#Thunderdome: The Art and Science of Naming Opportunities

May 16, 2019

Parts of this presentation will be based on the Association Advancement Services Professional Best Practice on Naming Opportunities
Presenters

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*Director of Donor Services*

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*Assistant Director of Donor Services*

Kit Jenkins  
*Donor Services Specialist*
NC State Advancement Overview

• University Advancement is fully decentralized

• In 2016, NC State entered the public phase of its $1.6 billion Think and Do The Extraordinary Campaign

• Campaign concludes 2021
NC State Facts and Figures

- Raised $215.4M FY18
- $1.4B Campaign Fundraising TD
- 600,000+ Constituent Records
- 11 Foundations

- $1.3B Endowment
- 3,100 + Endowment
Responsibilities of Donor Services

- Gift Agreements
- Naming Opportunities
- Allocation Review
- Gift Acceptance
- Endowment Reports

Distinguished Professorships
(State Matching Program)
Learning Objectives

• **Gain** the basic knowledge of namings

• **Learn** how NC State is enhancing their naming program

• **Review** NC State’s 8 phases of namings but **focus** on strategic planning and naming opportunity analysis

• **Recommend** strategic partners in developing naming opportunities

• **Obtain** NC State’s calculation method for facilities and programs
Methodologies Applied

- Process mapping
- PMI project management
- Participation observation
- Agile Methodology
- AASP and ADRP best practices
Donor Services Role within Naming Opportunities

- **Identify** naming opportunities
- **Develop** gift minimum recommendations
- **Facilitate** the approval process
- **Guide College/Units** through the naming process
- **Liaise** with Advancement and Architect/CPM
- **Maintain** naming records and inventory
Building a Naming Program

Phase 1: Preparing
Phase 2: Strategic Partnership Buy-In
Phase 3: Analyzing and Planning
Phase 4: Process and Policy Development
Phase 5: Designing Tools and Resources
Phase 6: Program and Process Implementation
Phase 7: Close and After Action Review
Naming Policy Development Highlights

- Planning
- Naming Committee
- Strategic Partners
- Important Points to Include within Policy
- Let’s Talk Ethics
Naming Agreements

North Carolina State University
Facility Naming Agreement

This Facility Naming Agreement ("Agreement") is made between ____________ ("the Benefactor") and North Carolina State University ("NC State") and concerns the naming of ____________ ("the Facility").

As required by section 2.8 of North Carolina State University’s Board of Trustees Policy concerning Criteria and Procedures for Naming Facilities and Programs, Policy 3.00.2 ("the Policy"), this Agreement shall set out the terms and conditions under which the Facility shall be named/renamed.

New Name for Facility
The Facility shall be named/renamed ____________. For purposes of this Agreement, ____________ shall be referred to as the New Name.

Applicable Time Period (select one)

- Subject to the other provisions in this Agreement, the Facility shall be named according to the New Name for a time period not to exceed the useful life of the Facility, the replacement of the Facility, a change in the designated use or activity of the Facility, and/or substantial renovation of the Facility.

- Subject to the other provisions in this Agreement, the Facility shall be named according to the New Name for a time period not to exceed ___ years, the term of years approved for this Agreement by the NC State Board of Trustees.

Upon expiration of the time period designated above, the exclusive right to determine the name of the Facility shall be vested in NC State. Among other options, NC State is authorized to change the name of the Facility and/or remove the New Name from the Facility. NC State may also elect to retain the New Name of the Facility for an unlimited period of time after the expiration of the time period designated above.

Cessation of Payment
The parties agree that the name of the Facility may be changed by NC State if the Benefactor ceases payment on a pledged donation related to the naming of the Facility, after a pro rata period of time that reflects the number of pledge payments made, given the estimated date on which this Agreement will no longer require the Facility to be named according to the New Name.

