

SUBJECT: COHS Operating Policy for Development and External Relations

DATE: July 2018

PURPOSE: Set forth College of Human Sciences' policies and procedures for Development and External Relations in regard to

- Responsibilities of the Development office and its relationship with other entities in the College,
- Solicitation, acceptance, and acknowledgement of gifts,
- Internal and external relations activities and events.

Related OPs: [02.03](#), [02.04](#), [02.07](#), [02.08](#), [02.09](#); [Regents Rules \(RR\)](#)

REVIEW: This OP will be reviewed in January of even-numbered years by development and external relations staff, then approved by the Dean.

POLICY/PROCEDURE

Care and concern for helping each individual faculty member and student achieve his or her maximum potential remains the College priority. The College of Human Sciences has achieved excellence in many areas with the help of private funding sources, but additional support from the private sector is needed to allow the College to reach its full potential.

General Responsibilities of the Development Office

Relationship with other entities in the college

The COHS development officer works to promote COHS and the programs within by educating alumni, foundations, and corporations and then soliciting their support. The development officer works to ensure appropriate stewardship of all gifts received. Faculty and staff are encouraged to identify and collaborate in securing additional support for the COHS and individual programs.

The development office is also responsible for soliciting, coordinating, obtaining necessary approvals, and reporting all fundraising from the private sector for the College. To fulfill this mission, the development office must be informed in a timely fashion of all actions related to fundraising.

- The dean determines the COHS annual fundraising priorities. The development officer will work with the dean and department chairs to devise and implement a strategy to reach the annual fundraising goals and objectives.
- If a faculty or staff member has a fundraising need, he or she should obtain permission from the department chair prior to approaching the development officer for assistance in fundraising. The department chairs will notify the development officer.
- The development officer is responsible for receiving and acknowledging gifts obtained on behalf of the College.
- All offices of the College, including faculty and staff, are responsible for coordination with the development officer including written approval for all fund-raising projects sponsored by individuals, foundations, and corporations prior to the project.

Solicitation, acceptance, and acknowledgement of gifts

1. Definition of Gifts

- a. For the purpose of this document, gifts, donations, and non-contractual grants are defined as: charitable contributions of any kind of property, real or personal, including pledges, which are given for restricted or unrestricted purposes by donors from the private sector (e.g., individuals, foundations, and corporations). A gift is a voluntary transfer of property from one to another without consideration. It is donative in nature and bestowed by the donor voluntarily and without expectation of any tangible return.
- b. Included in the above definition are gifts such as cash, securities, tangible personal property, and real property.
- c. Not included in the above definition are grants from public entities, including local, state, and federal entities, or contractual grants, contracts, or purchase orders from private sources. The Office of Research Services will communicate approaches and receipts for contractual grants from private sources with the [Office of Institutional Advancement \(OIA\)](#).

2. Solicitation of Gifts and Grants from Private Philanthropic Sources

- a. All solicitation of gifts from private sources by any **Texas Tech University (TTU)** faculty member, staff member, student, student organization, or related corporate entity shall be coordinated and cleared before the fact with the development officer.
 - Any project for which gift funding in excess of \$1,000 is sought must receive approval from the appropriate academic and Institutional Advancement administrator. Funds may not be formally solicited for a center or institute prior to approval of the establishment of the center or institute by the Board of Regents.
 - In the approval process, the sponsors of the project must agree that, should the fundraising goal not be reached, TTU support in excess of what might be committed initially will not be sought. In addition, a plan must be provided by the project sponsor to the Vice Chancellor of Institutional Advancement and the president specifying what will happen to the gift funds should the fundraising project not reach its financial goal. The sponsor must agree to inform the principal donors in advance of how the funds will be used should the goal not be reached.
 - The Office of Institutional Advancement (OIA) maintains a master calendar for all fundraising events. All donor related events must receive prior approval from the OIA.
 - All fundraising projects and events shall comply with TTU policies and procedures, as well as federal and state law.
 - Any written statement concerning tax deductibility of contributions must be reviewed and approved by the OIA.
- b. If any faculty member, staff member, student, or student organization receives any unsolicited question from a prospective donor regarding a possible gift to TTU or [Texas Tech Foundation, Inc. \(TTFI\)](#), (file the same name) the COHS development officer should be notified of the inquiry as soon as possible following the initial contact.
- c. Fundraising programs can be initiated by TTU or by TTFI.
- d. The related corporate entities of TTU, other than TTFI, are defined as separately incorporated, nonprofit organizations with federal tax-exempt status, which, pursuant to their governing documents, exist solely to support TTU and have contracts with TTU setting forth such support. These organizations are:

- Texas Tech Alumni Association;
- Museum of Texas Tech University Association;
- Ranching Heritage Association;
- Texas Tech Association of Parents; and
- Texas Tech University Law School Foundation.

