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NOTE: President Timothy C. Caboni's response to the report and recommendations of the task force is available at www.wku.edu/president.



NAMING AND SYMBOLS TASK FORCE

REPORT AND RECOMMENDATIONS

June 24, 2021



NAMING AND SYMBOLS TASK FORCE

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PURPOSE AND OPERATIONS

The Naming and Symbols Task Force

In the fall semester of 2020, President Timothy C. Caboni established a task force, separate from WKU's Diversity, Equity and Inclusion Work Group, to conduct a thorough examination of the history of WKU's namings; explore options for how WKU might address those that might be problematic, and make recommendations for University leadership to consider.

Specifically, the Naming and Symbols Task Force was charged with the following four tasks:

- Solicit input and perspectives from a broad range of constituencies and stakeholders that will guide us as we examine the origins of the names and symbols used on campus.
- Audit the names used on buildings and other campus symbols to determine which may be connected to exclusion, segregation, racism or slavery.
- Create a set of guiding principles and a range of options for how we should address any issues raised.
- Provide to University leadership a set of recommendations.

Naming and Symbols Task Force Members

Greg Arbuckle, Interim Dean, Ogden College of Science & Engineering

Sandra Ardrey, Associate Professor, Political Science (Co-Chair)

Phillip Bale, Board of Regents

Margaret Gripshover, Professor, Earth, Environmental, and Atmospheric Sciences (Co-Chair)

Quentin Hollis, Associate Professor, Psychology

Michelle Jones, Pedagogical Associate Professor, Mathematics

Isaac Keller, Student Government Association

David Lee, University Historian

Larry Snyder, Dean, Potter College of Arts & Letters

Aurelia Spaulding, Communications & Marketing Coordinator, Communications & Marketing

Christopher Ware, Information Technology Services, served fall 2020.

The Naming and Symbols Task Force, a group of nine faculty and staff, one Board of Regent and one student, met on a weekly basis from October 2020 to June 2021. The Task Force utilized the expertise of members to research the history of buildings, symbols, and other named facilities on campus. The Task Force created a public website with general resources, resources related to slavery and Confederate connections, and resources related to Jonesville. In addition to the historical resources, the Task Force used the website to solicit comments from WKU faculty (past and present), students, alumni, and community. Based on data-driven research and guided by the values and mission of the University, Task Force members recommended revisions to the Philanthropic and Honorific Naming Policy, recommended changes to problematic namings, and suggested a list of transformative recommendations.

ASSUMPTIONS AND PRINCIPLES

The Task Force was guided by a set of assumptions and principles in evaluating the symbolic legacy of the institution to ensure that it aligns with the mission and values of Western Kentucky University. We recommend that the University consider these principles in the naming of all future facilities and in its symbolic representations.

Principle of Diversity

From application to graduation and from interview to hiring, Western Kentucky University continues to take steps to value diversity, equity, and inclusion at the University by weaving it into its practices. As our Diversity Statement (<https://www.wku.edu/dei/documents/wku-diversity-equity-inclusion-plan-final.pdf>) explains, “WKU commits to empowering its campus community to embrace diversity by building equitable and inclusive learning, working, and living environments. At the heart of our mission, we seek to provide holistic education and employment experiences that prepare students, faculty, and staff to become effective scholars, contributors, and leaders in our diverse and evolving communities.” These previous statements exist in WKU documents and messaging because the University assumes that the reiteration of our commitment reminds our campus community of embracing diversity in every aspect of the institution. This includes the names and symbols that represent Western Kentucky University.

Principle of Stewardship

Perhaps because the University stands on a beautiful and commanding hill, members of the WKU community share a strong sense of place (<https://www.wku.edu/strategicplan/#our-hill>). With that place comes a long and complicated history of human interactions. Recognizing the importance and complexity of its heritage, WKU’s Strategic Plan committed the institution to the “stewardship of place and an appreciation for WKU’s history and traditions,” a stewardship that would “[e]mbrace and promote the rich history, symbols, and traditions that have served as the foundation of the University since its establishment in 1906”

The names we choose for campus buildings and academic units reflect the parts of our collective story that we have decided to highlight and honor. Academic institutions committed to the principles of diversity, equity, and inclusion must guard against ways in which its history, symbols, and traditions work against its core values and must be willing to make the changes necessary to build what is truly a shared narrative for an inclusive community. Those names and symbols should reflect not only our past but also give hope and promise of fulfilling our mission as a relevant university for the 21st century.

The heart of a university is the constant creation and dissemination of knowledge, and such scholarship by its nature inevitably generates challenging ideas and fresh perspectives, ideas and perspectives that sometimes force us to reconsider things we thought we knew. Stewarding our “history, symbols, and traditions” involves facing our full heritage without hiding

or erasing the uncomfortable parts and it also involves realizing that truly upholding our core values might cause us to reconsider from time to time what we choose to honor in our legacy. The symbols we select and the names we use as a university should communicate our values as an institution, honor individuals for exemplary service, and recognize philanthropic investment in our work.

Enlightened stewardship which addresses the challenges and controversies of today will ensure further and ongoing success for WKU as a place whose past is better understood and whose future ever bends toward greater justice for all.

Principle of Context

The Task Force recognizes the importance of historical and institutional context in the evaluation of named buildings and symbols used by WKU. Any determination on the propriety of such names and symbols must give proper attention to the cultural norms of the time in which the facility was named, as well as the purposes and the processes used by the University to honor a person. If we are to be faithful to our mission as an institution of higher education, WKU must adhere to the highest standards of historical investigation and interpretation, avoiding both the tyranny of the present and the absolutism of the past.

Principle of Evidence

The Naming and Symbols Task Force used evidence throughout the decision-making process. Members gathered, evaluated, and applied this evidence to support the comprehensive findings and recommendations in this document. The evidence used to identify, research, and evaluate names and symbols on the WKU campus comes from a wide variety of primary and secondary sources. These sources include, but are not limited to, federal, state, and local government records (e.g., US Census, US Census Slave Schedules, Freedmen's Bureau, military documents, wills, deeds, leases etc.), WKU archives and official documents, photographs, maps, newspapers, published and unpublished manuscripts, databases, interviews, public comments, and oral histories. No single source of information was sufficient for this task. Members made every effort to collect, synthesize, analyze, and contextualize all of the available and appropriate data sources to complete our mission.

METHODOLOGY

The Naming and Symbols Task Force met on a regular basis to discuss, debate, and find consensus. The discussions were concentrated on the inventory of names, research documentation, evaluation of the names, and final recommendations regarding the names. The findings for this report were gathered from these sources: Names and Symbols Inventory, Research Resources, and Discussion and Evaluation.

NAMES AND SYMBOLS INVENTORY

The work of the Task Force began with the construction of a list of named resources on the WKU Bowling Green campus (including the WKU Farm). A database, consisting of eighty-one named entities, was constructed and research was conducted on the origins of each name. The list included material objects such as buildings and memorials (statues, sundials, parks, streets, etc.), and non-material named entities such as the Ogden College of Science and Engineering and Potter College of Arts & Letters.

Each of the eighty-one names was discussed individually and evaluated for the named items' connections to slavery, exclusion, racism, and/or segregation. While any honest evaluation of our history would conclude that as individuals and as an institution change toward diversity and inclusion has been too slow and uneven. Ingrained and woven into every day lives, discrimination was, and is often, invisible to a large segment of our population, however it became clear to Task Force members that to ignore the most egregious examples of past injustices would fail to uphold the best and noble ideals of the university.

RESEARCH RESOURCES

Background research on the names of buildings and symbols included a thorough exploration of the person whose name was memorialized, how the name for each building and symbol was selected, and an examination of the contexts and consequences of the continued use of the name. Sources for the research include, but were not limited to:

- WKU Library Archives (historical documents, manuscripts, photographs, etc.)
- Government documents (US Census, birth and death certificates, military records, etc.)
- Legal Documents (wills, deeds, court records, etc.)
- Historical data sources (city directories, membership lists, cemetery records, etc.)
- Published materials (books, academic journal articles, etc.)
- Maps (campus maps, historical maps, property maps, etc.)
- Newspaper archives (local, state, and national newspapers)
- Public comment and feedback (letters and website survey responses)

DISCUSSION and EVALUATION

After a thorough review of the documentation for each name and an evaluation of each name's connections to slavery, exclusion, racism, and/or segregation, the Task Force recommended one of the following:

- The name should remain unchanged.
- The name should remain unchanged but context for retaining the name should be provided.
- The name should be changed and context for the name change should be provided.

CONTEXT

Each named resource on the WKU campus is a memorialization of its namesake(s). The name, on its own, however, does not explain its origins, why the name was selected, and how, in some cases, the name relates to slavery, exclusion, racism and/or segregation. Not all named resources on the WKU campus are connected to those four categories. For those that do, more explanation is needed. Thus, for names that are representative of slavery, exclusion, racism and/or segregation, the Task Force recommends that context must be provided. The context for names can be provided in a variety of ways, and via multiple platforms such as signage, WKU websites and social media, orientation materials, community outreach.

Signage

Example: The “Ogden College” historical marker was placed in front of the Hardin Planetarium through the auspices of the Kentucky Historical Society and the Kentucky Department of Highways in 1970. The marker describes Robert Ogden as a “local businessman.” It does not state that Robert Ogden’s “business” was being an enslaver of at least 200 human beings, nor that he was a material supporter of the Confederacy. The marker also fails to acknowledge that Robert Ogden’s will expressly states that admission to Ogden College was limited only to white “native-born” persons. Additional signage could be placed in proximity to the historical marker to provide historical context and to correct the misleading and incomplete information on the marker. Similar contextualization could be developed for other historical markers on the WKU campus including the Potter College and the Jonesville markers.

The “Ogden College” marker is prominently displayed on State Street, in front of the Hardin Planetarium.

