

# OIST Naming Gift Guidelines

Approved by the President

November 15, 2021

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## 1. Scope of the Guidelines

Naming OIST facilities, properties, and academic enterprise (that is, the activities that the University undertakes for the creation, dissemination, and transfer of knowledge) allows the University the opportunity to honor or acknowledge persons or organizations that have significantly contributed to the University. Such contribution is usually made either through outstanding professional service or through philanthropic benefit to the University. This document provides general guidelines for naming in recognition of philanthropic contributions to OIST directly or via intermediate organizations such as the OIST Foundation or the Promotion and Mutual Aid Corporation for Private Schools in Japan and is part of OIST's Gift Acceptance Policy.

## 2. Prerequisite

Naming in recognition of philanthropic contributions shall be conceived and executed in the context of sharing institutional values and engaging donors and the public for support of the institutional mission and vision. The names approved must be consistent with the University's values and ethics. Naming opportunities shall be structured for the purpose of donor and public engagement, not as commercial activities. The names must not impose or imply conditions that would limit or appear to limit the University's ability to undertake its functions fully and impartially.

## 3. Naming Facilities and Properties

### 3.1. Gift Levels

Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting OIST. The term "substantial gift" in this context shall be interpreted on a case-by-case basis, informed by the monetary valuation of each naming opportunity (see 3.3. Valuation below) and taking into account other factors associated with the specific situation, such as the pool of prospective donors and the strategic priorities of the University. It is expected that each naming opportunity shall recognize the donor according to the level of gift and features of the facility or property. For each naming opportunity, a minimum giving level shall be established and approved by the related authority as stipulated below.

### 3.2. Authority and Consultation

- a) Gift level of 1 million JPY or above: A naming proposal shall be presented to the President by the fundraising office after proper consultation with BFM, CPR, and other University divisions or units that may be impacted by the naming. Approval from the President is required.
- b) Gift level below 1 million JPY: A naming proposal shall be presented by the fundraising office to the related University division or unit that will be impacted by the naming. Approval by the related division or unit is required. When OIST branding is concerned, CPR shall be consulted. For example, naming a collection of ant specimens shall be approved by the head of the research unit owning the collection. Or another example is naming a tree on campus shall be approved by the VP of BFM in consultation with CPR.

### 3.3. Valuation

While each naming opportunity shall be assessed on its own merits, it is expected that the valuation will be conducted with benchmarks and in reference to industry standards whenever applicable. For instance, research by the Council for Advancement and Support of Education (CASE) indicates an industry best practice of 50 percent of the construction costs of new facilities and 30 percent of the replacement cost of an existing facility to be the baseline for a facility naming gift level. For all naming opportunities, a valuation method shall be presented along with the naming proposal to be approved by each respective authority discussed in 3.2.

### 3.4. Duration of a Naming

All namings will be for the useful life of the relevant facility or property unless otherwise specified in the gift agreement. Useful life should be defined in the naming proposal in consultation with relevant University stakeholders, including but not limited to academic leadership, representatives from Financial Management, Building and Facility Management, Research, and other offices. The useful life of a named facility or property may be subject to modifications over time. As modifications are made, it may be necessary to alter or dissolve namings. In these instances, the University, in consultation with the donor(s) honored whenever possible, OIST will determine suitable recognition that most closely relates to the intent of the original gift.

In case the named relevant facility or property is damaged, rebuilt, or renewed due to a disaster, force majeure, or other cause beyond OIST's control, the term of the naming rights for the relevant facility or property shall be ended.

### 3.5. Removal of a Naming

Consideration for the removal or replacement of a name may occur if any of the following conditions occurs:

- a) The individual or organization after whom an asset has been named comes into disrepute.
- b) The individual or organization after whom an asset has been named requested the removal or replacement of the name (such as due to the dissolution of a family or organization).
- c) The pledge obligation is unfulfilled and/or written off.

In the case where the removal of a naming needs to be considered due to reputational risks that transpired through events occurring after the naming gift agreement was made, the University reserves the right to remove the name while disbursing the funds from the gift, if any remains, on areas that are consistent with the University's mission. The decision to exercise this right shall be made by the President. When the reputational risks are deemed high, the President may consult the Board of Councilors and obtain approval from the Board of Governors before making the decision.

### 3.6. Due Diligence

To avoid any appearance of commercial influence or conflict of interest, additional due diligence shall be taken before accepting a naming gift that involves the name of a corporation or a corporate foundation. Any issues arising from the result of due diligence shall be put forward to the Donation Review Committee for resolution as specified by OIST's Gift Acceptance Policy (Reference: OIST Policy, Rules and Procedures 7.5 Gift Acceptance).

