

Effective: May 2, 2017

Administrative Policy
PLAQUE POLICY

Approved: May 2, 2017
President's Cabinet

Section 1 - Background and Purpose

The University makes and receives requests to commemorate or recognize the importance and/or efforts of a long-standing, living or deceased, faculty/staff member, student, retiree, alumni and friends of Millersville University through the establishment of commemorative plaques. This Policy ensures that these specific requests are managed appropriately.

Section 2 – Scope

This Policy applies to all:

1. Colleges, campuses, divisions and organizational units of the University.
2. Requests for plaques.

This Policy does not apply to institutional plaques installed to commemorate University events and activities (such as building dedications/namings). Note: the University does have an existing Administrative Policy on Naming of University Owned Facilities.

Section 3 - Policy Statement

University personnel who may be contacted by individuals *external* to Millersville University who are interested in establishing a commemorative plaque should consult with the Office of the Vice President for Advancement before any commitment is made on behalf of Millersville University.

The Office of the Vice President for Advancement will raise the issue with the relevant areas of the University, including Facilities Management, to coordinate the process and ensure that all University regulations and statutes are complied with, *if necessary*.

Any area of the University interested in commemorating a living or deceased: faculty/staff member, student, retiree, alumnus or friend of Millersville University in this way may seek advice from the Office of the Vice President for Advancement before proceeding with the planning for the project.

Plaque Opportunities

Provision for plaques enables the University to acknowledge those who have a long-standing commitment to the institution, those who have served the University or who in the past have provided generous financial or other support.

The plaque must be attached to a functional item which provides benefit to the University community. Standalone plaques on walls, rocks or in the ground *cannot* be used for this purpose.

This Policy, within the context of existing University policies, will govern all plaques associated with:

1. Benches
2. Water fountains
3. Drinking fountains
4. Trees or plants
5. Memorial installations
6. Fixed furniture
7. Open Spaces
8. Equipment
9. Laboratories
10. Streets (within campus domain of ownership)
11. Special research, teaching, recreational service
12. Endowed programs of research, teaching, service or recreation
13. Chairs, professorships, visiting lectureships, special lecture series, awards for excellence in teaching, research, or performance of other academic responsibilities
14. Library collection of books or other materials
15. Collection of works of art
16. Trophies and other awards for extracurricular achievement
17. Such other things as the University may from time to time see fit to name in order to perpetuate the name of a distinguished person or a benefactor.

No name will be approved that will imply the University's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.

Costs Incurred

Costs associated with the purchase and installation of the functional item and the plaque will normally fall to the project requestor (usually the family of the individual to be commemorated).

Where the project proposer is a current member of the faculty/staff at the University, the costs shall be assigned to the department (unless otherwise stated), unit, campus or college most closely associated with the former/current faculty/staff member, student,

alumnus, retiree member or friend of Millersville University in whose name the commemorative plaque is to be established.

It should be noted that no officer, employee, or volunteer associated with the University should promise, or imply that, in return for covering the costs of the plaque, favorable consideration will be given to:

1. Appointments that imply college or administrative status not in keeping with usual University processes for such appointments.
2. Naming a building or other facility without appropriate University policies and procedures being followed.
3. Granting of student admission, student scholarships, fellowships, other financial benefits, or special considerations in a manner inconsistent with University policies and procedures.

Section 4 - Procedures

Overview

The Office of the Vice President for Advancement will be responsible for the coordination, assignment and management of all requests to establish plaques at the University in honor of former/current faculty/staff members, students, retirees, alumni or friends of Millersville University.

1. A formal letter of request should be submitted by the plaque proposer to the Office of the Vice President for Advancement with a statement of the nature of the request, as well as a Request to Display a Plaque form. The letter should discuss the importance of the naming to the University; the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming. In the case of a naming representing a living person, the magnitude of gifting and meritorious activity should be well delineated. Plans for any plaque, funding, and maintenance should be identified. Requests should also include approval of respective dean or divisional vice president.
2. All plaque requests must be made by completing a "Request to Display a Plaque on University Property" (copy attached) and submitting it to the Vice President of Advancement at least 30-days prior to plaque installation (Note: some plaque production may require additional time).

The form is to be completed in the following signature order:

- a. University Plaque Organizer/Proposer
 - b. Signed by the Director/Dean/Associate Vice President
 - c. Signed by the applicable Vice President/Provost
 - d. Signed by the Vice President for Advancement or his/her designee a minimum of 30-days prior to installation.
3. A resume or discussion of the individual(s) being honored should also be included.

- a. Letters of reference or recommendation from individuals should be included. There is no minimum or maximum number of recommendations required. Petitions may also be submitted to show those in favor of the naming.
- b. Suggested Plaque inscription.

The Office of the Vice President for Advancement will work closely with Facilities Management or appropriate department to manage the implementation of these projects, *if necessary*. Otherwise all physical arrangements, purchase of said item, will be completed by the appropriate plaque organizer.

The Office of the Vice President for Advancement is the organizational unit responsible for assessing all requests for plaques. Departments within the Advancement division, namely the offices of Development and/or Scheduling and Event Management, may be assigned certain duties to expedite requests.

Contact by Potential Donor of a Plaque

Individuals or groups (such as a campus, College or division) who receive a communication from a potential donor asking to establish a commemorative plaque in honor of a former/current faculty/staff member, student, retiree, alumnus or friend of Millersville University should immediately contact the Office of the Vice President for Advancement.

Current faculty/staff members at the University who are interested in establishing a functional item and plaque in honor of former colleagues, students or friends of Millersville University should register their interest in undertaking this project with the Office of the Vice President for Advancement.

