Endowed Scholarship</td>
<td>$25,000-$30,000</td>
<td>$1,000-$1,200</td>
</tr>
<tr>
<td>Undergraduate Student Research Fund</td>
<td>$25,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Named, Endowed Full Cost of Attendance scholarship</td>
<td>$625,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

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Named, Endowed Half Cost of Attendance scholarship $300,000  $12,000
Scholarship for Study Abroad $25,000  $1,000

**Student Endowments—Graduate**

Named, Endowed Scholarship $25,000  $1,000
Named, Graduate Student Research Fellowship $250,000  $10,000

**Academic Endowments**

Endowed Lecture or Symposium $100,000  $4,000
Dean’s Endowed Opportunity Fund $100,000  $4,000
Faculty research endowment $50,000  $2,000
Named Memorial or Honor Fund $25,000  $1,000

* The amount for a Named, Endowed Full Scholarship for a Graduate student may be adjusted for expenses, depending upon whether the student is pursuing a degree through the Humanities or through the Sciences.

**Non-Endowments (Spend downs)**

**Temporary, Named Funds**

Annual support for named scholarships, fellowships, professorships and chairs may be appropriate for a certain period of years when a donor agrees to make a series of gifts in support of a specific purpose. The naming level for a temporary, named fund should be comparable to the yield of a similarly endowed fund. For example, an endowment at the $25,000 level will yield approximately $1,000 for expenditure. Therefore, the minimum commitment for a Temporary, Named Fund is at least $1,000 per year for five years. A donor may designate a Temporary, Named Fund to support a specific school, department or program but may not outline specific criteria or restrictions for its usage.

**Approval Processes for Recognition Opportunities**

All recognition opportunities must be approved by the Vice President for University Development, and/or the Executive Director of The University at Albany Foundation. Depending on the naming amount or facility to be named, other entities such as the University Council, SUNY System Administration or The University at Albany Foundation may need to be involved.

1) All recognition opportunity proposals, including lists of naming opportunities relative to a specific facility, must first be submitted to the Naming Opportunities Committee. This committee will meet, depending upon need, to review any naming proposals.

2) After review by the Naming Opportunities Committee, the proposal or list will be forwarded for approval to the Vice President of University Development and then to the University Council, as appropriate.

3) Once a development officer secures a gift at the approved level, and the donor indicates a desire for named recognition, the development officer must contact the Office of Donor Relations to obtain final approval for the recognition to be granted. The Office of Donor Relations will ensure that the proposed recognition meets the guidelines and then forward the request to the Vice President for University Development.

Depending upon the intricacies and dollar levels of the opportunities being approved, further approval may be needed to be obtained by the President’s Office, The University at Albany Foundation Board of Directors, the University Council, and/or SUNY System Administration.

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Recognition Policies
A “Naming” Memorandum of Understanding (MOU) should be utilized, when possible, between the donor and the institution. This document describes the space to be named, location, pledge payment schedule, plaquing information and approval process.

- A regular gift agreement MOU should be utilized for named scholarships, funds, fellowships, etc.
- A specialized pledge form or modified MOU will be used for Temporary, Named Funds or Faculty Fellows.
- Plaques or physical recognition pieces related to named, endowed funds are not encouraged, nor is funding provided by the Division of Development or The University at Albany Foundation.
- A plaque or signage, which should be in concert with building policies and any UAlbany branding/signage initiatives related to a specific naming campaign, may be installed after the first pledge payment is received. Language within the naming MOU refers to the plaque/signage should a pledge not be fulfilled.
- Unforeseen circumstances may make it impossible for a donor to complete a pledge commitment after that commitment has been recognized through placing a name on an endowed fund, facility, college, center or unit. The Division of University Development will make every reasonable effort to work with the donor to create a plan for completion of the commitment. However, in certain circumstances, it may be necessary to remove a name.
- The naming of a space is intended to be in place for the life of the physical space. If circumstances change so that the purpose for which the physical space was established is significantly altered or if the physical space is no longer needed or habitable, the appropriate academic and/or administrative leadership of the University and The University at Albany Foundation will consult, if possible, with the Donor and will determine an appropriate way to recognize the Donor’s naming gift. Reasonable efforts will be made by the University to the Donor’s heirs if such a change is necessary.
- Buildings, campus grounds or other campus facilities will generally not be named for individuals currently employed by the University system or the State of New York, unless a donor other than the honoree provides a sufficient gift in honor of that individual; where the person to be honored is living, three years should have passed since any formal association with the University or employment with the state.
- In the extraordinary situation where circumstances relating to the recognition change, the University reserves the right to revise any existing named space or recognition opportunity. The University will consult with all appropriate parties who, in its discretion, it believes needs to be involved with such a decision.
- Naming/recognition may occur for bequests that have been received and approved. This does not extend to bequest intentions.