

**Agendum
Oakland University
Board of Trustees Special Public Meeting
August, 29, 2025**

**Naming Opportunities for Buildings, Academic Units,
and the College and Schools**

A Recommendation

1. **Division and Department:** University Advancement
2. **Introduction:** The Board of Trustees (Board) has approved a Gift Policy (Board Policy) to provide policies for identifying, engaging, cultivating, acknowledging and stewarding donors and prospective donors and confirming that the role of accepting gifts on behalf of the University is the sole purview of the Board of Trustees. The University has adopted Administrative Policy and Procedure 500 entitled Gifts, Pledges and Grants (Administrative Policy) that is in all material respects identical to the Board Policy. The Board Policy and Administrative Policy are referred to collectively as the "University's Gift Policies."

The University's Gift Policies recognize that naming gifts are rare philanthropic opportunities to make gifts that will transform the University in some way, and may create a legacy with a person, a family, or an organization for an extended period of time, perhaps in perpetuity.

Because naming opportunities may be available only once in the University's history, the University's Gift Policies recognize that great care must be taken to ensure that the naming gifts are adequate to set the standard for future naming gifts as well as to provide a level of funding consistent with an exceptional level of excellence, and to maintain that exceptional level of excellence in the future.

With respect to naming a college or school within the University, the University's Gift Policies provide that "[t]he gift required to name a college or school will be determined by the VPUA, Provost, and President and recommended to the BOT for final acceptance of the gift."

The University's Gift Policies also state that "naming opportunities shall be presented to the BOT for their approval prior to the execution of any agreement concerning the naming of buildings and academic units."

The University's President, Vice President for University Advancement, Division of University Advancement and other Division of University Advancement partner representatives are continuously engaging and soliciting donors and prospective donors with respect to transformational naming opportunities for the college, schools and academic units within the University.

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In some cases, based upon the individual circumstances of a particular donor or the nature of the underlying gift, it is important for the University to execute an agreement concerning the naming of buildings, academic units, and the college and schools, before the Board has approved the naming opportunity or accepted the underlying gift. In each of these cases, the agreement would include language approved by the Office of Legal Affairs (OLA) stating that: (i) the University's acceptance of the agreement is contingent upon approval by the Board; and (ii) if the Board does not approve the agreement, then the agreement is void from the beginning as if it had never had any legal effect.

Therefore, the administration recommends that the Board approve the presented resolution below to allow the University to execute agreements concerning the naming of buildings, academic units, and the college and schools, before the Board has approved the naming opportunity or accepted the underlying gift, subject to and contingent upon Board approval.

3. **Previous Board Action:** The Board revised and approved the Board Policy in April of 2018.
4. **Budget Implications:** As the economic factors affecting higher education institutions becomes increasingly difficult to navigate, fundraising success has become more paramount to ensuring student success and support of the priorities of the University. In particular, transformational naming gift opportunities support the programs and sustainability of buildings, academic units, and the College and Schools. These gifts provide funding for significant projects, advance Oakland University priorities, and inspire others to give.
5. **Educational Implications:** Donors to the University are truly invested in ensuring that students can benefit from their philanthropy through scholarships, research opportunities, faculty and curriculum development, experiential learning, infrastructure support, and student services.
6. **Personnel Implications:** None
7. **University Reviews/Approvals:** This recommendation was formulated by the Vice President for University Advancement and reviewed by the President, the Assistant Vice President for Strategic Philanthropy, the Vice President for Legal Affairs and General Counsel and the Chief of Staff.
8. **Recommendation:** It is recommended that the Board of Trustees adopt the following resolution:

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WHEREAS, philanthropic support is an important source of revenue to the University and support of its Strategic Vision; and

WHEREAS, opportunities for naming gifts for buildings, academic units, and the college and schools in perpetuity pose a transformational opportunity for the University and its donor(s); and

WHEREAS, the President, the Vice President for University Advancement, and the Division of University Advancement is committed to securing transformational naming gifts including those for naming buildings, academic units, and the college and schools; and

WHEREAS, the Gift Policies authorize the President, the Vice President for University Advancement, the Division of University Advancement and their designees to initiate, engage, cultivate, solicit, process, acknowledge and steward donors and prospective donors for naming gifts including those for naming buildings, academic units, and the college and schools; and

WHEREAS, the Gift Policies expressly provide that the gift required to name a college or school will be determined by the President, Vice President of University Advancement, and Provost and recommended to the Board for final acceptance of the gift; and

WHEREAS, there are cases, based upon the individual circumstances of a particular donor or the nature of the underlying gift, when it is important for the University to execute agreements concerning the naming of buildings, academic units, and the college or schools, before the Board has approved the naming opportunity or accepted the underlying gift.

IT IS THEREFORE RESOLVED that the President and/or the President's designee(s) may negotiate and execute agreements concerning the naming of buildings, academic units, and the college or schools, before the Board has approved the naming opportunity or accepted the underlying gift; and, be it further

RESOLVED, that any agreement concerning the naming of buildings, academic units, and the college or schools, that is executed before Board approval of the naming opportunity and acceptance of the underlying gift must include a provision approved by the OLA stating that: (i) the University's acceptance of the agreement is contingent upon approval by the Board; and (ii) if the Board does not approve the agreement, then the agreement is void from the beginning as if it had never had any legal effect.

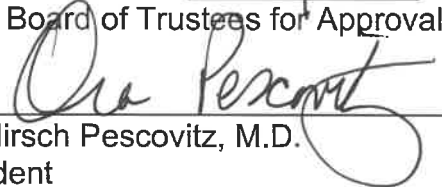
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9. Attachments:

Submitted to the President
on Aug 27, 2025 by


Mike Westfall
Vice President for University Advancement

Recommended on 8/27, 2025
to the Board of Trustees for Approval by


Ora Hirsch Pescovitz, M.D.
President

Reviewed by:


Joshua D. Merchant, Ph.D.
Chief of Staff and
Secretary to the Board of Trustees