Ethics
If at any time the Benefactor fails to conduct itself without due regard to public morals and decency, or if the Benefactor commits any act or becomes involved in any situation or occurrence tending to degrade the Benefactor in the community, or which brings the Benefactor into public contempt or scandal, or which materially and adversely affects the reputation, mission, or business of NC State, whether or not information in regard thereto becomes public,
Categories of Naming

Donor-Funded Namings vs Honorific Namings

Note: An honorific naming is rare. It names a facility or program in honor of an individual or organization who has attained achievements of extraordinary and lasting distinction at NC State.
Four Types of Namings

- **New Construction:** A building that is in the planning phase for construction or is currently in construction
- **Renovation:** A room, space or building that is being renovated
- **Existing:** A room, space or building where no recent renovations have occurred and there are currently no future plans to renovate
- **Programs:** New or existing programs, units, departments, colleges, institutes or centers
## The Eight Phases of Naming Opportunities at NC State

<table>
<thead>
<tr>
<th>Planning/Pre-Approval</th>
<th>Donor Relation Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning/Capital Project Approval</td>
<td>Gift Solicitation</td>
</tr>
<tr>
<td>Naming Opportunities Analysis</td>
<td>Donor Naming Approval</td>
</tr>
<tr>
<td>Approval to Pursue Naming Opportunities</td>
<td>Signage Approval</td>
</tr>
<tr>
<td></td>
<td>Stewardship</td>
</tr>
<tr>
<td></td>
<td>Inventory/Record Management</td>
</tr>
</tbody>
</table>
Phase 1: Strategic Planning and/or Capital Project Fundraising Approval
Areas of Strategic Planning

1. Purpose statement
2. Goal
3. Risks
4. Resources
5. Prospect list

“Strive away from just raising money to raise money. Focus on the impact to transform your organization!”
Namings and Prospect Pool

Knowing the prospect pool is crucial in developing the list of naming opportunities:

- # of Naming opportunities
- Threshold levels
- Donor interests
NC State requires pre-approval for fundraising efforts for the following capital projects:

- New capital projects that require private funding for construction
- Renovation efforts that require private funding for construction

Note: As a best practice, develop a system for approval to fundraise for naming opportunities.
Funding Purpose

The gift to name a facility will be directed into either a current use fund or an established (pooled) endowment fund and can support some of the following items:

- Capital Projects
- Building Maintenance
- Faculty and Staff Support
- Dean's Initiatives
- Scholarships
- Program Support
Phase 2: Naming Opportunities Analysis
Initiation for Existing Facilities or Programs

(Excludes new construction or confidential)

- College/unit will complete the Naming Recommendation Letter Request Form (electronically)

- The request is automated to an online queue which alerts Donor Services and allows the college/unit to view their project status
Initiation for New Construction
(or confidential)

- Chief Development Officer contacts Director of Donor Services
- Director assesses the situation
- Completes Naming Recommendation Letter Request Form (offline)

Plant Sciences Initiative Building eta. 2022
Discovery Meeting

The Director of Donor Services will meet with the college/unit and/or tour the facility (*if applicable*), to discuss the project and its status, including:

- Naming opportunities
- Prospect pool
- Requirements for the BoT approval process
- Risks
- Next steps

*Note:* For new construction or major renovation projects, the Director of Donor Services is on the Building Committee roster.
Four Phases of Design

1. Select rooms and spaces
2. Develop gift ranges

Develop gift minimums
Determining Namings For New Construction

Construction Plans and Floor Plans
Building Committee
Virtual Reality
Renderings
Creativity and Imagination
Donor Services has partnered with the Architect’s Office and has access to:

- Capital project tracker
- Document imaging system
- Facilities database

...and we have customized our own **naming module** within their database!

