

Attachment 3**NAMING PHYSICAL FEATURES****AT CALIFORNIA STATE UNIVERSITY, EAST BAY (CSUEB)**

The Trustees of The California State University have established a system-wide policy governing the naming of physical facilities, issued in PPD 84-21 (or an updated version thereof). In addition to its provisions, the following guidelines apply at CSUEB:

1) GENERAL INFORMATION

- a) All proposals for memorials and naming/renaming of facilities will be submitted to the Space Advisory Committee (SAC).
- b) If a proposal pertains to a student or an Associated Students, Inc. (ASI) building it will be referred to ASI for review and recommendation, and returned to SAC.

2) SUBMITTING A PROPOSAL

A proposal shall be submitted to the SAC and must include the following information:

- a) The name of the nominator and submission, the name and relationship to CSUEB of the person to be memorialized or recognized.
- b) A description of the proposed memorial or recognition. (This need not include architect's drawings.)
- c) Source(s) of necessary funds.
- d) Rationale for the memorial or recognition.
- e) Provision for maintenance.

3) EVALUATION OF A PROPOSAL

The SAC, in reviewing a proposal, will consider the following issues:

- a) Buildings, Building Spaces, and Other Major Facilities - Criteria to be used in considering the naming or renaming of campus buildings, spaces within buildings, and other major facilities include those specified in the CSU policy, PP&D 84-21, Sections 4.1 and 4.2. In accordance with that policy, individuals may be honored for outstanding service, exceptional achievement, or substantial financial contributions to CSUEB.
 - (1) When no financial gift is involved, the following criteria will apply:
 - (a) outstanding contributions in an academic or administrative capacity beyond the normal expectations of the positions(s) held;
 - (b) performed in such an exemplary manner as to provide inspiration to members of the CSUEB community;
 - (c) significant and widely recognized contributions to the local community;
 - (d) recognition by professional peers for significant contributions to his or her academic discipline;
 - (e) a proposal will not be made until the individual has been retired or deceased at least two years.

(2) When a gift is involved, the Committee will take into consideration the significance and amount of the proposed gift as they relate to the realization or completion of a facility or to the enhancement of the facility's usefulness to CSUEB. For an amount to be considered significant, it will be at least 50% of the total private support required to construct a new facility or 30% of the replacement cost of an existing facility to be named, but no less than \$50,000.

b) Memorials, such as trees, plaques, small architectural structures, and landscaped areas shall be considered under the following guidelines.

(1) Trees shall be selected with respect to species and site only after consultation with the Director of Plant Operations and the Manager of Grounds and Landscaping thereby assuring that these will conform to the landscape plan of CSUEB. The Director of Plant Operations will facilitate this approval process. Sponsors of trees as memorials must recognize that new buildings may require those trees and other plantings be relocated, replaced or eliminated if relocation is not feasible.

(2) Plaques shall be discouraged, except in the most extraordinary and compelling circumstances, and shall not exceed 2" x 4" in any case.

(3) All architectural structures, landscaped areas, and other requests for memorials shall be considered only after being approved by the University Architect and the University Landscape Architect and only with the assurance that funds to maintain any on-going expenses are included in the memorial. The Vice President for Administration and Finance and the Vice President of University Advancement will be consulted.

(4) Factors to be used in considering the person to be memorialized:

(a) Nature of the person's contribution to CSUEB

(b) Length of the person's contribution to CSUEB

(c) Reputation in the wider community beyond CSUEB

(d) Reputation in the person's academic discipline

4) GENERAL PRINCIPLES

a) The memorial or recognition should reflect the personality of the honoree.

b) The proposed memorial or recognition should be aesthetically suitable, harmonious with the master plan of the campus, and capable of proper maintenance.

c) Given the limited opportunity of naming/renaming of major facilities, consideration will be given to determining whether the person/institution to be honored is the most appropriate person/institution at the time.

d) Special attention should be given to the desirability of achieving over the long run a pattern of names that will reflect the ethnic and gender diversity of the California society CSUEB serves.

e) The SAC will review for adequacy of the proposed funding. The cost of a plaque or marker should be included in the proposal.

5) ROUTING

a) The SAC will submit the original proposal (with ASI recommendation, if applicable) for the memorial or recognition with its recommendation to the Vice President, Administration and Finance. If an exception to this policy is proposed, the SAC shall submit first to the Space Policy Committee for its approval.

b) The Vice President, Administration and Finance will forward approved memorial or recognition proposals to the President for review and action.

For naming of all CSU facilities and properties; i.e., all buildings; major portions of buildings; university or college streets or roads; stadium and baseball fields and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties, the President will consult with the Executive Committee of the Academic Senate prior to forwarding to the Chancellor's Office.