WKU Website and Social Media

There are myriad opportunities to provide context for the names and symbols by using the WKU website and social media resources to tell a more complete and accurate history of WKU. Sharing background information about how and why certain names are memorialized on the WKU campus will provide context and improve understanding of our institution’s cultural history. Example: The WKU website has some historical narratives that explain the origins of named resources on campus but the narratives, in many cases, need updating for accuracy and completeness. The narrative for Van Meter Hall, for example, makes no mention of the Vanmeter family’s role as enslavers in Warren County nor of Charles J. Vanmeter’s support for the Confederate cause during the Civil War. Similar omissions of historical facts that provide context can be found in nearly every description of WKU’s named buildings and colleges. The description of the historic “Ogden Hall,” for example, is similar to that of the “Ogden College” historical marker, and makes no mention of slavery or of Robert Ogden’s “whites only” policy for the school. The description of the new “Ogden College Hall” avoids the subject altogether by making no mention of Robert Ogden or of the original “Ogden College.”

Source:

Van Meter Hall: https://digitalcommons.wku.edu/wku_timeline/45/;

Ogden College Hall: https://digitalcommons.wku.edu/wku_timeline/356/.

Orientation Materials for Incoming Students, Staff, Faculty, and Administrators

Every student, staff and faculty member, and administrator at WKU, by default, become authors of our institution's history, culture, and identity. Very few members of the campus community, however, have even a basic understanding of WKU's history. The Task Force recommends that future orientation opportunities for students, staff, faculty, and administrators, include a discussion of WKU's history, culture, and identity.

Campus, Community, and Alumni Outreach

It is essential that WKU educates the campus and local communities, as well as our alumni, about the names that are memorialized on our campus. Based on the responses to the Task Force's survey of public opinion regarding named buildings, memorials, and/or colleges, it was abundantly clear that much misinformation and missing information serve as the foundations for many of the negative comments posted to the website. For example, many members of the public appear to be under the impression that Pleasant J. Potter donated significant amounts of money and/or land to WKU, when in truth, Potter donated zero dollars and zero real estate to the University.

Some examples of outreach opportunities include:

- WKU press releases and social media posts that focus on the history and legacies of slavery, exclusion, racism, and segregation.
- Public lecture series focus on the history and legacies of slavery, exclusion, racism, and segregation as they relate to WKU. Some topics for discussion could be Jonesville and notable African American students, staff, faculty, and administrators at WKU.
- Campus tours designed specifically to tell the story of the land and buildings and how the present-day campus came to be.
- The creation of an African American heritage trail on campus with connections to other areas of Bowling Green such as downtown and the Shake Rag neighborhood.

FINDINGS

Introduction

Slavery and segregation are part of the history of Western Kentucky University. Slavery was a major force in Warren County in the years before the Civil War. Nearly 800 Warren Countians were active enslavers in 1860, and 5318 of the county's 17,320 residents lived in slavery. Wealth created by enslaved labor was central to the economic vitality of the region and to the personal wealth and social position of many of its most prominent citizens. After the war, many Warren Countians fervently embraced the myth of the Lost Cause which asserted the nobility of the Confederate cause and minimized both the horrors of slavery and the role of slavery in precipitating the Civil War. Barely a decade after Appomattox, Bowling Green erected one of the first Confederate monuments in Kentucky. Four lynchings of Black men occurred in Warren County between 1892 and 1912. The city also embraced the segregated racial practices in schools, housing, and commerce that were common in the Upper South, practices that persisted in Bowling Green and Warren County well into the 20th century.

Western Kentucky University is heir to this bitter legacy. For the first half-century of its existence, WKU was a thoroughly segregated institution that did not accept Black students or employ Black faculty or staff except in custodial positions. Kentucky state law at the time required segregated education, and the school and its leaders accepted that. Ironically, just as Western began to integrate during the 1950s and 1960s, the University, eager to expand in a period of rapid growth, also played a major role in the destruction of neighboring Jonesville, a thriving Black community of homes, businesses, and churches in the midst of a still-segregated Bowling Green. The community had been established by formerly enslaved people in the years after the Civil War. Working with the city and the federal Urban Renewal program, WKU participated in the displacement of Jonesville and built athletic venues on the property.

The Task Force on Naming and Symbols has sought to examine these painful aspects of our heritage, not to erase history but rather to tell a more complete, more honest, and more inclusive story of who we are as an institution. The names and symbols we choose to honor form a narrative about us as an institution, and in its work, the Task Force has tried to provide that fuller narrative.

CHARLES J. VANMETER



Photo provided by Western Kentucky University Archives

Where does this person's name appear on campus?

Van Meter Hall, the University's oldest building, is named for Charles Vanmeter. A signature building for the campus dramatically located on the brow of the hill, it features a large auditorium, and it housed the school's administrative offices including the President's Office until the mid-1960s. Van Meter Hall was the first of several campus buildings designed by Louisville architect Brinton B. Davis.

How is this person connected with Western Kentucky University?

Vanmeter provided financial support for the school as it transitioned from Southern Normal School to Western Kentucky State Normal School. Vanmeter pioneered riverboat transportation in the Bowling Green area in the mid-nineteenth century. In 1856, Vanmeter and his brother along with an associate built a steamboat and developed a very successful river transportation business that made Vanmeter wealthy. Later in his life, Vanmeter was active in efforts to provide education in Bowling Green and Warren County. He served on the board of Southern Normal School while it was owned by Henry Hardin and Thomas C. Cherry, and he provided the school with important financial assistance after a fire destroyed its building in 1899. Henry Hardin Cherry felt deeply



indebted to Vanmeter, and the Western Kentucky State Normal School Board gave him the honorary title of Chancellor Emeritus “[i]n consideration of the great interest Capt. C. J. Vanmeter has manifested in the success of the Normal School movement and his generous contribution to the construction and maintenance of the buildings now owned by the State Normal” At a chapel session in 1908, WKSNS student Herman Donovan presented Vanmeter with a cane to symbolize how the school had leaned on Vanmeter for support. When the school moved from downtown to College Heights in 1911, the auditorium in the new administration building was named for Vanmeter, and in 1968 the WKU Board of Regents named the building itself for Vanmeter who, according to President Thompson’s recommendation to the Board, “contributed \$5,000 to Western at the beginning of Western’s life as a public institution.” When Vanmeter died in 1913, Cherry served as a pallbearer.

How is this person linked with exclusion, segregation, racism, or slavery?

Vanmeter had strong connections with slavery and with the Confederacy. Born in 1826, he grew up in a prosperous enslaving family in Warren County. His father Jacob was enslaving 21 people in 1860 and operated substantial farming interests. While no evidence exists that Vanmeter himself was an enslaver personally, he benefited considerably from enslaved labor and he used enslaved labor during a period in which he managed his father’s agricultural holdings. Vanmeter also strongly supported the Confederate cause. During the Civil War, the Confederate Army recruited Vanmeter to provide logistical support for its military operations in Kentucky and Tennessee, especially by transporting mail and provisions. After the war, Vanmeter and his wife Kate embraced the Lost Cause mythology which romanticized slavery and the Confederate cause, and Kate was very active in the Bowling Green chapter of the United Daughters of the Confederacy.

Vanmeter continued to profit from Black labor after the war. In 1868, Vanmeter and his brother William purchased and operated the Grayson Springs Spa in Grayson County, a resort built around the mineral springs in that area. The resort prospered over the next thirty years, thanks in large part to the work of its Black employees. According to the nomination form submitted to the National Register of Historic Places, “Service was provided largely by black employees who lived in nearby cabins or houses and were summoned to the hotels by individual bell signals.” Vanmeter sold the resort in 1900 for \$100,000, approximately \$40,000 more than he and his brother had paid in 1868.

Task Force Recommendation

The Task Force recommends removing Vanmeter’s name from Van Meter Hall and providing context for the change.

Sources

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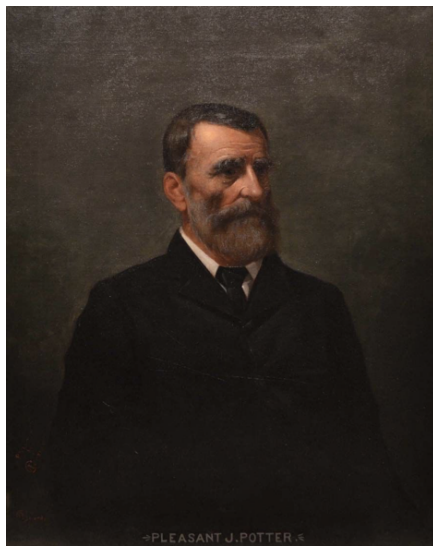
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Herman Lee Donovan to Kelly Thompson, November 10, 1958

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PLEASANT J. POTTER



Painting by Clement Reeves Edwards. Photo courtesy of Western Kentucky University Archives

Where does this person's name appear on campus?

Potter College of Arts & Letters carries Pleasant Potter's name. As it transitioned to university status in the mid-1960s, Western created a college of liberal arts and a college of science and technology. The University chose to recognize two predecessor institutions—Potter College for Young Ladies and Ogden College—in the names of the new colleges. The new liberal arts college became Potter College of Liberal Arts.

How is this person connected with Western Kentucky University?

Pleasant Potter had no connection with Western Kentucky University. A prominent Bowling Green businessman, Potter took an active role in public affairs and economic development throughout his life. He served as Warren County Sheriff, as Bowling Green Water Commissioner, and as a member of the General Assembly. A champion of the Louisville & Nashville Railroad, he served on the L&N board and invested in Bowling Green Woolen Mills. He opened Potter's Bank in 1869, and in 1887 he purchased a downtown theatre and renamed it the Potter Opera House. He also contributed to the construction of State Street Methodist Church.

Potter is perhaps best remembered for his role in starting the women's college that bore his name. Through much of the nineteenth century, Bowling Green sought to provide educational opportunities for young people, particularly young women. Most of these schools struggled financially and then failed, but many in the community still hoped to establish a women's college even though the newly opened Southern Normal School accepted both women and men as students. Consequently, in the late 1880s, a group of locally prominent men solicited investors for a proposed women's college by selling subscriptions in the enterprise for \$25 a share. When their fundraising efforts fell short, the group approached Potter about increasing his prior subscription. At that time, Potter also served on the board of Southern Normal School. He

agreed to purchase 200 shares in the enterprise for \$5000, an amount that made the project viable. At that time, Potter had several granddaughters, which perhaps made him particularly sympathetic to this project. The other investors expressed their appreciation by giving the new school Potter's name—The Pleasant J. Potter College, commonly known as Potter College for Young Ladies.

