

**RESOLUTION OF THE BOARD OF TRUSTEES OF CLARK ATLANTA UNIVERSITY, INC.
APPROVING AND ADOPTING
THE UNIVERSITY’S NAMING RECOGNITION POLICY**

WHEREAS, the Board of Trustees of Clark Atlanta University, Inc. (the “University”) is vested with final authority over the policies, property, business, and affairs of the University pursuant to the Bylaws of Clark Atlanta University, Inc., as amended October 11, 2024; and

WHEREAS, the Bylaws authorize the Board of Trustees to adopt institutional policies and to delegate limited approval authority to the President and appropriate Board committees, subject at all times to Board oversight and ratification; and

WHEREAS, the naming of University owned or controlled facilities, academic units, programs, positions, endowments, and other institutional assets constitutes one of the most significant forms of recognition conferred by the University and carries enduring reputational, fiduciary, and stewardship considerations; and

WHEREAS, the University has developed the Clark Atlanta University **Naming Recognition Policy** (the “Policy”) to establish a comprehensive, transparent, and mission-aligned framework governing naming opportunities, approval authorities, contribution thresholds, donor recognition standards, delegation parameters, and procedures for the review, approval, modification, or removal of naming recognitions; and

WHEREAS, the Policy is intended to ensure that naming decisions are aligned with the University’s strategic priorities, fundraising objectives, and governance framework, while expressly preserving the ultimate authority of the Board of Trustees over naming and recognition matters, consistent with the Bylaws and applicable Board resolutions; and

WHEREAS, Article VIII, Section 6(e) of the University’s Bylaws charges the Board’s Institutional Advancement and University Relations Committee (the “Committee”) with the responsibility for making appropriate recommendations to the Board concerning fundraising policies and programs; and

WHEREAS, the Institutional Advancement and University Relations Committee reviewed the Policy at its duly called meetings on February 5, 2026 and May 7, 2026, and thereafter, by written consent, has recommended that the Board of Trustees approve and adopt the Policy as written;

NOW, THEREFORE, BE IT RESOLVED that the Board of Trustees of Clark Atlanta University, Inc. hereby approves and adopts the Clark Atlanta University Naming Recognition Policy, substantially in the form attached hereto as **Exhibit A**; and

BE IT FURTHER RESOLVED, that the Policy shall become effective immediately upon adoption by the Board of Trustees on May 14, 2026; and

BE IT FURTHER RESOLVED, that the President and other appropriate officers of the University are authorized to take all actions necessary or advisable to carry out the intent and purposes of this resolution.

ADOPTED, this **14th** day of **May, 2026**.

(CORPORATE SEAL)

CLARK ATLANTA UNIVERSITY, INC.

ATTEST:

BY: Gregory B. Morrison
Gregory B. Morrison, Chairman
Board of Trustees

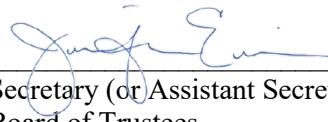
BY: [Signature]
Secretary or Assistant Secretary

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SECRETARY'S CERTIFICATE

The undersigned, Secretary (or Assistant Secretary) of the Board of Trustees of Clark Atlanta University, Inc. ("CAU"), DOES HEREBY CERTIFY that the foregoing pages of typewritten matter constitute a true and correct copy of a Resolution adopted on May 14, 2026 in a meeting duly called and assembled by a vote of a majority of the trustees present and voting and at which a quorum was present and acting throughout and that the original of the foregoing Resolution appears in the corporate records of Clark Atlanta University, Inc.

WITNESS my hand and the official seal of Clark Atlanta University, Inc., this 14th day of May, 2026.




Secretary (or Assistant Secretary)
Board of Trustees
Clark Atlanta University, Inc.