Office of the Vice President for Advancement Responsibilities

Potential Donors

The Office of the Vice President for Advancement is required to make contact with the potential donor and, in consultation with Facilities Management establish a proposed location for the functional item and the plaque, the timeframe and the likely costs involved. The Office of the Vice President for Advancement is to make the potential donor aware of any relevant issues relating to the proposed location, and the requirement that costs associated with the purchase and installation of the functional item and the plaque will normally fall to the project proposer.

If an internal request is received, the Office of the Vice President for Advancement is to make the department aware of the requirement that the costs associated with the purchase and installation of the functional item and the plaque will normally fall to the department, unit, campus or College most closely associated with the former/current faculty/staff member, student, alumnus, retiree or friend of the University in whose name the plaque is to be established.

Meetings with Potential Donors

If the *donor* wishes to proceed with the purchase of a functional item and a plaque, the Office of the Vice President for Advancement will arrange a meeting between the donor and key staff members in the relevant areas of the organization (as needed), together with a representative from Facilities Management, Scheduling and Event Management and/or Marketing (if required). Meetings may occur on an “as-needed” basis and may be combined with other plaque-related requests in said meeting.

At this meeting the following is to be agreed:

1. Location of the functional item.
2. Wording for the plaque.
3. Purchase of item (e.g. bench, fountain, etc.).
4. Nature of the ceremony/event associated with installation (if required).
5. Maintenance and lifecycle issues relevant to the installation.
6. Timeframe for the ceremony or installation.
7. Cost Center/funding source

Approval of Proposal

The text of all plaques will be forwarded to the Office of the Vice President for Advancement for approval, along with the Request to Display a Plaque on University Property.

Establishment of Plaques

The Office of the Vice President for Advancement, the Development Office and/or the Office of Scheduling and Event Management is responsible for managing the purchase and installation of plaques, requested by a donor, in conjunction with staff from the relevant areas of the organization. This includes arranging for any legal agreements should these need to be drafted and approved.

Plaques on rocks, posts or trees are not permitted.

Stewardship of Donors of Plaques

The Office of the Vice President for Advancement will oversee the stewardship and manage the relationship with the donor, in conjunction with the relevant areas of the University.

In addition, the Office of the Vice President for Advancement via the Office of Scheduling and Event Management and/or the Development Office, will be responsible for the logistics and details of any relevant ceremony relating to the installation (if appropriate).

Section 5 - Definitions

For the purpose of this Policy:

1. Alumni: former students of the University.
2. Plaque: a flat fixed ornamental plate or tablet used to mark a significant event or person.

Section 6 - Stakeholders

Responsibility for implementation – Department Head, Services and Support.
Responsibility for monitoring implementation and compliance – Facilities Management Director or designee, Scheduling and Event Management, Development Office, Office of the Vice President for Advancement.

Section 7 – Modification or Relocation of Property and Names

As modifications are made to property over time, situations may occur where it is in the best interest of the University to relocate, modify, or reallocate named university property/areas/items. In the event modifications to named property/areas/items are required or recommended, appropriate college deans and university administrators will be involved in early planning. This is to insure that the original purpose of the naming and the donor's wishes, if built with private funds, are preserved as appropriate. These occurrences underscore the importance of obtaining university recognition of all naming.

In the event areas or items are modified or shifted between structures, approval must be obtained using this policy and process.

Millersville University Request to Display a Plaque Form

(Please print all information, unless otherwise instructed)

This form is to complete in the following order: (1) signed by the University Plaque Organizer/Proposer; (2) signed by the Director/Dean/Associate Vice President; (3) Signed by the applicable Vice President/Provost; and (4) signed by the Vice President for Advancement, with a **minimum of 30-days prior to plaque installation.**

University Plaque Organizer/Proposer: _____

Plaque Organizer email: _____ Preferred Phone: (____) _____

Cost Center/Funding Source: _____

Campus Department _____ Proposed Budget for Plaque: \$ _____

Engraving/inscription: _____

Note: a photo or graphic of plaque engraving/inscription may also be attached.

Where will this plaque be proposed to be displayed (be specific: on a wall/door, on a piece of equipment, etc.):

Type of Plaque (wood, etched glass, bronze, etc.) _____

Plaque requests should include:

- (1) A formal letter of request should be submitted by the proposer to the Office of the Vice President for Advancement with a statement of the nature of the request as well as a Request to Display a Plaque form. The letter should discuss the importance of the naming to the University; the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming. In the case of a naming representing a living person, the magnitude of gifting and meritorious activity should be well delineated. Plans for any plaque, funding, and maintenance should be identified. Requests should also include approval of respective dean or divisional vice president.
- (2) A resume or discussion of the individual(s) being honored should also be included.
- (3) Letters of reference or recommendation from individuals should be included. There is no minimum or maximum number of recommendations required. Petitions may also be submitted to show those in favor of the naming.

Office of the Vice President for Advancement
Duncan Alumni House/205 N. George Street
Millersville University
PO Box 1002
Millersville, PA 17551

PHONE: 717-871-7500

Approvals/Signatures (in this order):

a. _____ Date _____
University Plaque Organizer/Proposer

b. _____ Date _____
Director/Dean/Associate Vice President

c. _____ Date _____
Vice President/Provost

d. _____ Date _____
Vice President for Advancement

FOR OFFICE OF VICE PRESIDENT FOR ADVANCEMENT USE

REQUEST FORM RECEIVED ON _____ (DATE)

APPROVED ON _____ (DATE) REQUEST DENIED ON _____ (DATE)