TTU personnel may assist the above-listed related corporate entities in any fundraising efforts in which the contributions are made to TTFI or TTU as designated by the donor.

TTU personnel and students may assist organizations, other than those listed above, with fundraising efforts, provided contributions are made to TTFI or TTU as designated by the donor.

e. Corporations and Foundations

All research, project, and gift solicitation proposals to private foundations or corporations must be cleared by the director of Corporate and Foundation Relations through the COHS Development Officer:

- The award is from a non-governmental source and is either for buildings or facilities, research or a specific project, or for the endowment of TTU;
- The donor specifically intends the award to be a charitable gift, as reflected by the characteristics of the award instrument;
- The conditions or stipulations placed on the intended use of the award are reasonable and serve to direct the funds to areas such as scholarships, facilities, or general research support of specific interest to the donor;
- The donor intends the gift to be irrevocable and, therefore, relinquishes the right to reclaim the gift or any unused remainder; and
- The donor makes the gift to TTU or TTFI without expectation of direct economic benefit or other tangible benefit commensurate with the worth of the gift.

f. Office of Research Services

The Office of Research Services will have responsibility for negotiation and administration of the award if any of the following indicators exist:

- The award is from a governmental or quasi-governmental entity or is a subcontract or purchase order from a federal contractor;
- The award is from a corporation's research and development budget and is perceived by the company as a "cost of doing business" rather than a charitable gift;
- The for-profit private sponsor hopes to gain direct economic benefit as a result of the activity to be conducted under the agreement;
- The award is the result of a project proposal to the sponsor, and there is a written contract between the sponsor and TTU;
- The sponsor is contractually entitled to formal financial, technical, or activity reports;
- There are specific limitations concerning patents, copyrights, publications, or the use and ownership of equipment;

- The unused portion of the award is revocable if the grant is not being used to the sponsor's satisfaction; or
- The activity supported by the award involves patents, hazardous substances, animal or human research subjects, or classified material.

g. Payment of Gift-related Fees

Finder's Fees or Commissions

- Neither TTU nor TTFI will pay any fee to any person in consideration of directing a gift to TTU or TTFI. Such fees could be illegal and, in the case of irrevocable deferred gifts that involve management of assets, the payment of such may subject TTU, its Board of Regents, TTFI, its Board of Directors, or the staff of TTU to federal and state security regulation.
- No commission or finder's fee of any type will be paid to any party in connection with the completion of a gift to TTU or TTFI.

Professional Fees

TTFI will pay reasonable fees for professional services in connection with the completion of a gift to TTFI as follows:

- If the potential gift is valued at \$100,000 or more and if the expenses to be paid by TTFI are \$5,000 or more, staff shall contact the Board of Directors of TTFI with a firm estimate of the anticipated expenses and shall poll the Board of Directors on the proposed expenses. If approved, staff shall have the authority to pursue a commitment on the gift.
- If the potential gift is valued at \$100,000 or more and if the expenses to be paid by TTFI are less than \$5,000, staff shall have the authority to pursue a commitment on the gift without approval of the Board of Directors.
- If the potential gift is less than \$100,000, TTFI will not agree to pay the related expenses.

h. Matching Gifts

- Some foundations and corporations provide gifts to TTU and TTFI to match certain academic contributions made by their employees. The OIA will verify receipt of the gift. The matching gift forms require the signature of the VCIA or designee for certification that the gift is eligible for match based on the company's matching gift policy.
- Matching gifts, including the original and matching contributions made to the related corporate entities of TTU, will be forwarded to the OIA for deposit into an account whereby the funds will be used as established by the matching gift company's policy. At no time will the funds be transferred to the related corporate entity for deposit to a bank account maintained by such entity.