*This partnership allows us to have direct access to all the materials and reduces communication errors between Donor Services and the college/units.*
Research

Donor Services will research and acquire the following information in partnership with the Architect and Capital Project Management:

- Design phase *(new construction or renovation)*
- Construction plans and/or floorplans
- Capital project manager *(new construction or renovation)*
- Project and replacement cost
- Previous namings and history *(existing facilities)*
- Approval by the Board of Trustees and/or Board of Governors *(new construction or renovation)*
- Purpose of every room/space and location
- Square footage
Selecting Rooms/Spaces

Analysis includes the following:

- Location
- Premier rooms or spaces
- Room and space conflict
- Room groupings
- Room eliminations
- Devaluation
- Location of sign installation
Considering What to Name

1. Strive for tasteful naming opportunities

1. Maintenance costs *(If you name it, you have to maintain it)*
   ➔ Example: Bench namings

1. Inventory management *(If you name it, you have to track it)*
   ➔ Example: Bricks and item namings

1. Issues with naming living items
   ➔ Example: Trees and animals

5. The donor is naming the room/space not the purpose
What Can Be Named

Buildings
Courtyards
Complexes
Interior/ Exterior Spaces
Significant Architectural Features
Water Features
Rooms
Agricultural Plots
Bridges
Programs
Dir./Dept. Head Offices

Suites
Roads
Athletic Fields
Forests
What Can **Not** Be Named

**Maintenance Areas**
- Steps
- Bathrooms
- Sewers
- Benches
- Mother Rooms

**Animals**
- Equipment
- Drainage
- Roofs
- Most Offices

**Additions**
- Trees
- Bike Racks
- Lights
- Doors
- Chairs
- Bricks
- Bookshelves
- Desks
- Bird Baths
- Copy Rooms
- Temporary Features
Create standard room/space terminology, which brings about consistency across campus, assists wayfinding and allows donors to easily and accurately identify rooms/spaces.
Methodology for Facilities

Donor Services uses a mathematical formula to serve as a baseline to recommend minimum gift values. The Director will adjust minimums based on various factors (Minimum for donor-funded naming opportunities is $25,000 at NC State).

Measurable factors are based on:
- Cost
- Square footage
- Visibility
- Utility

Donor Services uses additional measurable factors based on:
- New construction
- Renovations or existing rooms
- Room/spaces or buildings
Determining Minimum Gift Values for Programs

The minimum gift value for a new or existing program is based on multiple factors and will be provided by the Director of Donor Services and approved by the Vice Chancellor of University Advancement.

Factors for Calculation

- Program’s budget
- Future funding
- Annual endowment distribution
- Fundraising initiative
- Program ranking
- Comparable value at benchmark institutions
Naming Recommendation Letter

The template for the Naming Opportunity Recommendation Letter

Naming Opportunity Recommendation Letter Template for New Construction or Renovations

Insert Date

Insert Requestor's Name

Insert Requestor's Title

Insert College

Insert Address

Insert City, ST, Zip

Dear [Insert Requestor's Name],

The Office of Donor Services has completed your request for a recommendation evaluation of available facility naming opportunities for the [Insert Requested Facility or Space].

Our office recommends the following spaces and development values, as listed below:

<table>
<thead>
<tr>
<th>Naming Opportunities for [Insert Facility Name Spaces]</th>
<th>Room</th>
<th>Square Foot</th>
<th>Development Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on [insert type or document(s)] received on [insert date],

Fund Destination

Based on information provided to Donor Services by the [Insert College], received naming opportunity gifts for these spaces will be placed in a [insert type of fund] for [Insert fund purpose].

Construction Information

[Insert facility name] was originally constructed in [insert year] for [insert construction price]. [Include any information about apparent renovations.]

Building Location

[Insert address]

Building History

[Insert any building history located on FMU. Do not conduct any history. Only used provided information.]

Calculation Information

Our naming opportunity recommendation is based on [insert facility name] current replacement value of [Insert Amount] (as of [insert date]) and the assignable square footage of [insert sq ft]. This data was provided to our office by the Office of the University Architect. Our calculations are based on an established formula developed by our office to retain naming opportunity consistency at NC State and aligns with PCL 03 00 02 – Criteria and Procedures for Naming Facilities and Programs.

