

University of Massachusetts Amherst Policy and Naming Opportunities

The University of Massachusetts Amherst has a long-standing practice of recognizing gifts and pledge commitments through the naming of facilities, academic units and programs, and endowments. Naming opportunities can recognize donors, or those they wish to honor or memorialize. All naming opportunities are to be reviewed and approved by the Vice Chancellor for Development & Alumni Relations who will make recommendations to the Chancellor for final approval and, as required, submission to the Board of Trustees for approval. Generally naming opportunities are only offered for outright gifts or pledges of no more than five years in duration; and only for planned or deferred gifts when the gift amount is accessible. This policy is authorized with the endorsement and support of the University of Massachusetts Amherst Foundation Board.

The following list provides guidelines for various naming opportunities:

Entire Building (New) In general, a minimum of 50% of the funds to be privately raised but no less than 25% of construction costs of the building. Funding arrangements which best serve the interests of UMass Amherst can be negotiated by the Chancellor and Vice Chancellor for Development & Alumni Relations, subject to Board of Trustee approval.

**Building Addition
or Renovation** 50% of the project cost.

Portions of Buildings Individual rooms or wings in new or existing buildings such as auditoriums, lecture halls, laboratories, classrooms, conference rooms, lobbies, etc. are considered on a case-by-case basis. Consideration will be given to type of usage, visibility and traffic flow.

**Unnamed Existing
Building** Unnamed buildings may be named by the establishment of an endowment equivalent to 25% of the replacement cost of the building.

**Relocation or
Replacement** The name on an existing facility will remain for the life of the building. The name on a facility to be demolished will not be transferred to a new facility except in such cases when a useful facility is relocated to serve the greater interest of the campus.

**College, School,
Center, Institute,
Academic Depart-
ment or Program** Associating a name with a school, college, center, institute, academic department or program acknowledges great commitment on the part of the donor. Funding arrangements which best serve the interests of UMass Amherst can be negotiated by the Chancellor and Vice Chancellor for Development & Alumni Relations, subject to Board of Trustee approval.

Named Chair Attracts or retains an outstanding faculty member who has achieved international recognition in his or her field. Provides income toward the faculty member's salary and/or related expenses such as start-up funding and research. Named Chairs are normally limited to faculty who have attained the rank of Professor. Most Named Chairs are conferred on a specific faculty member for the duration of his/her career (*i.e.*, until retirement); however, a donor may specify appointment for a fixed term (usually five years), which may be renewable.

Minimum Endowment: \$2,500,000

Named Professorship	<p>Attracts or retains an outstanding faculty member who has achieved national recognition in his or her field. Provides income toward the faculty member's salary and/or related expenses such as start-up funding and research. Named Professorships are normally limited to faculty members who have attained tenure (Associate Professor or Professor). Many Named Professorships are conferred on a specific faculty member for the duration of his/her career (<i>i.e.</i>, until retirement). Alternatively, a donor may specify appointment for a fixed term (usually five years), which may be renewable.</p> <p style="text-align: center;">Minimum Endowment: \$1,500,000</p>
Named Visiting Professorship	<p>Attracts an outstanding visiting faculty member for a specified period of time, ordinarily one semester or one year, whose presence will enrich the scholarship and teaching in his or her field. Provides income toward the faculty member's salary and/or related expenses.</p> <p style="text-align: center;">Minimum Endowment: \$1,000,000</p>
Named Assistant Professorship	<p>Provides recognition and contributes to the start-up package for a new faculty member, or provides recognition and contributes to the support for an existing faculty member who shows promise of national recognition in his or her field. Named Assistant Professorships are normally conferred for a fixed term (three to five years).</p> <p style="text-align: center;">Minimum Endowment: \$1,000,000</p>
Graduate Student Research Fellowship	<p>Provides funds for research support (e.g. materials, travel, etc.) and covers a portion of tuition and fees for an outstanding graduate student.</p> <p style="text-align: center;">Minimum Endowment: \$500,000</p>
Full Scholarship	<p>Covers the cost of tuition and fees and defrays a portion of room and board costs for an in-state student <u>or</u> covers the cost of tuition and defrays a portion of fees for an out-of-state student (applies to both graduate and undergraduate students).</p> <p style="text-align: center;">Minimum Endowment: \$500,000</p>
Faculty Research Fund	<p>Provides support to cover the costs of materials, publications, equipment purchases and maintenance, research assistants, and travel which are directly related to research in a particular academic department.</p> <p style="text-align: center;">Minimum Endowment: \$250,000</p>
Library Book Fund	<p>Aids in the acquisition of books, journals, periodicals, computer software or other materials in a particular field.</p> <p style="text-align: center;">Minimum Endowment: \$250,000</p>
Sustaining Scholarship	<p>Covers the cost of tuition and defrays a portion of fees for an in-state student <u>or</u> defrays a portion of the cost of tuition for an out-of-state student (applies to both graduate and undergraduate students).</p> <p style="text-align: center;">Minimum Endowment: \$150,000</p>
Student Research Fellowship	<p>Provides tuition support and funds for research (e.g. materials, travel, etc.) for an outstanding in-state undergraduate student.</p> <p style="text-align: center;">Minimum Endowment: \$100,000</p>
Study Abroad	<p>Defrays costs such as transportation, living expenses, and other costs</p>

Award	associated with educational/research visits to international universities, laboratories, etc. Minimum Endowment: \$100,000
Lectureship or Symposium	Provides support to cover the costs of visits to campus by outstanding individuals who speak at campus events and may interact with faculty, students, and others on subjects of their special expertise. Minimum Endowment: \$100,000
Contributing Scholarship	Assists a graduate or undergraduate student. Minimum Endowment: \$27,500
Memorial/Honorary Fund	Memorializes or honors a colleague, family member, or friend. Provides support for students or for school, college or campus unit priorities. Minimum Endowment: \$27,500
Special Purpose Fund	Provides support school, college or campus unit priorities. Minimum Endowment: \$27,500
Library General Support Fund	Provides support for Library priorities. Minimum Endowment: \$27,500

Note: Named Chairs and Professorships, including Visiting Professorships, must be approved by the Board of Trustees; and appointments to these positions must first be approved by the Board of Trustees.

CURRENT FUND GIFTS:

Current fund gifts/pledge commitments can also name fellowships, scholarships, student travel awards, research funds, lectureships, and other initiatives for a specified period of time. Chairs and professorships (except for visiting professorships) are excluded as they represent ongoing appointments which must be funded in perpetuity through endowments. Current fund gifts/pledge commitments must cover a minimum period of five years and the annual value of the gift must be the equivalent of the annual spendable income that would be generated from the minimum endowment amount based upon the endowment payout rate at the time the gift is made.

Additionally, outright gifts which equal a minimum endowment amount can also name fellowships, scholarships, student travel awards, research funds, lectureships, and other initiatives, until the funds from the outright gift are exhausted, provided the annual amount spent is the equivalent of the annual spendable income that would be generated from the minimum endowment amount based upon the endowment payout rate at the time the gift is made.

If a donor provides a fully documented irrevocable bequest or other planned gift to ultimately create a faculty chair or professorship endowment, the naming can be effected in the present, provided the donor signs a gift agreement to give annually, in perpetuity until the bequest or planned gift is realized, a gift that is the equivalent of the annual spendable income that would be generated from the minimum endowment amount based upon the endowment payout rate at the time the current fund gifts are made.