3. Acceptance of Gifts and Grants from Private Philanthropic Sources

University [OP 02.03](#) provides policies and procedures regarding accepting outright gifts of cash and stock, real property, personal property, library gifts, vehicles, and deferred gifts.

a. Processing of Gifts and Grants from Private Philanthropic Sources

- The development officer will prepare the necessary paperwork to receive a gift to include an endowment agreement, a non-endowed gift agreement, and a gift in kind form. The unit coordinator will prepare the forms to set up new accounts associated with these gifts. Endowment agreements and non-endowed gift agreements are to be approved by Institutional Advancement before being sent to the donor for signature.
- Gifts in kind in excess of \$250,000 must be approved by the Board of Regents before being accepted.
- Before soliciting corporations and foundations for non-research related support, faculty members should inform the development officer who will secure clearance from Institutional Advancement to work with that corporation or foundation.
- For Naming Rights, see section e. and f.
- College personnel shall not delay the processing of cash, securities, or other gift instruments. Gifts should be delivered to the development office within one working day of receipt. If cash is processed, the department should tally the cash before giving it to the development office. The development office will ensure the gift is delivered to OIA for deposit and processing.
- The development officer will be responsible for preparing the necessary gift agreement (endowment, current use, gift-in-kind, planned gift).
- In addition, to the letter sent by the Chancellor, the COHS will acknowledge gifts.
- Credit card information may not be stored at any time. If a donor would like to make a gift with a credit card, the TTU employee should go online and enter the credit card information directly into the giving website at www.give2tech.com.
- Except as noted below, gifts to TTU and/or Texas Tech Foundation, Inc. (TTFI) shall not be subject to any internal fees.
- Due to the costs at the time of liquidation, a one-time development fee of 5 percent will be assessed on the following:
 - All gifts from life insurance policies;
 - All gifts from bequests; and
 - All gifts-in-kind that are to be liquidated rather than held by TTU or TTFI, excluding those gifts-in-kind that are readily marketable securities.
 - The 5 percent development fee shall not apply to gifts that are designated to establish an endowment fund or to increase an existing endowment fund, even when they are from life insurance, bequests, or gifts-in-kind.
 - Waivers of the 5 percent development fee will be granted only in limited circumstances and only when good cause is shown for the waiver. If a waiver of the development fee is requested regarding a particular gift, such request must be made in writing directed to the Vice Chancellor for Institutional Advancement (VCIA). Any waiver must be approved by the CFO upon the recommendation of the VCIA.
 - All endowment funds invested in the Long Term Investment Fund (LTIF) will be subject to an investment management fee of 0.5.
 - All development and investment management fees collected will be accumulated and forwarded to the accounts established for the deposit of such fees.

[OP 02.04](#) provides additional related policies and procedures.

b. Gifts of Securities

[OP 02.09](#) defines policies and procedures to properly accept, record and acknowledge gifts of securities from donors to College of Human Sciences and TTU.

c. Disclosure of Conditional Gifts from Foreign Persons

[OP 02.07](#) is written to assure that TTU complies with state law requiring disclosure to the Secretary of State of all conditional gifts made to TTU from foreign persons or agents. This OP also governs any gifts to the College of Human Sciences from foreign persons.

d. Operation and Maintenance of Endowment Funds

[OP 02.08](#) provides all definitions of policies and operating procedures pertaining to the endowment funds of TTU. Listed below are the most used endowment types and their minimum endowment levels:

Endowed Deanship, Department Chair Or Director	\$2,000,000
Endowed Chair	\$1,500,000 for selected chairs \$1,000,000 for other chairs
Endowed Professorship	\$1,000,000 for selected professorships \$500,000 for other professorships
Endowed Early Career Faculty Scholar Fund	\$500,000
Endowed Lectureship	\$250,000
Endowed Faculty Development Fund	\$250,000
Endowed Research Position	\$200,000

A minimum gift of \$25,000 is required to establish an endowment (as of January 1, 2017).

If gifts are received that are intended to establish an endowment, yet do not meet the minimum gift requirement, the development office will monitor the gift balance. Once the gift balance reaches the minimum endowment level, the development office should contact Institutional Advancement and Financial Services and Tax, requesting the interest/revenue generated now be directed to the endowment spendable.

e. Endowment or Other Gift Related Naming.