BoT Approval

The Office of Donor Services also recommends that these proposed naming opportunities should be presented at the [insert month and year] Board of Trustees Meeting (BoT), in preparation for that meeting, a draft of the narrative to propose a list of naming opportunities is due in the Office of Donor Services by [insert deadline]. The [Insert College] will be responsible for presenting this proposed naming opportunity at the Board of Trustees meeting on [insert date]. If your proposal is approved by the Naming Opportunity Committee to be presented to the BoT, the Office of University Advancement will contact you with further information about the time and location of the meeting.

Naming Opportunity Recommendation Validation Date

This Naming Opportunity Recommendation is valid until [insert date]. If these naming opportunities are not proposed and approved by the BoT before [insert date], then a new Naming Opportunity Recommendation from the Office of Donor Services will be required before proposing these opportunities to the BoT.

Process for Approval of Naming Opportunities for Facility Commitments

Once initial BoT approval has been granted for the ability for these spaces to be named, a donor should complete a Naming Commitment Intent Form to pledge their commitment to their preferred room/space to be named. Please submit this Naming Commitment Intent Form to the Office of Gift and Records Management and email a scanned copy to the Office of Donor Services.

In addition, contact the Office of Donor Services about the BoT process for Donor Naming Opportunity Proposals. The donor's commitment to a specific space is not final until BoT approval of that commitment.

Signage Requests

Signage requests are conducted through the Office of the University Architect. Signage cannot be requested until the donor has approved the donor proposal has been approved by the BoT and the college/unit has received an approval letter from Donor Services.

Publicizing Naming Opportunity Naming Commitments

The Office of Donor Services advises you not to publicize donor names to committed spaces with gift amounts until after BoT approval. Once approved by the BoT, our office will send a letter of BoT approval with notification that you can publicize donors' naming information. Any exceptions to publicize before BoT approval will need to be approved by the Vice Chancellor of Advancement.

Sincerely,

[Signature]

Director, Donor Services

Advancement Services

NC State University

Campus Box 7474

1210 West Drive

Raleigh, NC 27695-7474

The template for the Naming Opportunity Recommendation Letter
Naming Opportunities List

Example of Gift Ranges

Example of Gift Minimum Levels

Summary of Category Ranges

<table>
<thead>
<tr>
<th>Number</th>
<th>Range of Minimum Gift Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Building naming)</td>
</tr>
<tr>
<td>2</td>
<td>$3 million - $4 million</td>
</tr>
<tr>
<td>3</td>
<td>$2 million - $2.75 million</td>
</tr>
<tr>
<td>5</td>
<td>$1 million - $1.75 million</td>
</tr>
<tr>
<td>11</td>
<td>$300,000 - $400,000</td>
</tr>
<tr>
<td>12</td>
<td>$400,000 - $475,000</td>
</tr>
<tr>
<td>7</td>
<td>$300,000 - $375,000</td>
</tr>
<tr>
<td>9</td>
<td>$200,000 - $275,000</td>
</tr>
<tr>
<td>22</td>
<td>$100,000 - $175,000</td>
</tr>
<tr>
<td>35</td>
<td>$25,000 - $275,000</td>
</tr>
<tr>
<td>114 Spaces</td>
<td>$51 million - $62.1 million</td>
</tr>
</tbody>
</table>

Summary of Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Range of Minimum Gift Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Named Building</td>
<td>1</td>
<td>(TBD)</td>
</tr>
<tr>
<td>Featured Opportunities</td>
<td>18</td>
<td>$50,000 - $4.15 million</td>
</tr>
<tr>
<td>House Areas</td>
<td>14</td>
<td>$225,000 - $4.25 million</td>
</tr>
<tr>
<td>Laboratories</td>
<td>25</td>
<td>$75,000 - $2.5 million</td>
</tr>
<tr>
<td>Meeting Rooms</td>
<td>32</td>
<td>$25,000 - $1.75 million</td>
</tr>
<tr>
<td>Multi-purpose/Common Spaces</td>
<td>20</td>
<td>$25,000 - $500,000</td>
</tr>
<tr>
<td>Office Areas</td>
<td>4</td>
<td>$100,000 - $500,000</td>
</tr>
</tbody>
</table>

Meeting Rooms (continued)