(CORPORATE SEAL)

**RESOLUTION OF THE BOARD OF TRUSTEES OF CLARK ATLANTA UNIVERSITY, INC.
APPROVING AND ADOPTING THE UNIVERSITY'S NAMING RECOGNITION POLICY**

EXHIBIT A

	CAU Administrative Policy
Policy Title	Naming Recognition Policy
Policy Number	TBD
Review Date	May 1, 2026

Responsible Office(s)	Institutional Advancement
Supporting Office(s)	Facilities
Covered Individuals (check all that apply)	<input checked="" type="checkbox"/> Faculty <input checked="" type="checkbox"/> Staff <input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Vendors <input checked="" type="checkbox"/> Volunteers/Visitors
Original Issue Date	May 14, 2026
Effective Date	May 14, 2026
Last Revised Date	n/a
Approved By	Board of Trustees
Approval Date	May 14, 2026
Approver's Signature (if President)	n/a

THE FOLLOWING SECTION IS FOR PLACEMENT ON THE UNIVERSITY'S WEBSITE

Naming Recognition Policy

Effective Date: May 14, 2026

I. POLICY STATEMENT


Clark Atlanta University (CAU) considers the naming of a University-owned or -controlled place, facility, academic unit, program, or endowed fund in honor of an individual, corporation, foundation, or organization to be one of the most significant recognitions it can grant.

Naming opportunities may recognize transformational philanthropic support or exceptional service to the University. Recognition may be associated with major gifts directed to University facilities, academic units, faculty positions, scholarships, fellowships, and other institutional priorities.

All proposed naming opportunities must be reviewed by the President of Clark Atlanta University (or the President's designee) and forwarded with a recommendation to the appropriate committee of the Board of Trustees. Any proposed naming associated with a commercial enterprise will be carefully evaluated to ensure it does not imply University endorsement of the enterprise.

Final approval authority for all naming decisions is reserved to the Board of Trustees, acting directly or through properly delegated authority consistent with the Bylaws and applicable Board resolutions.

For naming opportunities valued at or below \$100,000, the President is hereby delegated full approval authority on behalf of the Board of Trustees, consistent with the Bylaws and applicable Board resolutions. For naming opportunities valued above \$100,000, final approval authority is reserved to the Board of Trustees, acting directly or through properly delegated authority consistent with the Bylaws and applicable Board resolutions.

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2. SCOPE

This policy applies to the naming of all Clark Atlanta University-owned or -leased real estate and facilities, academic units, programs, institutes, centers, faculty and leadership appointments, athletic programs, scholarships, fellowships, endowments, and other named University assets or initiatives.

3. DEFINITIONS

For purposes of this Policy, the following terms have the meanings set forth below, as derived from and governed by this Policy:

- 3.1 **Current-Use Naming:** A naming associated with gifts supporting University priorities for a defined, non-endowed period, typically requiring a minimum four-year funding commitment.
- 3.2 **Distinguished Service Naming:** A naming granted without a financial gift, reserved for individuals who have made extraordinary contributions to education, public service, science, or human advancement, and who exemplify integrity, accomplishment, and alignment with CAU’s mission.
- 3.3 **Endowment:** A fund established to provide ongoing financial support for specified University purposes, typically through investment income, and subject to University endowment policies and minimum funding requirements.
- 3.4 **Gift-Based Naming:** A naming granted in connection with an irrevocable philanthropic contribution, whether given outright or pledged over time, and documented through a signed gift or pledge agreement.
- 3.5 **Interior Space:** An enclosed area within a University facility, including but not limited to classrooms, laboratories, conference rooms, lobbies, floors, hallways, lounges, suites, and similar spaces.
- 3.6 **Naming:** The formal designation of a University-owned or University-controlled facility, space, academic unit, program, position, or fund in honor of an individual, corporation, foundation, or organization, whether based on philanthropic support, distinguished service, or both.
- 3.7 **Naming Opportunity:** Any opportunity approved by the University to associate a name with a facility, academic unit, program, endowed fund, leadership or faculty position, athletic program, or other institutional asset.
- 3.8 **Outdoor Space:** Any University-owned, University-leased, or University-controlled exterior location or open-air environment, whether developed or undeveloped, that is accessible to the University community or the public. Outdoor areas include, but are not limited to, pedestrian walkways, plazas, courtyards, terraces, quads, lawns, memorial gardens, athletic fields,

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courtyards, patios, entryways, landscaped areas, benches, trees, and similar exterior spaces.