Like many other similar colleges, Potter College struggled with enrollments and finances, and it closed in 1909 only twenty years after its founding. By that time, the President of the newly established Western Kentucky State Normal School, Henry Hardin Cherry, had decided to move the school away from downtown, and he settled on the Potter College location on Vinegar Hill. The state purchased the Potter College campus including its two buildings—Recitation Hall and the President's Home—as well as some surrounding land in 1909. Potter himself never took an active role in Potter College matters, and by the time the college closed he had relinquished his 200 shares to Benjamin Cabell, the president of the college. No evidence survives about what compensation, if any, Potter received from Cabell for the 200 shares. Potter died in Bowling Green in 1915.

His tie with Potter College was solely a financial one, and that connection was more of an investment than a gift, and he may have actually recouped at least some of his investment when Cabell purchased his shares. Potter made no financial gift to Western, nor were Potter College buildings or property donated to Western Kentucky State Normal School. Instead, the state purchased the holdings of the defunct Potter College for use by Western Kentucky State Normal School.

How is this person linked with exclusion, segregation, racism, or slavery?

Potter benefited from slavery, and he was an active enslaver himself. Both Potter and his wife Julia grew up in enslaving families, and they also enslaved people themselves. According to the 1850 census, Potter was enslaving six people, and the 1860 census indicates that he was still enslaving six people.

Task Force Recommendation

The Task Force recommends removing Potter's name from the name of the College of Arts & Letters and providing context for the change.

Sources

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United States Census of Population, 1850, 1860

Kelly Thompson



Photo provided by Western Kentucky University Archives

Where does this person's name appear on campus?

Kelly Thompson Hall is named for President Thompson as is a room in the Cliff Todd Center. The WKU Chapter of the Public Relations Student Society of America (PRSSA) is also named for Thompson.

How is this person connected with Western Kentucky University?

Kelly Thompson had nearly a life-long connection with Western. As a student in the 1920s, he caught the eye of Henry Hardin Cherry, and Cherry eventually hired him to do public relations for the school. His responsibilities grew steadily, first under Cherry and then under Paul Garret, and Thompson became President himself in 1955. During his 14 years in that office, Western changed dramatically. Its enrollment quintupled as did the size of the faculty, and Thompson launched some 40 major building projects to handle the growth. WKU established formal rank and tenure policies for the first time, and in 1966 it achieved university status. Thompson resigned the WKU presidency unexpectedly in 1969, but he continued as President and later Board Chair of the College Heights Foundation. Thompson died in 1993.



Early in his Presidency, Thompson took steps to begin the integration of the University by admitting the first Black students in 1956, but integration moved very slowly at Western. The school did not make its first Black non-custodial staff hire until 1965, and it did not hire any tenure-eligible Black faculty members until 1966. However, by the time Thompson left office, WKU enrolled more Black students than any other Kentucky public university except Kentucky State.

How is this person linked with exclusion, segregation, racism, or slavery?

As the University expanded under Thompson's leadership, Western displaced Jonesville, a neighboring Black community on the southwest edge of the campus that traced its roots to the immediate aftermath of the Civil War. A largely self-sufficient, thriving community within the segregated city of Bowling Green, Jonesville included two churches, two grocery stores, three beauty shops, and an elementary school as well as several other businesses. The University began to acquire property in and near Jonesville in the late 1950s and accelerated those efforts in the early 1960s in collaboration with the federal Urban Renewal program (Kentucky Project R-31) and the Bowling Green City Council despite vigorous public protests from hundreds of Jonesville residents. Ultimately Urban Renewal enabled the University to secure about 35 acres and in the process displaced businesses and churches as well as approximately 68 houses and their residents. Urban Renewal funds helped to finance and facilitate the process for the University. However, the Jonesville residents received meager sums for their property, often not enough to allow them to buy comparable property in other parts of the city or even manage the expenses related to this major disruption in their lives. Their efforts to relocate were further hampered by real estate practices that limited the homes that Black people could buy in segregated Bowling Green. The Jonesville experience undercut the economic security of many of its residents, worsened the city's history of discrimination in housing, and made access to affordable housing even more difficult for its Black citizens.

As the Jonesville community was destroyed, the University used the land to build several major sports facilities including Diddle Arena, what is now Houchens-L. T. Smith Stadium, and Nick Denes Field as well as what is now the Dero Downing Student Union.

As WKU's President throughout this period, Thompson led WKU's role in displacing Jonesville and securing its property for the University's use. The University has not acknowledged the serious consequences of its actions in Jonesville, nor has it made the Jonesville story part of WKU's larger narrative about itself.



This 1963 aerial photograph shows a completed Diddle Arena in the midst of the remnants of the Jonesville community. (Photo courtesy Western Kentucky University Archives)

Task Force Recommendation

The Task Force recommends that President Thompson's name remain on Kelly Thompson Hall but the university provide context addressing the school's actions against Jonesville and its slow acceptance of integration.

Sources

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ROBERT W. OGDEN



Photo provided by Western Kentucky University Archives

Where does this person's name appear on campus?

There are three entities on the WKU campus that bear the Ogden name: Ogden College Hall, Ogden College of Science and Engineering, and Ogden Drive. The history of each of these resources, and how they became connected to the Ogden name, will be discussed separately below.

How is this person connected with Western Kentucky University?

Robert W. Ogden had no direct connection to Western Kentucky University during his lifetime. Ogden's connection to WKU is through the name Ogden College, a private institution that ceased operations nearly a century ago. Ogden's estate provided the original endowment for Ogden College and thus, it is impossible to separate Robert W. Ogden the man, from the resources on the WKU campus that bear the Ogden name. Based on the explicitly racist and nativist directives stated in his will, in which he excluded African Americans from benefiting from the educational advantages granted to white students, Ogden would not have been inclined to financially support the contemporary mission of WKU.

Since the death of Robert W. Ogden in 1873, and the opening of Ogden College in 1877, the name "Ogden" has appeared on landscapes and institutions in Bowling Green in a variety of forms. All these Ogden-named resources (streets, buildings, parks, organizations, etc.) are directly connected to Robert W. Ogden (1796-1873), including Ogden College, which Ogden endowed through his estate and functioned as a private academy from 1878-1927.

How and why does Robert W. Ogden's name represent slavery, exclusion, racism, and segregation?

The name "Ogden" represents the memorialization of name of Robert W. Ogden, whose legacy is associated with slavery, exclusion, racism, and segregation. Ogden was an enslaver of as many as 200 persons in Warren County. He was a material supporter of the Confederacy during

the Civil War. Ogden did not voluntarily free any of his enslaved persons. Only the end of the Civil War and/or military service granted them their freedom. Documents exist to support the notion that Ogden fathered at least two bi-racial children who remained enslaved, along with their mother, until 1865. Some men gained their freedom from Ogden in 1864 by joining the U.S. Colored Troops (USCT). After the Civil War, Ogden's treatment and perception of formerly enslaved persons did not change. He did not support the education of formerly enslaved, now newly freed persons. Ogden's last will and testament specifically states that his wealth was only to be used to educate whites. He also did nothing to foster the education of African Americans in Warren County and failed to support the Freedmen's Bureau educational initiatives for newly freed African Americans. Robert W. Ogden's attitudes and actions, before and after the Civil War, contributed to systemic racism and segregation of African Americans and helped to create the barriers that excluded them from the same social, economic, political, and educational advantages enjoyed by white citizens.

Robert W. Ogden was born in Loudon County, Virginia around 1796. His father was an enslaver, and it is very likely that Ogden brought some of these enslaved persons with him when he arrived in Warren County, Kentucky in 1815. His financial circumstances improved dramatically in 1836 when he married Georgianna Preston McDowell Rochester (1808-1839), the wealthy widow of Ogden's late employer, and mother of four children. Only two of the Rochester children outlived Ogden—Agatha Rochester Strange (1832-1896) and William H. Rochester (1826-1902). Robert W. Ogden and Georgianna Rochester Ogden had one son together, Robert McDowell Ogden (1837-1838) who died in infancy. Ogden also had an adopted son named John W. Bailey (1827-1882).

Robert W. Ogden's relationship with his stepchildren was, at least from the perspective of his stepdaughter, Agatha Rochester Strange, complicated. In 1886, Strange authored a book about her family's history, *House of Rochester in Kentucky*, in which she bitterly recalls her stepfather as a man whose, "sole aim in life was to die rich," and that Ogden frequently boasted about his academic ignorance claiming to have had only "six weeks" of education (Strange, 29). She also made three key observations that are pertinent to the argument that Ogden was not an honorable man. First, Strange stated that Ogden deceived his stepchildren and took from them their rightful inheritance for his own self-aggrandizement (Strange, 29). Second, that after Georgianna's death in 1839, the Ogden-Rochester household enslaved an estimated 200 human beings.

How does Robert W. Ogden's "Last Will and Testament" reveal Ogden's connections to slavery, exclusion, racism, and segregation?

When discussing the legacy of Robert W. Ogden, the bequests in his "last will and testament" are often offered up as evidence of his devotion to his family and to education. Ogden apologists also point to his bequests to "former slaves" as evidence of his change of attitudes towards African Americans after the Civil War—that he changed with the times. Unfortunately, those arguments do not ring true upon closer scrutiny.

Instead, Ogden made bequests to his sister, the children of two deceased brothers, a nephew, the children of a deceased nephew, a grandniece, and three former enslaved persons before mentioning either of his stepchildren. He even left \$1,000 to "my old and particular friend," N. Perry "Bone" Lucas (1813-1875), but no cash for his stepchildren. For his stepson William H.

Rochester, with whom Ogden lived with after the Civil War until his death in 1873, Ogden left nothing, although he did designate a \$20,000 bequest for William's children, "to be equally divided between them." The only mention of Agatha Rochester Strange in Ogden's will came in the form of a promise to allow her children--as well as her brother's children--to be given preference for admittance to the as-yet-to-be created Ogden College. If William H. Rochester had any quibbles with Ogden or Ogden's will, he did not protest it as publicly as did his sister in her book. It is quite likely that Ogden's will (and possibly his expenditures of her mother's money during his lifetime) generated much ill-will between Agatha Rochester Strange and her stepfather. In her book on the Rochester family history, she makes a point to express her extreme displeasure over Ogden College. She writes, "*Ogden College, 'is endowed to perpetuate his memory, which may be considered an honor, but which we do not enjoy, considering we were robbed to accomplish that honor, so let his name slide*" (Strange, 29).