<table>
<thead>
<tr>
<th>Meeting Rooms</th>
<th>Floor</th>
<th>Rooms</th>
<th>Square Feet</th>
<th>Minimum Gift Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Study Room 9</td>
<td>2</td>
<td>2242</td>
<td>60 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 8</td>
<td>3</td>
<td>3342</td>
<td>60 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 10</td>
<td>3</td>
<td>3342</td>
<td>60 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 11</td>
<td>2</td>
<td>2102</td>
<td>50 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 12</td>
<td>2</td>
<td>2104</td>
<td>50 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 13</td>
<td>3</td>
<td>3102</td>
<td>50 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 14</td>
<td>3</td>
<td>3104</td>
<td>50 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 15</td>
<td>4</td>
<td>4102</td>
<td>50 sq ft</td>
<td>$25,000</td>
</tr>
<tr>
<td>Student Study Room 16</td>
<td>4</td>
<td>4104</td>
<td>50 sq ft</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

Multi-purpose/Common Spaces

<table>
<thead>
<tr>
<th>Multi-purpose/Common Spaces</th>
<th>Floor</th>
<th>Rooms</th>
<th>Square Feet</th>
<th>Minimum Gift Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Area</td>
<td>1</td>
<td>1210</td>
<td>1,691 sq ft</td>
<td>$625,000</td>
</tr>
<tr>
<td>Seminar Room Lobby</td>
<td>1</td>
<td>1320</td>
<td>1,111 sq ft</td>
<td>$650,000</td>
</tr>
<tr>
<td>4th Floor Connecting Corridor</td>
<td>4</td>
<td>4240</td>
<td>924 sq ft</td>
<td>$300,000</td>
</tr>
<tr>
<td>3rd Floor Connecting Corridor</td>
<td>3</td>
<td>3240</td>
<td>810 sq ft</td>
<td>$300,000</td>
</tr>
<tr>
<td>2nd Floor Connecting Corridor</td>
<td>2</td>
<td>2240</td>
<td>600 sq ft</td>
<td>$300,000</td>
</tr>
<tr>
<td>Lounge Area 1</td>
<td>1</td>
<td>1230-32</td>
<td>486 sq ft</td>
<td>$175,000</td>
</tr>
<tr>
<td>2nd Floor Breakroom</td>
<td>2</td>
<td>2158</td>
<td>481 sq ft</td>
<td>$175,000</td>
</tr>
<tr>
<td>Breakroom Seating 3A</td>
<td>3</td>
<td>3152</td>
<td>445 sq ft</td>
<td>$175,000</td>
</tr>
<tr>
<td>Breakroom Seating 4A</td>
<td>4</td>
<td>4152</td>
<td>350 sq ft</td>
<td>$175,000</td>
</tr>
<tr>
<td>Lounge Area 2</td>
<td>3</td>
<td>3151</td>
<td>400 sq ft</td>
<td>$175,000</td>
</tr>
<tr>
<td>Lounge Area 3</td>
<td>4</td>
<td>4151</td>
<td>400 sq ft</td>
<td>$175,000</td>
</tr>
<tr>
<td>Lounge Area 4</td>
<td>2</td>
<td>2240A</td>
<td>244 sq ft</td>
<td>$100,000</td>
</tr>
</tbody>
</table>
Phase 3: Naming Opportunity Approval

Chancellor Randy Woodson at a Board of Governors Meeting (on the left)
Phase 4: Solicitation

Fitts-Woolard Hall Groundbreaking Ceremony
Phase 5: Board of Trustees Approval of Donor Naming

Wilson College of Textiles Announcement
Phase 6: Signage Approval

Fitts-Woolard Hall Groundbreaking Ceremony
Signage Types

Identification Signs

Donor Recognition Signs

Donor Walls

Donor Plaques
Sign Types

Four Types of Signage for Donors

1. **Identification Signs** (Required): Identify the location and are used to direct people on campus

2. **Donor Walls**: Honor major financial contributors of a project and to serve as an incentive for potential donors who make sizable gifts that are not large enough to meet the minimum standard for naming a room or space