4. POLICY REQUIREMENTS

These guidelines provide a framework for evaluating naming proposals and allow flexibility based on donor impact, philanthropic commitments and history, and distinguished service to CAU.

Gifts or signed pledge agreements must be in place before a naming is completed. Namings without an associated gift should be rare and reserved for individuals who have made extraordinary contributions to education, public service, science, or human advancement and who exemplify integrity and accomplishment. Pledge commitments for facilities must be payable within five years, and all gifts must be accepted in accordance with applicable CAU policies. Clark Atlanta University prioritizes maximizing fundraising potential in all naming opportunities, and namings without associated fundraising will be exceptions.

These guidelines do not apply retroactively to endowments established prior to the adoption of this policy unless mutually agreed upon by the donor and the University.

5. PROCEDURES AND GUIDELINES


5.1 Gift-Based Naming Requirements

- Gifts must be irrevocable and payable within a five-year period and documented by a signed pledge agreement.
- When possible, naming gifts should include support for an associated endowment. Construction or renovation gifts should include an endowment component to sustain programs or facilities.
- Deferred revocable gifts generally should not be used for current naming opportunities. CAU may consider naming tied to a deferred gift only when the gift is realized.
- For multi-year pledge commitments, CAU will proceed with formal naming only after at least fifty percent (50%) of the total commitment has been received.

5.2 Removal or Change of a Name

The University reserves the right to remove or modify a naming when circumstances warrant, including but not limited to:

- Major renovation or replacement of a named space. Earlier donors will receive appropriate recognition in redeveloped spaces.
- Actions by the honoree that conflict with CAU’s mission or values or that bring discredit to the University.
- Failure to fulfill financial commitments associated with the naming.
- Demolition of a facility or discontinuation of a program.
- Corporate or individual name changes.

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The University will make reasonable efforts to notify original honorees or their families when renaming is under consideration. The Board of Trustees, in consultation with the President, may deny a naming opportunity even when a sufficient gift has been offered.

5.3 Guidelines for Specific Naming Opportunities

5.3.1 General Approval Framework

All naming opportunities under this Section are subject to a standardized approval process. Each proposed naming shall be reviewed and recommended by the President or the President’s designee and reviewed by the applicable standing committee(s) of the Board of Trustees based on subject matter jurisdiction.

Final approval authority for naming opportunities is reserved to the Board of Trustees, acting directly or through duly delegated authority consistent with the Bylaws and applicable Board resolutions, unless expressly delegated otherwise in this Policy.


5.3.2 Facilities: Naming Duration, Sponsorship, and Lifecycle Considerations.

The Board of Trustees approves the naming of University-owned, University-leased, or University-controlled facilities, including interior spaces and outdoor spaces. Naming of facilities is generally intended to be an enduring form of recognition and typically continues for the useful life of the facility or space. Such naming reflects a lasting acknowledgment of philanthropic support or meaningful service to Clark Atlanta University, unless otherwise specified in the applicable gift agreement or modified in accordance with this Policy.

This Policy distinguishes between permanent naming recognition and time-limited sponsorships. Sponsorships are contractual arrangements that are intentionally limited in duration and governed by the terms of the applicable sponsorship agreement. They may be used to support facilities or spaces with predictable lifecycle needs, including maintenance, replacement, or enhancement. When appropriate, the University seeks to address long-term stewardship needs by incorporating endowed maintenance or replacement funding into gift-based naming arrangements.