Robert W. Ogden's last will and testament provided next to nothing for his stepchildren even though the vast majority of Ogden's wealth came to him not by being a "self-made man," but rather from marrying Georgianna McDowell Rochester, his stepchildren's mother. It may come as a surprise, however, that Ogden made specific and substantial bequests in his will for eight persons that he formerly enslaved, and at least two of whom were most likely his own biological children. It might be tempting to view these bequests as evidence that Ogden somehow redeemed himself after the Civil War and saw African Americans as full and free persons deserving of respect and equal rights. That assumption, however, is not entirely correct.

The seven African Americans named in Ogden's will were born into slavery and were considered to be his property until they were freed at the conclusion of the Civil War. Ogden made no effort to free them prior to 1865. It should also be noted that, in his will, Ogden did not deem it necessary to provide surnames for these seven formerly enslaved persons and only referred to them by their given names--as if they were still his property. Unlike Ogden's white beneficiaries, Charles, Charlotte, Eliza, Beverly, Ellen, Victoria, and Tom were not listed in the will with their surnames; thus, in his view, they lacked the agency of full personhood.

Who were the seven formerly enslaved persons mentioned in Robert W. Ogden's will? Archival and genealogical research was used to determine the true identities of the African Americans named in Robert W. Ogden's will. These individuals were: Charles Pryor (1795-before 1880), Charlotte Pryor (1815-after 1880), Eliza Pryor Smith (1830-1901), Beverly Smith (1862-1941), Ellen Ogden Wilson (1799-1884) (whose name also appears in records as "Ellen Ogden"), Victoria Wilson Douglass Mayo (1851-1924), and Thomas J. Wilson (1852-1922).

According to data gleaned from censuses and other vital records including death certificates, Victoria Wilson and Thomas "Tom" Wilson were the biological offspring of Robert W. Ogden.

Form V. R. 1-122-4-22-3
COMMONWEALTH OF KENTUCKY
 State Board of Health
BUREAU OF VITAL STATISTICS
CERTIFICATE OF DEATH

File No. **23958**
 Registered No. **828**

County **Fayette** Registration District No. **500**
 Vol. Pat. **2165** Primary Registration District No. **2165**
 City **Lexington** (No. **306 S. Main St.**) Ward **4**

DECEASED'S FULL NAME **Thos. J. Wilson**

PERSONAL AND STATISTICAL PARTICULARS			MEDICAL CERTIFICATE OF DEATH		
1 SEX M	2 COLOR OF RACE W	3 MARRIAGE STATUS Married	4 DATE OF DEATH Nov 5 1922	5 I HEREBY CERTIFY, That I attended deceased from Nov 5 1922 to Nov 4 1922 that I last saw him alive on Nov 5 1922 and that death occurred on the date stated above at 3:30 p.m.	
6 DATE OF BIRTH June 16 1852	7 AGE 70 yrs. - mos. - ds.	8 OCCUPATION (a) Trade, profession or particular kind of work, (b) General nature of industry, business or establishment in which employed (or employer) Farmer	The CAUSE OF DEATH* was as follows: Cerebral hemorrhage		
9 BIRTHPLACE (State or country) Karren Co Ky	10 NAME OF FATHER R. W. Ogden	11 BIRTHPLACE OF FATHER (State or country) Ky	12 NAME OF MOTHER Ellen Ogden	13 BIRTHPLACE OF MOTHER (State or country) Virginia	14 THIS ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE (Informant) Eugene H. Wilson (Address) 306 S. Main St.
15 LENGTH OF RESIDENCE (For Hospital, Institutions, Touring or Recent Residences) at place of death 11-6 yrs. - mos. - ds. in the State 11-6 yrs. - mos. - ds.			16 WHERE WAS DISEASE CONTRACTED, if not at place of death? Not at place of death.		
17 PLACE OF BURIAL (In Hospital, Institution, or elsewhere) (Date of Burial) St. Matthews			18 REGISTERED PHYSICIAN (Name and Address) Dr. J. C. ... 505 W. Main		

11-228
 c.c. # 1015-11-13-22.

Thomas J. Wilson died in Lexington, Kentucky, on November 5, 1922. His death certificate lists his parents as “R. W. Ogden” (Robert W. Ogden) and “Ellen Ogden” (Ellen Ogden Wilson), November 5, 1922.

At no time prior to the end of the Civil War did Robert Ogden free any of his slaves, even those for whom he provided through his estate.

How does the use of the Ogden name conflict with WKU’s mission statement and diversity, equity, and inclusion initiatives?

The use of the Ogden name runs contrary to the mission of WKU’s Office of Diversity, Equity, and Inclusion (DEI). According the WKU DEI Diversity Statement,

“Western Kentucky University is committed to empowering its campus community to embrace diversity by building equitable and inclusive learning, working, and living environments” (Source: <https://www.wku.edu/dei/>).

On June 2, 2020, WKU issued a press release signed by President Caboni, Provost Cheryl Stevens, Associate Provost for Institutional Effectiveness and Co-Chief Diversity Officer for Academic Affairs Dr. Molly Kerby, and Michael P. Crowe, Jr., Director of Student Conduct, Title IX Deputy Coordinator and Co-Chief Diversity Officer for Enrollment and Student Experience, with this directive:

“It is imperative, now more than ever, that we join together in ensuring all members of the WKU Family — students, faculty, staff, alumni and friends — not only feel welcomed and safe, but experience our campuses as inclusive environments in which to live, learn and grow. To that end, it is essential for WKU to promote the kind of changes we seek in

our global society” As President Caboni stated in the press release, “*We must continue to work together and stand up for fairness and justice for every person. We must do better.*” (Source: <https://www.wku.edu/news/articles/index.php?view=article&articleid=8859>).

It is impossible to reconcile the legacy of Robert W. Ogden to meet the spirit of these statements. Robert W. Ogden enslaved hundreds of human beings, denying their basic human rights, excluding them from their rights, segregating them from society, as purposeful acts of racism. The Ogden name is not a point of pride and has no place on the WKU campus in 2021. The criticisms leveled at Robert W. Ogden do not, however, diminish the contributions of the Ogden Foundation to WKU and to Bowling Green. For many decades, the Ogden Foundation’s scholarship programs, and other philanthropic efforts, have benefited many students and faculty at WKU. As we at WKU reflect on the meaning and impacts of the Ogden name on our campus, perhaps the Ogden Foundation would be willing to engage in some similar self-evaluation and consider its connections and responsibilities related to Robert W. Ogden’s legacy of slavery, exclusion, racism, and segregation.

Task Force Recommendations

The Task Force recommends removing the Ogden name from Ogden College Hall, Ogden College of Science and Engineering, and Ogden Drive and providing context for the change.

Sources

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Britni Danielle, “Sally Hemings Wasn’t Thomas Jefferson’s Mistress. She Was His Property,” **Washington Post**, July 7, 2017

Jim Gaines, “Pieces of Snell Taken Down,” **Park City Daily News** (Bowling Green, Kentucky), September 14, 2005: A7

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Vital Statistics, Commonwealth of Kentucky

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OGDEN COLLEGE OF SCIENCE AND ENGINEERING

What are the origins of the name “Ogden College of Science and Engineering”?

In 1965, the Board of Regents authorized the creation of the “Ogden College of Science and Technology,” later renamed as the “Ogden College of Science and Engineering” (OSCE). Also created by the Board in 1965 were the “Potter College of Liberal Arts” and the “College of Education.” The following year, Western Kentucky State University had its own name change—it became Western Kentucky University.

The OSCE has its roots in the historical Ogden College and its original benefactor, Robert Wenn Ogden (1796-1873). Ogden College began its operations in 1877 on the former campus of Warren College. Ogden College, after years of declining enrollment and escalating costs, closed its doors in November 1927. In January 1928, the Ogden College trustees signed the first of a series of lease agreements with Western Kentucky State Teachers College (WKSTC, later known as WKU) that granted WKSTC the use of Ogden College’s seven-acre campus (including buildings) and a 140-acre farm. The curriculum and remaining faculty of the defunct college were merged with WKSTC and became known as the “Ogden Department of Science.” The Ogden College trustees continued to manage the Ogden estate and endowment, and eventually reconstituted themselves into a philanthropic organization that is known today as the “Ogden Foundation.”

How is the Ogden name tied to slavery, exclusion, racism and segregation?

On July 15, 1960, the issue of segregation was raised with the lease. A group of Ogden College alumni argued that allowing African Americans to attend Ogden College was a violation of Robert W. Ogden’s will that stipulated that only “native-born white American citizens” benefit from Ogden’s endowment of Ogden College. The lawsuit asks if the ‘use of Ogden facilities in a ‘negligible manner’ by Negro students attending Western State College violates the terms of the will. The Ogden College trustees decided it was “inadvisable to rent the facilities to Western in order to increase the Ogden fund income in an attempt to reestablish the institution. They point out that Ogden has other income. The suit notes that the Ogden name will be preserved by naming the new science building the “Ogden Dept. of Science at Western State College.” (Park City Daily News, July 15, 1960: 3)

Ogden’s last will and testament was filed in 1873, twenty-three years prior to the 1896 “Plessy v. Ferguson” (“separate but equal”) ruling, which established racial segregation and the resultant “Jim Crow” laws. When Robert W. Ogden wrote his will with the stipulation that Ogden College would only offer educational opportunities to native-born white students, Ogden was not conforming to any written law.

It was not until 1904, when the “Day Law,” a law that “prohibited white and colored persons from attending the same school,” was enacted in Kentucky, that racial segregation was legally enforced in Kentucky. When Ogden’s will was filed in 1873, interracial education was already the norm at Berea College. In essence, the authors of the will (including Robert W. Ogden), its

executors, as well as the regents and trustees of Ogden College, created their own segregation policy in 1877 to exclude African Americans from benefiting from higher education.



Source: Bowling Green Park City Daily News, July 28, 1960: 1, 3.

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James Klotter, "Promise, Pessimism, and Perseverance: An Overview of Higher Education History in Kentucky," *Ohio Valley History*, Vol. 6, No. 1 (Spring 2006), 45-60

OGDEN COLLEGE HALL

What are the origins of the name “Ogden College Hall?”

