University of Pittsburgh
Gift Acceptance and Naming Policy Committee Charter

I. Preamble

This body is called the Gift Acceptance and Naming Committee (Committee). It is authorized by the Chancellor and will serve at the Chancellor’s discretion. The Chancellor has authorized the Senior Vice Chancellor for Philanthropic and Alumni Engagement (SVC-PAE) to direct the operations of this Committee, consistent with the terms of this Charter. This Charter outlines the purpose, relevant background, scope, responsibilities, composition, and operations of the Committee, as well as the review process for any proposals generated by this Committee.

This document should be read in conjunction with Policy 01-01-01, Establishing University Policies, and all other applicable University policies, protocols, and procedures.

II. Purpose

The Committee is created for proposing a new University Policy (or Policies), and supporting documents, which will govern the University’s acceptance of gifts and its decisions to issue an honorific name in a way that is consistent with best practices (e.g., Council for Advancement and Support of Education standards) and in alignment with University goals and priorities. The proposed new University Policy (or Policies) would address the reporting of all gifts received by or bequeathed to the University (regardless of school, department, or unit) in order to ensure that all relevant procedures are followed.

III. Background

The current process that the University follows for gift acceptance and naming dates to 2005, was specific to Pitt’s campaign at that time, and is not governed or articulated in a University Policy. PAE has determined that the current process does not follow best practices in higher education, lacks consistency in implementation, does not enable the University to be fully transparent with donors, and results in donor stewardship that is not proportional to giving.

To address these concerns, this Committee is charged with developing a new Policy (or Policies) and procedure(s) to be implemented by PAE that: (1) are easily accessible and understandable; (2) include a transparent and predictable process; (3) reflect donor/prospect/University needs; and (4) establish industry best practices consistent with peer school policies.
IV. Scope and Authority

The Committee will recommend a Policy (or Policies) on Gift Acceptance and Naming that is consistent with the needs listed above. In doing so, the Committee must also consider how to incorporate the following characteristics into the Policy (or Policies):

- **Transparency.** Ensure that the Policy (or Policies) can be easily accessible and understandable to the University community to support compliance with University gift reporting procedures.

- **Accountability.** Establish a Policy (or Policies) that result in fundraising gift recording that is reconcilable with financial accounting at the University; these recording methods will not have the same results but should be clear in understanding where/why differences occur.

- **Reflects University needs.** Ensure that naming levels and gift minimums reflect both an appraisal of current donor affinity and capacity, which may necessitate some flexibility for schools that have prospect pools with more limited capacity.

- **Impact.** Ensure that gifts continue to be in line with the University’s mission, priorities, strategic goals, and core values and do not negatively impact or unduly restrict independence or academic freedom in research, scholarship, or teaching.

- **Reflects industry best practices.** Address requirements needed to be consistent with peer school policies and ensure that any differences are justifiable.

Additionally, the Committee’s deliberations must, at a minimum, address the following specific topics:

- Can one policy accommodate gift acceptance and naming levels or are these two policies and processes?
- Similarly, can one policy accommodate Pitt and UPMC requirements?
- Which audiences will need to be informed of the new policy?
- How can we strike a balance between a clear and comprehensive policy, but still leave room for some discretion for unusual circumstances?
- How can the policy articulate gift acceptance practice for individual donors as well as corporate or foundation donors?
- How can/should this policy and its supporting documents apply to Pitt’s regional campuses or affiliated hospital foundations and medical centers (some Pitt-affiliated; some UPMC affiliated)?
V. Responsibilities

As provided above, the Committee is created to propose a new Policy (or Policies) on Gift Acceptance and Naming. To perform this function, the Committee has the responsibility to:

- Review existing policies to identify practices that should be retained and areas for revision.
- Research and discuss best practices for similar policies implemented by peer universities.
- Discuss proposals with interested stakeholders in the University community, in a manner consistent with this Charter and as authorized by the Committee.
- Recommend a draft Policy (or Policies) for review pursuant to the process described in Section VIII below and consider feedback received during that review.
- Develop any supporting documents needed for the effective and efficient implementation of the proposed policy, potentially including processes by which donor and honorific naming levels are determined and approved for endowed academic positions and other professional roles, as well as capital spaces.
- Coordinate the drafting of any Policies, and their supporting documents, with PAE’s development of unit-level guidelines to ensure consistency, including examining whether elements of PAE’s unit-level guidelines should be incorporated into a University Policy (or Policies).
- Ensure the new gift acceptance and naming Policy allows for alignment and reconciliation with the University’s financial records based on generally acceptable accounting principles (“GAAP”).
- Ensure the new gift acceptance and naming Policy serves institutional needs to record gifts appropriately and steward donor relationships.

It is expected that the Committee will work in confidence to have a full and frank discussion of all options. Individual members should maintain the deliberations of the committee confidential and are expected to not discuss the content of the Committee’s deliberations outside of the Committee, unless authorized to do so by the Committee. The broader community will have an opportunity to consider the Committee’s proposals pursuant to the process described in Section VIII below.
VI. Composition

This Committee, at the direction of the SVC-PAE, will be co-chaired by Jennifer Gabler, Assistant Vice Chancellor for Health Sciences Development and Alumni Relations; and Shannon Christof, Director of Planned Giving. The Committee will include the following members:

1. Cynthia Caldwell, Director of Planned Giving
2. Keith Caldwell, Associate Dean for Student Success; Bachelor of Arts in Social Work (BASW) Program Director and Assistant Professor
3. Tom Crawford, Vice Chancellor for Corporate and Foundation Relations
4. Ryan Dunmire, Associate University Counsel
5. Carolyn Hoyt, Vice Chancellor for Advancement Services
6. Brenda Hussey, Director of Financial Reporting
7. Margaret McDonald, Associate Vice Chancellor for Academic Affairs and International Programs, Health Sciences; Associate Professor of Epidemiology, Graduate School of Public Health; Associate Professor of Psychiatry, School of Medicine
8. Mary Beth McGrew, Associate Vice Chancellor of Planning, Design, and Real Estate
9. Nancy Tannery, Assistant Provost
10. Tyler Viljaste, Student Government Board; Community and Governmental Relations Committee, Chair

In addition, Tyler Tenney, Policy Specialist, will help facilitate and support the Committee on behalf of the Policy Office.

VII. Operations

The Committee will meet monthly, or more frequently as circumstances dictate, until the work set forth above is complete.

The Committee’s proposed Policy (or Policies) on Gift Acceptance and Naming will be submitted to the SVC-PAE no later than the end of the 2019-20 Academic Year. The SVC-PAE may ask for interim status reports.

After the SVC-PAE’s review is complete, the proposed Policy (or Policies) will be submitted to the Office of Policy Development and Management (Policy Office) to coordinate its review consistent with Policy 01-01-01.
VIII. Proposed Policy Review Process

The review process for the Committee’s recommended Policy (or Policies) is as follows:

- University comment period;
- Council of Deans;
- University Senate’s Tenure and Academic Freedom Committee;
- Faculty Assembly;
- University Senate Council; and
- Administration Leadership.

The Committee will coordinate with the Policy Office to consider feedback provided throughout this process.

Once this review process is complete, the proposed Policy (or Policies) will be sent to the Policy Office for review and submission to the Chancellor in accordance with Policy 01-01-01.

IX. Amendment

Any amendments to this Charter must be made in accordance with Policy 01-01-01 and receive the approval of the Chancellor or designee.

This Committee shall expire on the publication of a new University Policy (or Policies) that governs Gift Acceptance and Naming, unless otherwise directed by the Chancellor.