If a named facility or space is substantially altered, replaced, or removed, the President shall make a recommendation regarding the continuation, transfer or retirement of the name to the Buildings and Grounds Committee and the Institutional Advancement and University Relations Committee, as appropriate. Final determination shall rest with the Board of Trustees or its duly authorized committee.

5.3.3 Academic Units.

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Naming a school, department, or academic center requires review and recommendation by the President, in consultation with the Provost, and review by the applicable standing committee(s) of the Board of Trustees, including the Academic Affairs Committee and the Institutional Advancement and University Relations Committee, as appropriate. Final approval of the naming of an academic unit is reserved to the Board of Trustees, acting directly or through duly delegated authority consistent with the Bylaws. Generally, seventy-five percent (75%) of the gift associated with naming an academic unit should support an endowment benefiting the University or the unit. At least fifty percent (50%) of the gift must be received before a naming is finalized, unless otherwise approved by the Board of Trustees or its authorized committee.

5.3.4 Institutes and Centers

Institutes and Centers advance research, teaching, interdisciplinary collaboration, and service at CAU. Naming an Institute or Center requires review and recommendation by the President, in consultation with the Provost, and review by the Institutional Advancement and University Relations Committee and the Academic Affairs Committee, as appropriate. Final approval of the naming of an Institute or Center is reserved to the Board of Trustees, acting directly or through duly delegated authority consistent with the Bylaws. Generally, seventy-five percent (75%) of the naming gift should support an endowment benefiting the University, Institute, or Center. At least fifty percent (50%) of the total gift commitment must be received before a naming is approved, unless otherwise approved by the Board of Trustees or its authorized committee.

5.3.5 Endowments


Endowments may be named in accordance with University standards, gift minimums outlined in this policy and other applicable University policies, and are subject to the approval process described in Section 5.3.1.

5.3.6 Current-Use (Non-Endowed) Naming Opportunities

Current-use (non-endowed) commitments must support University priorities for a minimum four-year period and may include scholarships, student travel, lectureships, or other designated purposes. Such namings are subject to the approval process described in Section 5.3.1, unless approval authority is expressly delegated in accordance with Section 5.3.7.

5.3.7 Delegated Naming Opportunities

- i. Minor and Limited-Scope Naming Opportunities. The Board of Trustees has delegated approval authority of minor or limited-scope naming opportunities,

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such as bricks, plaques, walkway elements, theatre seats or similar forms of recognition, to the President or the President’s designee. Board approval is not required for such delegated naming opportunities unless otherwise specified by the Board of Trustees.

- ii. Delegation Based on Naming Value. For naming opportunities valued at or below \$100,000, the President is hereby delegated full approval authority on behalf of the Board of Trustees, consistent with the Bylaws and applicable Board resolutions. For naming opportunities valued above \$100,000, final approval authority is reserved to the Board of Trustees, acting directly or through properly delegated authority consistent with the Bylaws and applicable Board resolutions.

5.3.8 Signage

All donor recognition and naming signage must conform to CAU design standards and donor-recognition guidelines, as determined by the President or the President’s designee, and must be consistent with the approved naming and recognition granted under this Policy.

5.4 Contribution Guidelines and Naming Levels

Minimum contribution requirements, designation categories, and associated criteria for naming opportunities at Clark Atlanta University are established by the University and set forth in Appendix A: Contribution Guidelines and Naming Levels.


Appendix A forms an integral part of this Policy and is incorporated by reference. The University reserves the right to amend Appendix A as necessary to reflect institutional priorities, market conditions, or fundraising strategy, consistent with the approval authorities established in this Policy.

All naming opportunities are subject to compliance with the standards, approvals, and conditions set forth in this Policy, regardless of inclusion in Appendix A.

The President may recommend exceptions to the contribution guidelines set forth in Appendix A when deemed to be in the best interests of the University. Any material exception requires approval by the Board of Trustees or, where delegated, the Executive Committee, consistent with the Bylaws.