Ogden College Hall (OCH) is home to the offices of the Dean of Ogden College of Science & Engineering, as well as student support centers, an auditorium, student lounges and study areas. Laboratory spaces for astronomy, biochemistry, biodiversity, biology, chemistry, materials science, and physics are also located within OCH. It was built to replace the North Wing of Thompson Complex, which was demolished in 2015. Construction on OCH began in the spring of 2016 and the building was completed in late 2017. OCH was dedicated on February 19, 2018.



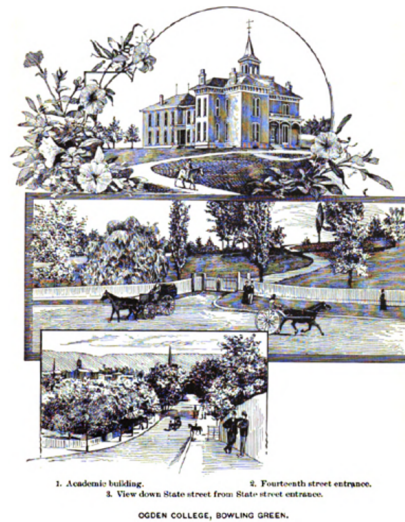
Ogden College Hall was completed in 2017. (Source: https://www.wku.edu/ehs/beap/och_base.php)

Ogden College Hall is located on the eastern edge of campus, fronting E. Fourteenth Avenue and Chestnut Street. The building has connections and proximity to Kelly Thompson Hall and to Snell Hall. It was constructed on land leased to WKU by the Ogden Foundation. The footprint of the new building is much closer to E. Fourteenth Avenue than that of the historic “Ogden Hall,” the main academic building for the defunct Ogden College. Ogden College operated from 1878 until 1928 when its academic functions were merged with Western Kentucky State Teachers College (WKSTC), and its land and buildings leased to WKSTC.

Ogden Hall on the historic Ogden College campus did not begin its life as an academic building. Construction began in 1868, with the intention that the elaborate house was to be the private residence.

In 1872, the unfinished Calvert mansion was purchased by Warren College, an academy affiliated with the Methodist Episcopal Church South. In 1876, the Methodist Episcopal Church sold the college to pay off its creditors. The Warren College property was valued at \$20,000, but was \$11,000 in debt, and “never had a dollar of endowment” (*Evansville Courier*, October 3, 1887: 3). In the summer of 1887, it was announced that the newly created Ogden College would open for its first session on the “grounds and buildings formerly occupied by Warren College....” (*Nashville Tennessean*, July 24, 1887: 3).

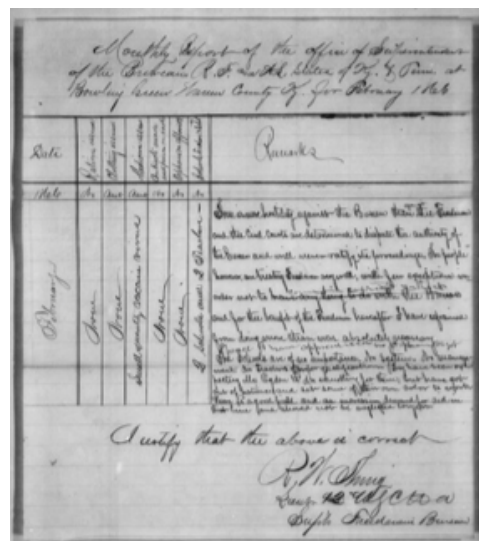
Ogden Hall, which served as the home of Warren College, was used as the core building on the Ogden College campus from 1877 to 1927. During that fifty-year span, it was simply known as “Ogden Hall,” or the “recitation building” of Ogden College (“Large Bell Will be Used to Call Dinner to Order,” *Park City Daily News*, December 22, 1931: 1) Ogden Hall was razed in 1966 to make way for the construction of the Kelly Thompson Science Complex.



Scenes from Ogden College featuring Ogden Hall (aka Recitation Hall) and access points to the campus from E. Fourteenth Street and State Street (Adams, 218).

How is this name tied to slavery, exclusion, racism and segregation?

This document was filed by Superintendent and USCT Lieut. R. W Thing in February 1866. It details Superintendent Thing’s frustration with the lack of support from white residents for building and staffing schools for African Americans in Warren County. He specifically singles out “Mr. Ogden” [Robert W. Ogden] as one of the local obstructionists and non-supporters of education for formerly enslaved persons: “Schools of are no importance. No system. No teachers of proper qualifications. No management. They have been expecting Mr. Ogden to do something for them; but have gotten out of patience and set some of their own color to work.” (Source: R. W. Thing, “Monthly Report of the Office of the Superintendent of the Bureau,” Bowling Green, Kentucky, February 1866)



Another Bowling Green Freedmen's Bureau agent later reported that "There is no assistance received from whites, on the contrary a universal opposition to the education of Freedmen" (Glover, 192). One example of the terroristic methods used to intimidate Freedmen and Freedwomen in Bowling Green was the Ku Klux Klan (KKK), who, in 1868 sent threatening letters to those teaching African Americans with this message, "*Blood! Poison! Powder! Torch! Leave in five days, or hell's your portion*" (Glover, 192). The teacher who received the KKK letter (complete with a drawing of a coffin) was Miss L. A. Baldwin. Little is known of Miss Baldwin other than that in 1871, Baldwin was the principal of the Maple Street Primary School in Louisville.

Sources (unless otherwise noted):

Herbert J. Adams, ed. **Contributions to American Educational History**, United States Bureau of Education Circular of Information (Washington, D.C.: Government Printing Office, 1899)

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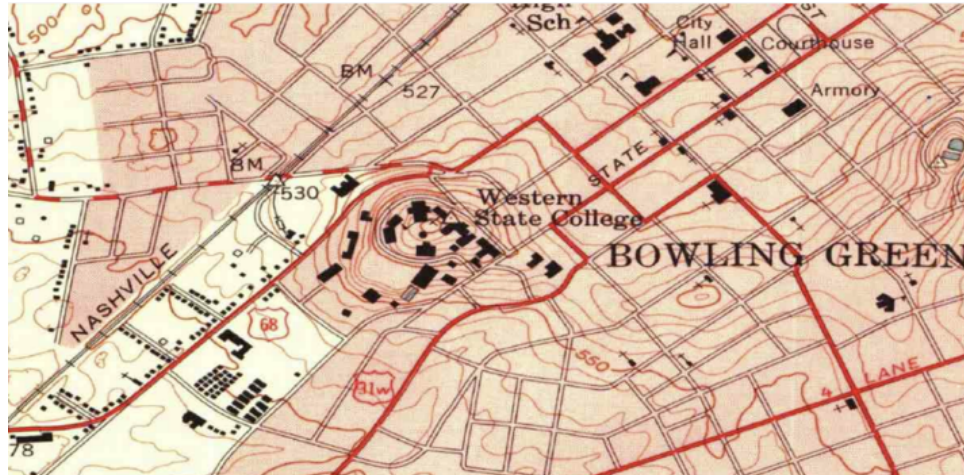
OGDEN DRIVE

The present-day Ogden Drive is a dead-end street that provides access from Normal Drive (State Street) to Environmental Sciences & Technology Hall (EST), Hardin Planetarium, Engineering & Biological Sciences Hall (EBS), and Snell Hall (SH). The name of this street is not consistent within WKU documents. For example, the 2014-2015 “WKU Facilities Management Snow Plan,” referred to the street as “Ogden Drive.” But the 2021 official WKU campus map labels it as “Ogden Services Drive.” Ogden Drive, however, should not be confused with “Ogden Avenue.” The two thoroughfares have the same name origin, but Ogden Avenue is a residential street situated outside of the WKU campus boundaries. It should be noted, however, that “Ogden Avenue” and “Ogden Drive” have been used interchangeably (and thus incorrectly) by reporters for Bowling Green’s *Park City Daily News*.



(Left) 2016 WKU Campus Base Map, “Ogden Drive”; (Right) 2021 WKU Campus Map “Ogden Services Drive.”

The origins of “Ogden Drive” can be traced to an unnamed, unpaved path, that meandered across the historical Ogden College grounds. It was a carriageway that connected the college’s buildings and provided access to the Ogden College campus via entrances on State Street and Chestnut Street [at the time, called “Nashville Pike”]. Evidence suggests, however, that “Ogden Drive” was not a named thoroughfare on the original Ogden College property. It was only after Ogden College closed in 1928, and the property leased to Western Kentucky State College, that a formal street named “Ogden Drive” was added to the map. Today this street is maintained by WKU.



On this 1954 USGS “Bowling Green South” map, the two buildings (original Ogden Hall and Snell Hall) that represent remnants of the historic Ogden College can be clearly seen directly under the label “Western State College.” Ogden Drive connected State and Chestnut (shown as US 31W) in 1954. (Source: United States Geological Survey)

A 1960 map of the Western campus provides additional detail about the evolution of Ogden Drive. This map focuses on the footprint of the historical Ogden College campus, and provides campus elevation information, plus a pencil sketch of the yet-to-be-constructed Kelly Thompson Complex (built in 1967). In 1960, the former horse and buggy dirt road that once served the historical Ogden College, developed into an access road for campus buildings and parking lots for “horseless carriages.”

This portion of a 1960 Western Kentucky State College map shows the area formerly known as Ogden College and included the historical Ogden Hall, and Snell Hall. (Source: https://digitalcommons.wku.edu/dlsc_ua_records/3572/)

How is this name tied to slavery, exclusion, racism and segregation?

The street named “Ogden Drive” has historical connections to Robert W. Ogden, the original benefactor and namesake of Ogden College. Ogden was a known enslaver, supporter of the Confederacy during the Civil War, and, after the War, failed to support the Freedmen’s Bureau educational initiatives for newly freed African Americans. The name “Ogden Drive” is thus associated with exclusion, segregation, racism, and slavery.

