

NAMING POLICY: VALUE GUIDELINES

The University of South Dakota Naming Policy Value Guidelines provide baseline guidelines for the monetary value associated with a variety of naming opportunities. These guidelines supplement the university's [Naming Policy](#).

The following guidelines are intended to inform Committee consideration of philanthropic naming opportunities related to University facilities, programs, and positions. These provisions are not intended to represent rigid monetary thresholds, but rather guidance that should be supplemented by the facts and circumstances related to each gift and intended University beneficiaries.

1. New & Renovated Facilities

A name proposed for a new facility or a facility to be renovated may be considered when the subject gift represents a substantial portion of the project's total cost. Consideration will be given to the visibility and use of the space, current market, donor interest, and campus and peer institution comparables. Gifts that total at least 50% of construction or renovation costs will be given priority for naming consideration.

Renovation estimates:

Space	Approx. Size (sq. ft.)	Price/sq ft.	Renovation Est.
Office	100	\$150	\$15,000
Classrooms	500-1200	\$250	\$125,000 – \$300,000
Conference Rooms	240-400	\$250	\$60,000-\$100,000
Class/Research Labs	1000	\$400	\$400,000

2. Untitled Existing Facilities

A name proposed for an existing but presently untitled facility may be considered when the subject gift represents a substantial portion of the value of the facility. Consideration will be given to the visibility and use of the space, current market, donor interest, and campus and peer institution comparables. Gifts that total at least 50% of a facilities replacement costs will be given priority for naming consideration. The Committee shall consult University Facilities Management to determine such cost estimates.

3. Programmatic Units

A name may be proposed for a programmatic unit – such as a college, school, department, or program – where the subject gift provides substantial program improvements and ongoing

endowed support that transform the unit, elevate the quality and status of the unit, and make the unit more competitive. Consideration will be given to comparable namings at peer institutions.

4. Positions

Naming of University positions are particularly sensitive to the strength of donor bases and the philanthropic culture of individual academic units. As a general rule, named positions are perpetual and applicable to all successor position holders.

A. *Named Deanships – \$3 million endowment*

Because deans are visionary leaders responsible for enriching the programs they oversee, an endowed deanship provides discretionary funds to ensure the dean achieves priority initiatives and assists the University with fulfilling its mission.

B. *Named Distinguished Chair – \$2 million endowment*

A distinguished chair position is a high honor often bestowed to deans and division directors of special merit. This is a prestigious honor that serves as a great incentive when attracting high-caliber educators and researchers for leadership positions at the University.

C. *Named Chair – \$1 million endowment*

The endowed chair represents the highest honor the University can confer on prominent faculty members. Endowed chairs help attract and retain brilliant scholars. By providing dedicated resources for innovative research and teaching opportunities, endowed chairs enable the most gifted faculty members and administrators to excel in their scholarly activities.

D. *Named Professorships – \$500,000 endowment*

Named professorships allow the University to retain and promote assistant and associate professors and recruit promising researchers and teachers from around the world and encourage them to expand their careers at the University.

E. *Named Lectureship – \$100,000 endowment*

Lectures plays an important role in the academic life of the campus, allowing students and faculty interact with important leaders and professionals in a variety of fields. Lecture series provide the stimulus for innovations in research and education. A named lecture series can be campus-wide or established within a unit for a specific area of study.

F. *Named Graduate Fellowship – \$50,000 endowment*

In any great university, excellence in teaching and research requires outstanding graduate students. Talented graduate students inspire their undergraduate students. They serve as creative research team members. Many go on to become distinguished college and university professors. Endowed graduate fellowships and assistantships help us compete

with our peers to bring the world's best and brightest graduate students to the University of South Dakota.

G. *Named Head Coachships – \$3 million endowment*

Head Coachships provide permanent sources of financial support for head coaches to stay competitive with peer NCAA Division-I athletic departments.

H. *Named Coachships – \$500,000 endowment*

Coachships provide permanent sources of financial support for associate or assistant coaches to stay competitive with peer NCAA Division-I athletic departments.