6. ROLES AND RESPONSIBILITIES

- 6.1 **Board of Trustees.** The Board of Trustees retains ultimate authority over naming and recognition decisions and approves such actions directly or through duly delegated authority in accordance with the Bylaws.

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6.2 Board Standing Committees. The Board’s standing committees review and provide recommendations on naming proposals within their respective areas of jurisdiction, including academic, advancement, and facilities-related namings, prior to Board consideration where applicable.

6.3 Office of the President. The President oversees the implementation of this Policy, reviews proposed naming opportunities, coordinates committee review, and submits recommendations for approval. The President may exercise delegated approval authority for limited naming opportunities as expressly authorized by the Board.

6.4 Office of the Provost. The Provost advises on proposed naming opportunities involving academic units, institutes, centers, and other academic or research-related designations, in coordination with the President.

6.5 Office of Institutional Advancement. Institutional Advancement manages donor engagement, gift documentation, stewardship, and compliance with this Policy and related fundraising policies.

6.6 Office of Facilities Management. Facilities supports the implementation of approved naming opportunities, including signage and physical installations, in accordance with University standards.


7. RELATED RESOURCES

- Policy 12.01: Endowment Establishment
- Policy 12.02: Gift Acceptance Policy
- Policy 12.03: Gift and Donor Solicitation/Fundraising Policy
- Policy 12.04: Gift Acknowledgment and Stewardship

8. POLICY HISTORY

Original Issue Date: May 14, 2026


Review History: n/a

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APPENDIX A

I. Academic and Athletic Leadership Appointments

Designation	Minimum Gift	Purpose and Criteria	Rank and Tenure Requirements
Deanship	\$2,000,000	The most prestigious academic appointment within a college or school. Endowed deans provide strategic leadership that advances their unit among the nation's best.	Full Professor; Tenured
Directorship	\$2,000,000	Recognizes visionary leadership within a center, institute, program, or major initiative. Includes specialized appointment and stewardship requirements.	Full Professor; Tenured
Distinguished Chair	\$2,000,000	Among CAU's highest academic honors, reserved for scholars with sustained national or international distinction.	Full Professor; Tenured
Faculty Chair	\$1,500,000	Honors senior faculty of exceptional achievement and leadership meeting national or international standards.	Tenured
Endowed Distinguished Professorship	\$1,000,000	Supports the recruitment or retention of outstanding senior faculty demonstrating excellence in scholarship, teaching, and leadership.	Full Professor; Tenured
Endowed Professorship or Scholar	\$500,000	Designed to attract, retain, and support early- to mid-career tenured faculty at the Associate Professor level or above.	The "Scholar" title applies to faculty members who have not yet reached Full Professor rank.
Endowed Assistant Professorship	\$300,000	Supports recruitment and retention of tenure-track faculty at the Assistant Professor level or higher. Funds support teaching, research, and related activities.	Assistant Professor; Tenured
Athletic Director Endowment	\$2,000,000	The most senior leadership appointment in CAU Athletics, supporting strategic oversight, program stability, and long-term excellence.	n/a
Head Coach Endowment	\$1,500,000	Supports the recruitment, retention, and sustained excellence of a head coach in a designated sport. Donors may not designate individuals.	n/a
Assistant Coach Endowment	\$1,000,000	Provides ongoing support for assistant coaching positions to strengthen program depth and student-athlete development.	n/a

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II. Visiting, Fellowship, and Temporary Appointments

Designation	Minimum Gift	Purpose and Criteria	Rank and Tenure Requirements
Visiting Professorship / Scholar or Artist in Residence	\$300,000	Supports visiting scholars, artists, or professionals for a defined period. Donors may not designate recipients. No tenure requirement.	None.
Faculty Fellowship	\$250,000	Provides short-term support for teaching or research innovation, typically awarded for up to three years.	None.
Postdoctoral Scholar	\$200,000	Supports postdoctoral research or teaching appointments for emerging scholars, typically one to three years.	None.