RECOMMENDATIONS

The following pages provide the list of recommendations from the Naming and Symbols Task Force. The greater majority of this report provided a deeper look into tangible symbols associated with slavery, segregation, exclusion, and racism. The Task Force was also encouraged to consider the information we learned throughout this process, and then provide innovative ideas, in regards to naming and symbols, that can further advance the WKU mission. The Task Force approached this opportunity by considering the symbols at Western Kentucky University including ideas and concepts as well as space or tangible objects.

With that in mind, the Naming and Symbols Task Force provide the below sections of recommendations: Names and Symbols, Memorializing Jonesville, Expanding Support for Black Indigenous People of Color (BIPOC) Student Success, Curriculum Development, Support for BIPOC Faculty and Staff, and General Recommendations. These sections of recommendations were developed by looking at the Guiding Principles and exploring how Western Kentucky University may better live into its commitment to diversity, equity, inclusion, and justice.

Names and Symbols

Task Force Recommendations

- Remove Vanmeter's name from Van Meter Hall and provide context for the change.
- Remove Potter's name from the name of the College of Arts & Letters and provide context for the change.
- Retain the name for Kelly Thompson Hall and provide context.
- Remove the Ogden name from Ogden College Hall, Ogden College of Science and Engineering, and Ogden Drive, and provide context for the change.
- Update the Philanthropic and Honorific Naming Policy and Protocols with proposed revisions provided in the Appendix.

Memorializing Jonesville

There is much evidence that Western Kentucky University was instrumental in the destruction of Jonesville, a vibrant African American community. The actions of campus leaders precipitated a rift between the University and the Bowling Green African American community that is still evident today.

Task Force Recommendations

- Establish a Jonesville Reconciliation Task Force inclusive of Western Kentucky University students, faculty, and staff, and Bowling Green community members commissioned to address reparations to the Jonesville community in accordance with

WKU's role in the destruction of Jonesville and to identify corrective and transformative actions that address the consequences of those decisions.

- Offer Jonesville professorships and scholarships to assist with recruiting African American employees with expertise in diversity, equity, and inclusion issues, and experience working with underrepresented students to WKU.
- Add honorific naming of spaces on campus after Jonesville and WKU alums with lineage from the Jonesville community. Examples for consideration include naming the Alice Gatewood Waddell (renowned artist) Gallery in the Fine Art Center, and/or renaming the South Lawn to the Jonesville Remembrance Lawn with its own statues and/or markers.
- Create the Jonesville Center for Equity in Economic Advancement inside the Gordon Ford College of Business that includes programming and resources focused on equipping African-American students for business and property ownership and management and financial gain.
- Host an annual reunion conference bringing together Jonesville residents/descendants and WKU community.

Expanded Support for BIPOC student success.

One of the most pressing challenges facing higher education is recognizing and addressing the “achievement gap” that exists among groups of students. Across the United States and at Western Kentucky University, a gap in academic achievement persists between disadvantaged students and their White counterparts. By investing in retention programs, the University shows its willingness to support students from all backgrounds in becoming successful graduates.

Task Force Recommendations

- Increase financial support for the Cynthia & George Nichols III Intercultural Student Engagement Center and the Distinguished Minority Fellowship Program.
- Add minority-owned restaurants on campus that serve culturally diverse food options such as soul food, Ethiopian, Indian, and Jamaican.
- Recruit African-American owned businesses to develop feeder programs.
- Expand financial support for the African American Museum in Bowling Green and consider a partnership with the museum board that creates a pipeline for academic and student success.
- Ensure Admissions Office maintains bi-lingual recruiters.

Curriculum Development

Education, especially higher education, plays a major role in framing American culture, identity and acceptance. A culturally responsive curriculum works to intervene and directly address issues of race, intolerance and exclusivity. Such a curriculum provides an opportunity for students to understand and appreciate the multiplicity of the American experience.

Task Force Recommendations

- Require the Colonnade Committee to review course offerings to ensure that the curriculum is inclusive of diverse authors, cultures, and evidence-based content.
- Increase funding for the African American Studies program and pursue an endowed professorship in African American Studies.
- Require all departments to develop courses that enhance cultural diversity and provide faculty with Center for Innovative Teaching and Learning training to help facilitate this process/curriculum (e.g., a freshmen course teaching a student the complete history, culture and identity of WKU).

Support for BIPOC Faculty and Staff

A diverse faculty elevates everyone's thinking. Research has demonstrated that diverse organizations, including colleges and universities, are "smarter" organizations. There is greater innovation from diverse organizations compared to homogeneous ones. Diverse faculty serve as role models for minority students and offer majority students experience interacting and learning from a minority in an instructional position or position of authority.

Task Force Recommendations

- Create an equity pay pool to support hiring and salary increases for African/American, Hispanic/Latino, and Native American employees.
- Provide funding for BIPOC guest lecturers throughout the year.
- Require a BIPOC member present on all faculty, administrator, and staff hiring committees;
- Require each member of the President's Cabinet to create, implement, and oversee a minority recruitment and hiring plan for their area; report annually on the effectiveness of the plan.

General Recommendations

- Create and support a WKU Study of Slavery and Justice Center; join the National Studying Slavery Consortium.
- Add a salary and budget line for a full-time Chief Diversity Officer with a position on the President's Cabinet.
- Change the names of the bus lines to no longer be associated with colors.
- Solicit the Ogden College Foundation to provide financial support for Task Force recommendations that address the legacies of enslavement, racism, and exclusion.

WKU News

WKU Naming and Symbols Task Force

📅 Friday, August 21st, 2020

Dear Colleagues,

As our nation grapples with the legacy of racism and injustice, we continue to engage in important conversations about how we will affect positive change. As part of this reckoning, cities and institutions across the country have questioned and examined critically the symbols, statues and names that mark our public spaces and shape our organizations.

At WKU, we have affirmed our commitment to do more to ensure we live in a world that is more fair, just and equitable for all. That commitment, however, requires us to also take the time to look inward. The symbols we select and the names we use as a university should communicate our values, honor individuals for exemplary service, and recognize philanthropic investment. In many ways, the names we carve into our buildings and attach to our academic units should define for members of our community the best of what we have been, what we are, and what we aspire to be.

As I shared during Faculty and Staff Convocation, I have established a task force, separate from our Diversity, Equity and Inclusion Work Group, to conduct a thorough examination of the history of WKU's namings; explore options for how we might address those that might be problematic; and make recommendations for university leadership to consider.

Specifically, this group will:

1. Solicit input and perspectives from a broad range of constituencies and stakeholders that will guide us as we examine the origins of the names and symbols used on campus.
2. Audit the names used on buildings and other campus symbols to determine which may be connected to exclusion, segregation, racism or slavery.
3. Create a set of guiding principles and range of options for how we should address any issues raised.
4. Provide to university leadership a set of recommendations.

This will require difficult and challenging conversations, but the effort is vital as we consider the ways in which we welcome and support every member of the WKU community.

One such conversation that has been ongoing within the WKU community during the past few years concerns a marker denoting Bowling Green as the Confederate State Capital of Kentucky. This marker was placed on U.S. 68 when it was on the edge of our campus and was a heavily traveled route into downtown. As our institution grew, that road became College Heights Boulevard – owned by the University – and the federal highway changed to University Boulevard. However, the highway marker remained. The Kentucky Historical Society agrees that this placement is out of historical context, and the sign has been removed and placed in storage until KHS can designate a contextually-appropriate location.

Finally, this fall the DEI Work Group will host a series of Deliberative Dialogues to foster honest conversations about systemic racism and provide students, faculty and staff with the opportunity to consider the complex issue of names and symbols on our campus. The Dialogues will be open to the entire campus community. Information about registration will be available soon.

We must remember that lasting, systemic change can only be achieved if each of us accepts our own role in advancing equity and inclusion at WKU and beyond. Thank you for your continued efforts to make our campus One WKU.