3. **Donor Plaques**: Cast metal (typically bronze) signs that recognize donors who have named a building

4. **Donor Recognition Signs**: Can be in the form of a plaque, glass, picture or electronic sign. Meant to fully recognize and honor the donor or designated individual and can include details about the donor
Phase 7: Stewardship

Sample stewardship gifts from the Prestage Department of Poultry Science
Phase 8: Inventory and Records Management

“If you name it, you have to track it” - Sarah R. Thomas
Inventory and Records Management

The management of naming inventory and records is not a final step, but an ongoing process that follows a naming opportunity before, during and after a facility or program is named.

Donor Services:

- **Maintains** historic and current inventories and records for donor-funded and honorific named facilities and programs
- **Tracks** the status of each naming opportunity throughout its naming process
- **Provides** naming history and research
- **Location** of a donor-funded or honorific naming
### The Naming Module: Naming Info

<table>
<thead>
<tr>
<th>Building Description</th>
<th>Gregg Museum of Art &amp; Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room #</td>
<td>101</td>
</tr>
<tr>
<td>Room Name</td>
<td></td>
</tr>
<tr>
<td><strong>Naming Information</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Naming Status</strong></td>
<td>Available to Name</td>
</tr>
<tr>
<td><strong>Project Name</strong></td>
<td>2018 Renovation</td>
</tr>
<tr>
<td><strong>Official Name</strong></td>
<td>The Elvis Room</td>
</tr>
<tr>
<td><strong>Short Name</strong></td>
<td>Elvis</td>
</tr>
<tr>
<td><strong>Term Name</strong></td>
<td>Time Limited (See Notes)</td>
</tr>
<tr>
<td><strong>Term Period in Years</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>Term Start Date</strong></td>
<td>6/11/2018</td>
</tr>
<tr>
<td><strong>Term End Date</strong></td>
<td>6/11/2028</td>
</tr>
<tr>
<td><strong>Fund Purpose (ADV)</strong></td>
<td>All funds went towards this renovation project.</td>
</tr>
</tbody>
</table>

**Calculation Information**
- **Project Type**: New Construction
- **Assignable Bldg Gross Area**: 13,925.57
- **Replacement Cost (OUA)**: 9,351.18
- **1/2 Bldg Replacement Cost**: 4,975.58
- **Naming Cost per Sq Ft**: 335.73
- **Room Assignable Area**: 2,155.41
- **Adjusted Sq Ft**: 2,155.00
- **Utility Index Value**: 2.00
- **Location Index Value**: 2.00
- **Adjustment Index (ADV)**: 0.00
- **Calculated Value**: 2,994,000.22
- **Rounded Baseline Value**: 3,845,000.00
- **Recommended Minimum Value**: 3,800,000.00
- **Recommended Calculated Value Date**: 7/17/2016
- **Recommended Low Range Value**: 750,000.00
- **Recommended High Range Value**: 990,000.00
- **Actual Named Value**: 30.00
- **Calculation Notes**: Example: Not Real Information
The Naming Module: Building Info

<table>
<thead>
<tr>
<th>Building Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Number</td>
</tr>
<tr>
<td>001</td>
</tr>
<tr>
<td>Building Description</td>
</tr>
<tr>
<td>Gregg Museum of Art &amp; Design</td>
</tr>
<tr>
<td>Building Abbreviation</td>
</tr>
<tr>
<td>GRM</td>
</tr>
<tr>
<td>Image Path</td>
</tr>
<tr>
<td><img src="image_url" alt="Image" /></td>
</tr>
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</table>

**Site Code**
NORTH

**Address**
1903 Hillsborough St.

**City**
Raleigh

**State/Province**
NC

**Zip/Postal Code**
27607

**Construction**

<table>
<thead>
<tr>
<th>Year Constructed</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>579.455</td>
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</tbody>
</table>