III. Student Support Endowments


Designation	Minimum Gift	Purpose and Criteria
Endowed Graduate Fellowship	\$100,000	Supports graduate students through tuition, research, and professional development.
Endowed Scholarship (Undergraduate)	\$25,000	Provides tuition and educational support based on academic merit, financial need, or donor-defined criteria.
Endowed Athletic Scholarship	\$25,000	Provides tuition and educational support for student-athletes based on need, merit, or sport designation.

IV. Programs, Departments and Academic or Athletic Units

Designation	Minimum Gift	Purpose and Criteria
Named School	\$5,000,000	One of the most visible and enduring legacies at CAU, providing long-term stability and academic distinction.
Named Department	\$2,500,000	Supports academic distinction and sustained programmatic excellence.
Named Institute or Center	\$500,000 to \$2,500,000	Supports interdisciplinary or mission-focused academic initiatives.
Athletics Department Naming	\$5,000,000	Recognizes transformational investment in CAU Athletics, supporting operations, student-athlete success, and long-term sustainability.
Named Sport Program (Football or Basketball)	\$2,500,000 to \$3,000,000	Provides comprehensive support for designated sport programs, including operations, recruiting, and student-athlete development.
Named Sport Program (Olympic or Non-Revenue Sports)	\$1,000,000 to \$2,000,000	Supports competitive excellence and student-athlete experience in designated sports.

V. Facilities Naming Rights Endowment

Naming rights for new facilities require a minimum commitment of fifty-one percent (51%) of total

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construction costs, unless an exception is approved by the Board of Trustees upon recommendation of the President.

A. Interior Spaces


Facility or Space	Minimum Gift
Classrooms	\$25,000 to \$50,000
Labs	\$50,000 to \$100,000
Conference Rooms	\$25,000 and above
Boardroom	\$50,000 to \$100,000
Auditoriums	\$100,000 to \$500,000
Stages	\$25,000 to \$50,000
Seats	\$500 to \$2,500
Common Areas	\$100,000
Lounges	\$100,000 and above
Dean’s Suites	\$150,000 and above
Student Admissions	\$150,000
Courtyards, Terraces, and Plazas	\$150,000 and above

B. Outdoor Spaces

Facility or Space	Minimum Gift
Walkways	\$250,000 to \$2,500,000 (depending on location)
Bricks	\$250 to \$1,000 (depending on size)
Benches	\$1,500 to \$10,000 (depending on location)
Trees	\$2,500 to \$7,500
Softball Field	\$3,000,000 and above
Baseball Field	\$3,000,000 and above

C. Outdoor Spaces, specifically Athletic Facilities

Facility or Space	Minimum Gift
Team Rooms/Lounges	\$25,000 and above
Tennis Court	\$2,500,000 and above
Basketball Court	\$2,500,000 and above

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Softball Field	\$3,000,000 and above
Baseball Field	\$3,000,000 and above
Football Field	\$3,000,000 and above
Basketball Arena	\$10,000,000 and above
Football Stadium	\$15,000,000 and above

VI. Special Programs and Excellence Endowments

Designation	Minimum Funding	Purpose and Criteria	Designation
Programs and Special Endowments (Named)	\$50,000	Supports programs, departments, campus initiatives, WCLK, athletics, or staff development.	Programs and Special Endowments (Named)
Programs and Special Endowments (Unnamed)	\$25,000	Supports designated priorities without naming recognition.	Programs and Special Endowments (Unnamed)
Athletics Excellence Endowment	\$1,000,000	Provides flexible support for strategic priorities across CAU Athletics.	Athletics Excellence Endowment
Sports Medicine and Performance Endowment	\$1,000,000	Supports athletic training, sports medicine, rehabilitation, and performance services.	Sports Medicine and Performance Endowment

VII. Tribute Gifts

Designation	Funding Range	Purpose and Criteria
Tribute Gift Fund	\$2,000 to \$10,000	Provides ongoing resources to preserve and beautify campus grounds or support athletics-related recognition.