Best,

Timothy C. Caboni

NAMED STRUCTURES, STREETS, COLLEGES	Built/Est.	Rename/Decd.	Present Use	Name Origin/Namesake	Reason for Name	Philanthropy	PAE Notes
Adams-Whitaker Student Publications Center	2007	2007	Student/Acad	Robert "Bob" Adams (1942- present); David Bickers "Boss" Whitaker (1922-2005)	Student Pub Advisor; Dept Journ Head	Honorific	
Augenstein Alumni Center	2011	2013	Alumni	Dale Augenstein (1958-present)	WKU Alum, Businessman	Yes	
Barnes-Campbell Hall (slated for demolition 2021)	1966	1967	Dorm	Sheridan Barnes (1894-1975); Donald A. Campbell (1901-1985)	WKU Regents	Honorific	
Bates Runner Hall	1957		Dorm	Georgia Bates (1916-1986); Etta Runner (1894-1971)	Admin Staff/Secretaries	Honorific	
Bell Observatory	1987		Academic	Charles Rowan Bell (1891-1976) and Claudia Compton Bell (1907-1989)	Donated land for observatory	Yes	
Bemis Lawrence Hall (demolished 2019)	1966	1967	Dorm	Bemis Lawrence (1914-1975)	WKU Regent	Honorific	
Caboni Bend	2017		WKU Farm Road	Timothy C. Caboni (1969-present)	WKU President	No	
Carol Martin Gatton Academy of Mathematics & Science	1929	2007	Academic/Dorm	Carol "Bill" Martin Gatton (1932-present)	Donation/Philanthropy	Yes	
Carroll Knically Conference Center (South Campus)	2001		Academ/Public	Carroll Franklin Knically (1929-2006)	WKU Regent, donor, Glasgow Times	Yes	
Chandler Memorial Chapel	2010		Chapel	David Chandler (1960-present)	Donated funds for construction	Yes	
Charles L. Taylor Agricultural Center/Taylor Pavilion	1965	1967	WKU Farm	Charles Leyland Taylor Sr. (1887-1965)	Ag Dept Head 1923-1958	?	
Cherry Hall	1937		Academic	Henry Hardin Cherry (1864-1937)	Honor of H. H. Cherry	?	
Cherry Statue	1937		Memorial	Henry Hardin Cherry (1864-1937)	Honor of H. H. Cherry	?	
Cherry Sundial	1993		Memorial	Henry Hardin Cherry (1864-1937)	Honor of H. H. Cherry	Yes	Not sure of the nature of this philanthropy
Cliff Todd Center	1899	2019	Foundation	John Clifford Todd (1928-present)	1950 Graduate Western, donor	Yes	
Confucius Institute	2017		Academic	Confucius (551 BC-479 BC)	Confucius Institute	Yes	
Craig Administration Center	1931	1968	Administration	William J. "Billy" Craig (1872-1959)	45 years service WKU faculty/admin	?	
Diddle Park	1996		Memorial	Edgar Allen Diddle (1895-1970)	Athletic Director and Coach, HOF	Yes/Various Donors	
Diddle Statue	2005		Memorial	Edgar Allen Diddle (1895-1970)	Athletic Director and Coach, HOF	Yes/Various Donors	
Dotson Drive	after 2005		WKU Farm Road	Orville Wick "Pete" Dotson III (1943- present)	Faculty, WKU Dept. of Agriculture	?	
Douglas Keen Hall	1967		Dorm	Douglas Keen (1904-1978)	WKU Regent	Honorific	
Downing Student Union (DUC, DSU)	1970	2014	Student/Acad	Dero Goodman Downing (1921-2011)	WKU President, admin/dean	Honorific	
E. A. Diddle Arena	1961		Athletics	Edgar Allen Diddle (1895-1970)	Athletic Director and Coach, HOF	Honorific	
E. H. Canon Wing, Academic Complex	1969	1969	Academic	Ernest H. Canon (1887-1978)	WKU Registrar	?	
Erskine House/African American Museum	ca. 1950	2014	Museum	Irene M. Erskine (1926-2017) and/or Dr. James R. Erksine (1923-2000)	Faculty Anatomy/Physiology 32 years	Yes	
Feix Field	1968	1991	Athletics	James "Jimmy" Wynn Feix (1931-2014)	AD, Coach, Alumni Director, Athlete	Honorific	
Felts Log House	ca. 1810	1979	Museum	Archibald Felts (1779-1840)	Log House Donated WKU 1979	Yes	
Fort Lytle	1861	1863, 1984	Historic Site	General William Haines Lytle (1826-1863)	Union officer killed 1863 Chickamauga	No	
Garrett Conference Center & Food Court	1953		Academ/Public	Paul Loos Garrett (1893-1955)	WKU President	Honorific	
Gary A. Ransdell Hall	2008	2010	Academic	Gary Alan Ransdell (1951-present)	WKU President	Honorific	
Gilbert Hall	1964		Dorm	Dr. James Thomas Gilbert (1910-2001)	WKU Regent	Honorific	
Gordon Ford College of Business	1998		Academic	Gordon Buell Ford, Sr. (1913-2005)	Donated \$10.6 million; Alum HOF	Yes	
Gordon Wilson Hall	1927		Academic	Alexander Gordon Wilson, Sr. (1888-1970)	Faculty, Chair English Head	Honorific	
Grise Hall	1966	1967	Academic	Finley Christopher Grise (1886-1973)	Latin Faculty, Chair, Dean	Honorific	
Guthrie Bell Tower	2001		Memorial	Robert Harvey Guthrie (1930-1952)	WKU Alum killed during Korean War	Yes	
Guthrie Family Overlook	2005		Memorial	The Lowell Guthrie Family	Lowell Guthrie, Trace Die Cast Donor	Yes	
Harbaugh Floor	2008		Athletics	John Avon "Jack" Harbaugh (1939-present)	WKU Football Coach; WKU HOF	Honorific	
Hardin Planetarium	1967	1967	Academic	Hardin Cherry Thompson (1938-1963)	Son of Kelly Thompson; WKU Student	Honorific	
Helm Library	1931	1967	Library	Margie May Helm (1894-1991)	Dir. Library/Prof. Library	Honorific	
Houchens Industries L. T. Smith Stadium	1968	2007	Athletics	Ervin G. Houchens (1897-1992)	Houchens Industries Naming Rights	Yes	
Hugh Poland Hall	1968		Dorm	Hugh Reid Poland (1910-1984)	WKU Regent/Pro Athlete	Honorific	
Ivan Wilson Fine Arts Center	1970		Academic	Ivan Wilson (1889-1981)	Head WKU Art Department	Honorific	
Jody Richards Hall	2003	2017	Academic	Walter Demarec "Jody" Richards Jr. (1938-present)	KY State Representative 1976-2019	Honorific	
John C. and Diane Schroeder Commons	2015	2015	Academic	John C. Schroeder (1948-present) ; Diane C. Schroeder (1950-present)	Pres Washash Plastics; banking; philanth	Yes	
Johnson Sundial	1933		Memorial	Marlow "Lowe" Gordon Johnson (1892-1932)	Faculty, History Department	Yes	Not sure of the nature of this philanthropy
Jones-Jagers Hall	1969		Academ/Public	Lee Francis Jones (1885-1970); Craddock Jaggers (1889-1962)	Head Dept Ed/Dir. WKU Training Sch.	Honorific	
Kelly M. Burch Inst. Transform. Practices in Higher Ed	2018		Academic	Kelly Michelle Burch-Ragan (1963-2015)	WKU Faculty/Dr. B. Burch's daughter	Yes	
Kelly Thompson Hall	1967		Academic	Edwin Kelly Thompson (1909-1993)	WKU President; Chairman CHF	Honorific	
Knically Institute for Economic Development	1967	2002	Acad/Research	Carroll Franklin Knically (1929-2006)	WKU Regent, donor, Glasgow Times	Yes	
L. D. Brown Agricultural Exposition Center	1977	1979	WKU Farm	Leonard Doyle Brown (1930-1982)	WKU Ag Dept Head	?	
L. T. Smith Stadium	1968		Athletics	Lloyd Thomas Smith (1897-1976)	Prof./Coach Industrial Arts/fb basketb	Honorific	
Mahurin Honors College/International Center	2015	2017	Academic	Felix Mahurin and Peter Mahurin	WKU Alums; Philanthropy	Yes	
L. Y. Lancaster Clinic Wing, Academic Complex	1967	1969	Academic	Dr. Lennie Young Lancaster (1892-1972)	Prof Biology Department	?	
McCormack Hall	1962	1969	Dorm	Dr. William Roby McCormack (1911-1991)	WKU Regent; physician	Honorific	
McLean Hall	1948	1951	Dorm	Martha "Mattie" McDowell McLean (1872-1954)	Secretary WKU presidents/regents	Honorific	
Meredith Hall	1991	2000	Sorority Dorm	Thomas Carter Meredith (1941-present)	WKU President (1988-1997)	Honorific	
Michael Wilhite Entrance	2006		Athletics	Michael Wilhite (1984-2005)	WKU Baseball Player Memorial	Yes/Various Donors	
Minton Hall	1962	2002	Dorm	John Dean Minton Sr. (1921-2008)	WKU Fac/Dean/Interim Pres	Honorific	
Nick Denes Field	1968	1969	Athletics	Nicholas George "Nick" Denes (1906-1975)	WKU Baseball Coach	Honorific	
Ogden College Hall	2016	2018	Academic	Robert Wenn Ogden (1796-1873)	Endowed original Ogden College	?	
Ogden College of Science and Engineering	1928	2001	Academic	Robert Wenn Ogden (1796-1873)	Endowed original Ogden College	?	
Ogden Drive	pre-1928		Road	Robert Wenn Ogden (1796-1873)	Endowed original Ogden College	?	
Paul C. Orberson Baseball Clubhouse	2008		Athletics	Paul C. Orberson (1956-2013)	WKU Baseball Player	Yes	
Pearce-Ford Tower	1970		Dorm	William M. Pearce (1879-1970); Maron Conner "M. C." Ford (1888-1940)	Ogden College Pres/Chair Ag/Chair Ag	Honorific	
Potter College of Arts and Letters	1965		Academic	Pleasant Joseph Potter (1821-1915)	Sheriff, Banker, Enslaver, CSA support	?	
Potter Hall	1921		Administration	Jerome Whitfield "J. Whit" Potter (1851-1923)	WKU Regent, banker	?	
Raymond B. Preston Health & Activities Center	1990	1992	Student/Acad	Raymond Bart Preston (1920-2007)	WKU Regent, alum, business	Yes	
Raymond Cravens Library	1970		Library	Raymond Lee Cravens (1930-present)	WKU Faculty, Dean, VP, Student Pubs	Honorific	
Robert Cochran Wing, Academic Complex	1967	1969	Academic	Robert Gilmore Cochran (1919-1971)	WKU Dean Public Affairs/PR	Honorific	
Rodes-Harlin Hall	1966	1967	Dorm	John Barret Rodes (1870-1970); Maxey Barlow Harlin (1876-1944)	WKU Regent; Father of Regent	Honorific	
Russell H. Miller Theater, Ivan Wilson Fine Arts Center	1970		Theater	Russell Hale Miller (1903-1968)	Prof. Speech/Dramatic Arts	Honorific	
Schneider Drive	ca. 2018		Road	Robert M. "Bob" Schneider (1932-present)	Faculty Dept of Agriculture	Honorific	
Snell Hall	2007		Academic	Commodore Perry Snell Jr. (1869-1942)	Ogden College Regent; Orig. Snell Hall	No	
Suzanne Vitale Clinical Education Complex	2006	2008	Academic	Suzanne Vitale (1943-present)	Chair Clinical Ed Complex Charter Com	Yes	
Tate C. Page Hall	1970	1988	Academic	Tate Cromwell "Pincey" Page (1908-1984)	Faculty, Dean College of Education	Honorific	
Van Meter Hall	1911	1968	Academ/Public	Charles Joseph Vanmeter (1826-1913)	Normal School Chancellor, Regent	Honorific	
Virginia Garrett Loop	1972		Road	Virginia E. Ellis Garrett (1899-1961)	Landscape Arch; Spouse Pres. Garrett	Honorific	
Wetherby Administration Building	1967	1967	Administration	Lawrence Winchester Wetherby (1908-1994)	KY Gov 1950-55, Lieut. Gov. State Leg	Honorific	
William "Gander" Terry Colonnade	1927	2003	Public	William Lester "Gander" Terry (1907-1991)	WKU Football Coach; WKU HOF	Yes	
Zacharias Hall	1992	1997	Dorm	Donald Wayne Zacharias (1935-2013)	WKU President	Honorific	
Zuheir Sofia-Dero Downing Building	1941	2002	Academ/Offices	Zuheir A. Sofia (1944-present)	WKU Alum; major donor	Yes	



POLICY & PROCEDURE DOCUMENT

NUMBER: 7.1000

DIVISION: Philanthropy and Alumni Engagement

TITLE: Philanthropic and Honorific Naming Policy and Protocols

DATE: October 21, 2019

REVISED:

AUTHORIZED BY: Amanda Trabue, Vice President for Philanthropy and Alumni Engagement

I. Purpose and Scope

Western Kentucky University has set forth the following policy, which outlines the criteria and protocols for philanthropic and honorific namings including but not limited to titles, spaces symbols, and awards. All proposals for namings shall be reviewed by the Naming and Symbols Committee and approved in accordance with this policy and with related University policies and guidelines to ensure that any naming decision is compatible with the vision, mission and values of WKU.

