

Installation of Commemorative Plaques on University Facilities and Property Policy

Date Effective: June, 2018
Issued By: President's Office
Contact: Vice President for University Advancement, 814-393-2652

Purpose:

The university makes and receives requests to commemorate or recognize the service and commitment of long-standing, living or deceased faculty/staff members, students, retirees, alumni and friends of Clarion University through the establishment of commemorative plaques. This policy ensures that these specific requests are managed appropriately.

Policy:

The installation of plaques enables Clarion University to acknowledge those who have or had a longstanding commitment to the institution, those who serve or have served the university or who, in the past, have provided generous financial or other support.

This policy applies to all:

1. Colleges, campuses, divisions and organizational units of the university.
2. Requests for commemorative plaques.

This policy does not apply to institutional plaques to commemorate university events and activities such as building dedications/namings. (Note: Procedure No. 60.060 governs the naming of university facilities and program centers.)

Procedures:

University personnel who are contacted by individuals external to Clarion University who are interested in establishing commemorative plaques should consult with the Office of the Vice President for University Advancement before any commitment is made on behalf of Clarion University.

The Office of the Vice President for University Advancement will consult with relevant areas of the university, including facilities management, to coordinate the process and ensure compliance with university regulations and statutes.

Any area of the university interested in commemorating a living or deceased faculty/staff member, student, retiree, alumnus or friend of Clarion University in this way may seek advice from the Office of the Vice President for University Advancement before proceeding with the planning the project.

This policy, within the context of existing university policies, will govern all plaques and functional items associated with:

1. Benches
2. Water fountains
3. Drinking fountains
4. Trees or plants
5. Memorial installations
6. Fixed furniture
7. Open spaces
8. Equipment
9. Laboratories
10. Streets (within campus domain of ownership)
11. Special programs of research, teaching and student life
12. Chairs, professorships, visiting lectureships, special lecture series, or awards for excellence in teaching, research or performance of other academic responsibilities
13. Library collections of books or other materials
14. Collections of works of art
15. Trophies and other awards for extracurricular achievement
16. Such other things as the university finds appropriate to name in order to perpetuate the name of a distinguished person or a benefactor.

All internal and external designs need to be reviewed and approved by the Office of Facilities Management to assure compliance with the university's master plan.

The minimum donation required for a memorial bench is \$5,000, and for a commemorative plaque on other items \$1,000. The university will not begin any efforts on purchasing or installing a memorial bench until the entire gift is funded.

No name will be approved that will imply the university's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude using the name of an individual who has held public office or an individual or a company that manufactures or distributes commercial products.

Costs associated with the purchase and installation of the functional item and the plaque will normally fall to the project proposer (usually the family of the individual to be commemorated).

Where the project proposer is a current member of the faculty/staff at the university, the costs shall be assigned (unless otherwise stated) to the department, unit, campus or college most closely associated with the former/current faculty/staff member, student, alumnus, retiree or friend of Clarion University in whose name the commemorative plaque is to be established.

No officer, employee or volunteer associated with the university should promise or imply that in return for covering the costs of the plaque, favorable consideration will be given to:

1. Appointments that imply college or administrative status not in keeping with usual university processes for such appointments.
2. Naming a building or other facility without appropriate university policies and procedures being followed.
3. Granting of student admission, student scholarships, fellowships other financial benefits, or special considerations in a manner inconsistent with university policies and procedures.

The Office of the Vice President for University Advancement will be responsible for the coordination, assignment and management of all requests to establish plaques at the university in honor of former/current faculty/staff members, students, retirees, alumni or friends of Clarion University.

1. A formal letter of request should be submitted by the plaque proposer to the Office of the Vice President for University Advancement with a statement of the nature of the request, as well as a Request to Display a Plaque on University Property form. The letter should outline the importance of the naming to the university, the nature of the gifting and/or meritorious activity, and other conditions, concerns or impacts of the naming. In the case of a naming representing a living person, the magnitude of gifting and meritorious activity should be well delineated. Plans for any plaque funding and maintenance should be identified. Requests should also include approval of the respective dean or divisional vice president.
2. All plaque requests must be made by completing a Request to Display a Plaque on University Property (copy attached) and submitting it to the Vice President of University Advancement at least 30 days prior to plaque installation. (Note: Some plaque production may require additional time.)
3. A resume or discussion of the individual(s) being honored should also include:
 - a. Letters of reference or recommendation from individuals. No minimum or maximum number of recommendations is required. Petitions may also be submitted to show those in favor of the naming.
 - b. Suggested plaque inscription.

The Office of the Vice President for University Advancement will work closely with facilities management or the appropriate department to manage the implementation of these projects, if necessary. Otherwise, all physical arrangements and purchase of said item will be completed by the appropriate plaque organizer.

The Office of the Vice President for University Advancement is the organizational unit responsible for assessing all requests for plaques and functional items.

Contact by Potential Donor of a Plaque

Individuals or groups (such as a campus, college or division) who receive a communication from a potential donor asking to establish a commemorative plaque in honor of a former/current faculty/staff member, student, retiree, alumnus or friend of Clarion University should immediately contact the Office of the Vice President for Advancement.

Current faculty/staff members at the university who are interested in installing a plaque in honor of former colleagues, students or friends of Clarion University should register their interest in undertaking this project with the Office of the Vice President for University Advancement.

The Office of the Vice President for University Advancement will make contact with the potential donor and, in consultation with facilities management, establish a proposed location for the plaque, the time frame and the likely costs involved. The Office of the Vice President for University Advancement will make the potential donor aware of issues relating to the proposed location and of the stipulation that costs associated with the purchase and installation of the functional item or the plaque normally fall to the project proposer.

If an internal request is received, the Office of the Vice President for University Advancement will make the department aware of the requirement that the costs associated with the purchase of the plaque will normally fall to the department, unit, campus or college most closely associated with the former/current faculty/staff member, student, alumnus, retiree or friend of the university in whose name the plaque is to be established.

If a donor wishes to proceed with the purchase of a functional item and a plaque, the Office of the Vice President for University Advancement will work with appropriate offices across campus to finalize:

1. Location of the plaque and/or functional item.
2. Wording for the plaque.
3. Purchase of item (e.g. bench, fountain, etc.).
4. Nature of the ceremony/event associated with installation (if required).
5. Maintenance and life cycle issues relevant to the installation.
6. Timeframe for the ceremony or installation.
7. Cost center/funding source.

Stewardship of Donors of Plaques

The Office of the Vice President for University Advancement will oversee the stewardship and manage the relationship with the donor, in conjunction with the relevant areas of the university. In addition, the Office of the Vice President for University Advancement, via the Office of Scheduling and Event Management and/or the Development Office, will be responsible for the logistics and details of any ceremony relating to the installation (if appropriate).

As modifications are made to property over time, situations may occur where it is in the best interest of the university to relocate, modify or reallocate named university property/areas/items. In the event modifications to named property/areas/items are required or recommended, appropriate college deans and university administrators will be involved in early planning. This is to ensure that the original purpose of the naming and the donor's wishes (if purchased with private funds) are preserved as appropriate. These occurrences underscore the importance of obtaining university recognition of all naming.

In the event areas or items are modified or shifted between structures, approval must be obtained using this policy and process.