**Replacement Cost**
9,051,191

**Replace Cost Date Updated**
9/7/2017

**Building Status**

<table>
<thead>
<tr>
<th>Gross Area</th>
<th>Assignable Area</th>
<th>Number of Floors</th>
<th>Residents Code</th>
<th>Bldg Use Type Code</th>
<th>Bldg Funding Code</th>
<th>Owner Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>13,925.57</td>
<td>3</td>
<td>1 Non-Residential</td>
<td>Other</td>
<td>1 Self-Liquidating</td>
<td>1 Owned in fee simple</td>
</tr>
</tbody>
</table>

*Example: Not Real Information*
The Naming Module: Room Info

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bldg</td>
<td>001 Gregg Museum of Art</td>
</tr>
<tr>
<td>Room #</td>
<td>100A</td>
</tr>
<tr>
<td>Room Name</td>
<td></td>
</tr>
<tr>
<td>Floor</td>
<td>01</td>
</tr>
<tr>
<td>Room Name</td>
<td></td>
</tr>
<tr>
<td>Room #</td>
<td>100A</td>
</tr>
<tr>
<td>Area</td>
<td>96.82</td>
</tr>
<tr>
<td>Assignable Area</td>
<td>96.83</td>
</tr>
<tr>
<td>Room Usage</td>
<td>515 Amory Service</td>
</tr>
<tr>
<td>Usage Description</td>
<td>Information/C</td>
</tr>
<tr>
<td>Capacity</td>
<td>0</td>
</tr>
<tr>
<td>Occupancy</td>
<td>0</td>
</tr>
<tr>
<td>Station Count</td>
<td>1</td>
</tr>
<tr>
<td>Collage/Unit</td>
<td>Select One</td>
</tr>
<tr>
<td>OUC Code</td>
<td>243001 Arts NC State</td>
</tr>
<tr>
<td>Room Renovation</td>
<td>Select One</td>
</tr>
<tr>
<td>Room Renovation Year</td>
<td></td>
</tr>
<tr>
<td>Room Renovation Project</td>
<td>$0.00 USD</td>
</tr>
<tr>
<td>Room Enhancements</td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
</tbody>
</table>

Example: Not Real Information
The Naming Module: Gift History

<table>
<thead>
<tr>
<th>Bldg</th>
<th>001 Gregg Museum of AI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room</td>
<td>100A</td>
</tr>
</tbody>
</table>

### Donor Naming History

<table>
<thead>
<tr>
<th>Previously Named?</th>
<th>Type of Naming</th>
<th>Project Name</th>
<th>Official Room Name</th>
<th>Room Short Name</th>
<th>Term Naming</th>
<th>Term Period in Years</th>
<th>Term Start Date</th>
<th>Term End Date</th>
<th>Reason for Name Change</th>
<th>Approved</th>
<th>Approved By</th>
<th>Approved Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Named-Funded</td>
<td></td>
<td>Cheese Room</td>
<td>Blue Cheese</td>
<td>Life of Space</td>
<td></td>
<td>6/14/2018</td>
<td></td>
<td>Space Demolished/Removed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Actual Named Gift Amount

- **Amount**: $8,000.00 USD

### Fund Purpose

- **Select One**

### Allocation Code

- **None**

### Foundation Managing Funds

- **Select One**

### Donors

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Donor ID</th>
<th>Donor Type</th>
<th>Anonymous</th>
<th>Prop #</th>
<th>Commitment Amount</th>
<th>Commitment Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris Pratt</td>
<td>2099384</td>
<td>Individual</td>
<td></td>
<td>4543563</td>
<td>$10,000,000.00</td>
<td>11/13/2018</td>
</tr>
</tbody>
</table>

*Example: Not Real Information*
The Naming Module: Naming Dashboard

Example: Not Real Information
Example: Not Real Information
Conclusion

The process and tools that Donor Services has developed have:

- Allowed NC State to think strategically when selecting opportunities
- Established consistent standards
- Allowed NC State to better evaluate facilities and programs
- Increased accuracy of our naming agreements
- Opened communication between facilities and advancement
- Helped guide our colleges/units through the process
- Enhanced donor relations
- Reduced red tape
- Centralized record management