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II. Policy

A. Guidelines and Approvals

1. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to the approval of the related proposal for naming by the Vice President for Philanthropy and Alumni Engagement.
2. Each proposal shall be made in writing in accordance with these guidelines.
3. The proposal and record of the action taken shall be maintained in the permanent file in the Philanthropy Office.
4. Each proposal for naming shall be considered on its merits and not because a gift meets a predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of the naming.
5. A proposal for naming (gift related or honorific) shall include documentation of the following:
 - a. A thorough analysis of the proposal in relation to naming policy and guidelines as well as a financial review;

- b. Approval by the Vice President for Philanthropy and Alumni Engagement;
 - c. Approval by the President of the University;
 - d. Review by the General Counsel of the University as appropriate.
6. When a facility or area is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to specific terms and conditions set forth in any gift agreements related to the prior naming action.
 7. In any proposal for naming an academic or non-academic program in recognition of a donor or a non-donor honoree, consideration should be given to ensure that any associated endowment will be sufficient to sustain the program, since the naming shall be in effect for the life of the program.
 8. Naming of academic units shall not impede the University from altering its academic and research priorities and shall conform to all University policies and guidelines governing the establishment of such entities.

III. Procedure

A. NAMING – INVOLVING A GIFT

The Vice President for Philanthropy and Alumni Engagement shall review draft language for any gift agreement that includes a proposed naming of a University property, academic and non-academic program, and/or facility in recognition of the gift. Final signature is required by the President of the University.

1. No commitment for naming shall be made prior to approval of the proposed name by the Vice President for Philanthropy and Alumni Engagement.
2. The Board of Regents will not consider the naming until at least 51% of the pledged gift amount for the naming is received.
3. In reviewing a request for approval of naming, consideration shall be given to:
 - a. The significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the University;
 - b. The urgency of need for the project or for support funds for the project;
 - c. The eminence, reputation and integrity of the individual or entity whose name is proposed; and
 - d. The relationship of the individual to the University.
4. The gift shall constitute a "significant" portion of the total cost of the project to be named. The gift shall either: (1) fund the total cost of the project to be named; or (2) provide substantial funding for that portion of the total cost, which would not have been available from other sources (such as federal or state loans or appropriations, student fees, or bond issues). See Section VII below for funding minimums. Normally, "significant" will be interpreted as meaning 25% or more of the costs. Namings as a result of future gifts (bequests, etc.) will not normally be granted until such time as the gift is realized.

5. To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation would be handled as any naming for an individual.
6. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express University appreciation should be modest in size and may exclude logos to avoid the appearance of advertising unless deemed appropriate for the location.
7. A naming conferred in recognition of a pledge is contingent on the fulfillment of that pledge and will be approved on that condition. Appropriate provisions should be placed in the donor's estate plan to fulfill the pledge should unforeseen circumstances arise.
8. A named endowment may be funded through outright gifts or by written pledge over a period not to exceed five (5) years. If the endowment minimum is not reached within five (5) years from the effective date of a fund agreement and an alternative arrangement has not been established with the donor, the University may transfer the balance of the fund to an existing endowment fund with a related purpose or another fund specified by the donor and/or University.
9. When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving the University in an academic or administrative capacity, or is serving the community, state or nation in an elected or appointed position, the naming may take effect upon the approval by the Board of Regents.

B. HONORIFIC NAMING – NO GIFT

Named rooms and areas on campus are reserved for philanthropic gifts to the University. Naming a university facility or space on campus in the absence of a gift to support that honor shall remain an extremely rare method of recognizing individuals and is considered an exception to the WKU Naming Policy. Other prestigious university honors should be considered before a memorial naming is proposed. Such methods include creating an endowed fund, such as an endowed scholarship fund, or nominating an individual for consideration as an honorary alumnus or as the recipient of an honorary doctorate, or as a nominee for the Hall of Distinguished Alumni (HODA).

1. No commitment for naming shall be made prior to the completion of this process.
2. Consideration from any member of the WKU community regarding an honorific naming opportunity may be submitted, in writing, through the Vice President for Philanthropy and Alumni Engagement and to the Office of the President.

3. As a non-funded honorific **naming** is an uncommon occurrence, **and thus should not be duplicated** a rigorous approval process is involved, which would include a recommendation from both the Vice President for Philanthropy and Alumni Engagement and the WKU President, endorsed by the WKU President's Cabinet and approved by the WKU Board of Regents.
4. For a memorial naming of major facilities and spaces on campus, a five-year waiting period shall be observed after the death of the individual before considering his or her name for such distinction, unless specifically approved by the Board of Regents.

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C. RENAMING OR REMOVAL OF NAME

The University may remove naming rights for an endowed fund, facility or program in the event the entire amount is not received as provided in the gift agreement with the donor. The University may offer alternate naming opportunities appropriate to their giving level.

A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above and must be approved as outlined in Section II, E. In addition, these principles shall be followed:

1. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the General Counsel of the University and approved as outlined in Section II, E above. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.
2. Any proposal to rename or remove an honorific name from a facility or area shall be reviewed by the General Counsel of the University. Any renaming or removal of honorific naming must be approved as outlined in Section II, E above.

3. Periodically, all namings should be reviewed by the Naming and Symbols Committee to ensure that they are still compatible with the vision, mission and values of WKU.

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4. When a facility that has been named in recognition of a gift or an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another gift.
5. When an area named in recognition of a gift or in honor of an individual is developed for another use, the new area may be named in recognition of new gifts.
6. Appropriate recognition of earlier donors and honorees may be included in or adjacent to new and renovated facilities, as well as in redeveloped areas in the form of a plaque or other signage.
7. When a facility or area is proposed for renaming, campus or University representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

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D. CHANGE OF CIRCUMSTANCES

If at any time following the approval of a naming the circumstances change substantially so that the continued use of that name may compromise the public trust, the General Counsel of the University will consult with the President of the University regarding future action.

E. NAMING VALUE GUIDELINES

The gift minimums listed below are intended to be guidelines for WKU's many and varied units and programs. The Vice President for Philanthropy and Alumni Engagement may grant exceptions to the endowment minimums after consultation with the President and other appropriate University administrators.

Fund Type	Minimum Amount
Capital Construction & Renovations	
Capital Construction – New Facility	25% of estimated cost
Naming of Existing Building	\$1 million
Support for Facility Renovations	25% of estimated cost
Auditoriums, Atriums, and Public Spaces within buildings	\$350,000
Classrooms	\$100,000
Outdoor Physical Commemoratives	See policy
Endowed Chairs/Professorships/Lecture Series	
Regents Chair	\$2 million
Endowed University Professorship	\$1 million
Endowed Visiting Professorship	\$500,000
Endowed Visiting Lecture Series	\$100,000
College/Department/Programmatic Endowments	
Named College	\$15 million
Named School	\$10 million
Named Center/Program/Institute	\$5 million
Named Department	\$2.5 million
Endowed Fund in Support of a College, Department or Program	\$100,000
Scholarships/Fellowships	
Presidential Scholarship	\$300,000
Award of Excellence Scholarship	\$250,000
Regents Scholarship/Graduate Assistantship	\$150,000
Endowed Award	\$10,000
Housing Allowance	\$80,000
Meal Allowance	\$50,000
Book Allowance	\$10,000
Unrestricted Endowments for the University, Colleges, Departments or Programs	\$25,000

1. All proposals for naming should be done in coordination with the Vice President for Philanthropy and Alumni Engagement to ensure spending policies and donor recognition guidelines are followed.

2. All inventory lists of naming opportunities must be approved by the Vice President Philanthropy and Alumni Engagement before solicitation of naming opportunities.
3. Calculating the naming opportunity value of university-wide and departmentally based programs and centers will be based on the budgets needed to accomplish articulated goals over a specified time period. Hard and soft costs related to the program should be included when naming value is determined.
4. Support of an academic program on an annual basis will be recognized as the program support source for a specific given year. Annual support does not justify a naming opportunity (except in the cases of naming a specific program initiative or capital project).
5. Support for an academic program in perpetuity requires an endowment that funds the program budget needs over time.

F. IMPLEMENTATION & RECOGNITION

The President of the University and Vice President for Philanthropy and Alumni Engagement shall establish and administer institution-wide protocols for implementation and recognition for philanthropic and honorific naming opportunities. These protocols will be reviewed from time to time. The protocols must allow for sufficient due diligence and lead to outcomes that appropriately reflect the values and integrity of the institution.

1. Donor Signage – Plaques or other signs recognizing donors and named spaces shall be of generally uniform design and consistent with the University branding guidelines. The Office of Philanthropy and the Donor Engagement staff should be consulted on all named space recognition signage. The Donor Engagement staff will contact appropriate staff within the department/area where the naming is located as well as the assigned development officer for that department or area.
2. Sign Production Process and Cost – The Donor Engagement staff will work with sign vendors to schedule a visit of the building/space to view architecture and style. The vendor will provide examples/suggestions to fit the area and match materials. The design, cost and placement of signage will be determined by the Office of Philanthropy and the receiving department/area before production begins. The receiving department/area will assume the cost of signage and installation. The Office of Philanthropy will assume the coordination of sign design, production, delivery and installation.
3. Signage Timeline and Installation – Allow 12 weeks for signage process. Four to six weeks is required for the design and approval process. Expect four to six weeks for signage production. The Donor Engagement staff will work with Facilities Management or a local sign company to properly install signage.

IV. Related Policies

V. Reason for Revision