CAMPUS ADMINISTRATIVE POLICY JUSTIFICATION

Policy Title: Public Recognition Standards and Guidelines
Policy Number: XXXX  Functional Area: General Administration

Date Submitted: October 8, 2020
Proposed Action: Approve New Policy

Brief Description: This policy establishes rules by which recognition of benefactors will be accomplished on CU Anschutz Medical Campus

Desired Effective Date: TBD
Last Reviewed/Updated: N/A
Reviewing Office: Vice Chancellor for Advancement, CU Anschutz
Responsible Officer: Vice Chancellor for Advancement, CU Anschutz
Policy Contact: Benefactor Relations Liaison, Office of Advancement

Applies to: CU Anschutz

Reason for Policy: These guidelines provide the tools to maintain an appropriate balance of consistency and flexibility in the design of benefactor recognition components while supporting the CU Anschutz brand and encouraging improved communication with all audiences.

I. REASON FOR PROPOSED ACTION AND SUMMARY OF CHANGES

In 2015, the University of Colorado Anschutz Medical Campus made a commitment to standardize benefactor recognition practices with a particular focus on tangible recognition displayed on campus. The Office of Advancement partnered with the campus architect and recognition consulting firm Heurista to create consistent standards and guidelines. These guidelines are based on the review and consideration of existing recognition at the CU Anschutz Medical Campus, examples from other regional organizations and best practices among peer institutions nationwide.

II. STAKEHOLDER ENGAGEMENT IN THE POLICY REVIEW

Provost (TBD—FYI Only)
Legal (TBD)
Vice Chancellor for Advancement (S. Arthur, TBD)
Executive Vice Chancellor for Administration and Finance (T. Carrothers, TBD)
Vice Chancellor for Communications, CU Anschutz (K. Green, TBD)
CU Anschutz Deans / Associate Deans (TBD)
Facilities Management (J. Campbell, TBD)
Campus Architecture/Executive Director for CU Anschutz (A. Vite, TBD)
Special Assistant, Provost Office (J. Taylor, 10-16-20)
Benefactor Relations Liaison (N. Rodriguez, ongoing involvement)
Policy Coordination Manager (M. Heredia, ongoing involvement)

III. LEGAL REVIEW

A. Do you think legal review would be required for these proposed changes?  
Yes

IV. FISCAL REVIEW: Are there any financial (human resources, technology, operations, training, etc.) or other resource impacts of implementing this policy (e.g., cost savings, start-up costs, additional time for faculty or staff, new systems, or software)?  No