### 3.7. Signage

In cooperation with the Building and Facility Management division and the Communication and Public Relations division, the fundraising office works with donors and University stakeholders to oversee the creation of signage for all named facilities and properties associated with philanthropic gifts. Signage includes donor walls, room or physical space nameplates, portraits, or other types of signs.

Signage recognizing gifts from donors typically should not be publicly displayed until the University has received at least 50 percent of the gift related to the naming and given the expectation that the remainder will be received following the schedule that has been mutually agreed upon.

## **4. Naming Elements of the Academic Enterprise**

### 4.1. Academic Enterprise

The term "academic enterprise" in this guideline document refers to all the activities that the University undertakes for the creation, dissemination, and transfer of knowledge. It includes the traditional tasks of education and research. It also includes the endeavors led by the University for engagement with business, public, voluntary organizations, and communities within and

outside of the University itself to create economic, social, and cultural impact through knowledge exchange.

Examples of elements of the academic enterprise include: programs, schools, centers, academic positions such as chairs and professorships, faculty research funds, scholarships and fellowships, courses and lectures, administrative functions supporting the academic enterprise, awards/medals/prizes, and other projects supporting the development of OIST as an enterprising academic and research institution for the promotion of public interests.

#### 4.2. Authority and Consultation

- a) Donation-funded course, research unit, and chair: See "Rules of Donation-funded Course, Research Unit and Chair in Okinawa Institute of Science and Technology Graduate University" (OIST Policy, Rules, and Procedures 7.6) for definitions and requirements. The naming of a course, research unit, and chair must be approved by the President in consultation with the Donation Review Committee.
- b) Programs, schools, centers, and other academic entities: The naming of programs, schools, centers, and other academic entities must be approved by the President, regardless of the cash value of the gift. The President may form specific committees as appropriate for consultation.
- c) Scholarships and fellowships: The naming of scholarship and fellowship funds must be approved by the President in consultation with the provost. The selection of scholarship and fellowship recipients shall be consistent with donor intent as articulated in the gift agreement or equivalent. Donors may not participate in the selection process.
- d) Administrative units and positions: Naming of administrative units and positions must be approved by the President in consultation with the related head of the administrative unit.
- e) Awards, medals, and prizes: Naming of awards, medals and prizes shall be approved by the President. The selection of award/medal/prize recipients shall be consistent with donor intent as articulated in the gift agreement or equivalent. Donors may not participate in the selection process.
- f) Miscellaneous naming opportunities: Naming opportunities that are not otherwise set forth in this policy must be approved by the appropriate University stakeholder (e.g., the President, the provost, the vice president of a division, etc.) regardless of the cash value of the gift. If the appropriate party is not obvious, the Donation Review Committee will be consulted.

#### 4.3. Endowed Fund vs. Non-endowed Fund

Funds established at OIST with philanthropic gifts may be endowed or non-endowed. An endowed fund is established to permanently support a specific need at the University. The University

invests the endowed capital to generate income and uses the income to support the area of activities as designated by the donor. A non-endowed fund uses the capital donated in its entirety. Naming opportunities exist for both types of funds. The name of an endowed fund is expected to be permanent as the fund invests perpetually. The name of a non-endowed fund lasts until the fund ceases to exist, that is, when all of the capital has been administered according to the donor's wishes.

#### 4.4. Valuation

The valuation of elements of the academic enterprise shall be conducted on a case-by-case basis. Various factors may be taken into account, including the estimated total or partial cost of keeping the relevant academic activities up and running, the intangible assets such as brand recognition, intellectual property, human capital, and goodwill, and the general practices in the philanthropic field. Benchmark research and consultation with the appropriate University stakeholders are required. For all naming opportunities, a valuation method and a minimum gift level shall be presented along with the naming proposal to be approved by each respective authority discussed in 4.2.

#### 4.5. Stewardship

The fundraising office will provide donors of naming gifts with annual reports about fund balances and activity summaries, in addition to the standard gift acknowledgment, recognition, and stewardship discussed in the OIST Gift Acceptance Policy.

#### 4.6. Removal of a Naming

The principles outlined in 3.5. (Removal of a Naming, Naming Facilities, and Properties) also apply for the removal of a naming related to the elements of the academic enterprise.

### **5. Revisions to the Naming Gift Guidelines**

Revisions to this guideline document shall be conducted in coordination with the fundraising office and be approved by the President.