According to [Regents' Rules](#) 06.06.1, except as provided in Section 06.06.2, any naming related to an endowment or other gift, including but not limited to scholarships and academic positions

that are named in accordance with the wishes or in honor of a donor, must receive final approval before said designation may be announced. The approval process shall be as follows:

- The board shall approve a naming related to an unrestricted gift or grant over \$1,000,000.
- The board shall approve a naming related to a restricted gift or grant over \$250,000.
- The board shall approve a naming related to a gift or grant of real property.
- The chancellor shall approve a naming related to an unrestricted gift or grant of \$1,000,000 or less.
- The chancellor shall approve a naming related to a restricted gift or grant of \$250,000 or less.

In 06.06.2, the provisions of Section 06.06.1, [Regents Rules](#), do not apply to a naming that is governed by Sections 08.05 (TTU system buildings/facilities namings) or 12.05 (honorific namings).

f. TTU System Buildings and Facilities Naming

In [Regents' Rules](#) 08.05.1, General. The board, upon the recommendation of the president and the chancellor, shall approve the naming of all buildings, auditoriums, rooms, laboratories, streets, athletic fields, landscape features, and other facilities within the TTU system.

- An individual, foundation, or corporation wishing to expand the facilities of the TTU system may have an area named after the donor provided 50% of the designated area and/or equipment therein is provided by the donor.
- Academic buildings shall be named on the basis of the major academic use of the building. All new buildings should be named, wherever practicable, by the time the board approves the project.
- Residence halls may be named for a person, provided the individual is not actively connected with the TTU system at the time the building is named.
- Subunits of buildings (auditoriums, offices, reading rooms, libraries, conference rooms, laboratories, and so forth) may be named after an individual who, as an employee, has provided exemplary service to the TTU system or who, as a volunteer, has avidly pursued a program of excellence for a department, school, or college or for the TTU system, the State of Texas, or the United States of America.
- Streets and designated landscape features may be named after individuals or groups of individuals who have brought honor and distinction to the institution.
- Athletic and recreational facilities or areas may be named after a donor(s) or family who wish to donate a substantial contribution toward the cost of the project (normally a minimum of 50%).

In RR 08.05.2, Naming. In no case shall a campus site, structure, or facility bear the name of more than two individuals or one foundation or corporation.

In RR 08.05.3, Name changes. The board, upon the recommendation of the president and the chancellor, shall approve any change in the name of existing or planned facilities.

In RR 08.05.4, Removal of a naming. In unusual and unforeseen circumstances, the board reserves the right to remove a previously-approved naming of a facility.

In RR 08.05.5, Board approval, All namings and name changes requiring the approval of the board must receive approval from the board before the naming or name change can be announced.

In RR 08.05.6, Exceptions. Exceptions to the above sections may be made by the board.

External Relations

1. Giveaways

The external relations office will maintain a supply of COHS giveaways to be used for development and external relations purposes. There will be a small supply of college giveaways for use by the faculty for conventions and recruiting purposes. If more than 20 items are needed, the requesting department will pay for the items. The unit coordinator of development will assist other college faculty and staff in sourcing giveaways for specific academic programs.

a. Acknowledgments

- Birthdays
 - The external relations office will maintain a birthday list. This list will include major donors, key alumni, retired faculty, Chancellor, President, Provost, and other individuals significant to the college. People wanting to add names to this list should submit their request in writing to the external relations office.
 - The development support staff will prepare birthday cards for the development, external relations, and dean's office staff to sign at the end of the month in preparation for the upcoming month. The cards are mailed on a weekly basis during the next month.
- Illness

Illness of alumni/donors/friends or their close family members should be reported to the Associate Director to the Dean/External Relations. Upon receipt of the information the support staff will generate:

 - A card to be sent to the individual and/or family from the COHS with the appropriate signature.
 - For alumni, donors, or friends, a gift (flowers, plant, etc.) will be ordered costing up to \$75 from the college, signed by the Dean.
- Deaths

Death of an alumnus, donor, friend, or close family member of these should be reported to the Associate Director to the Dean/External Relations as soon as possible. When possible, the obituary will be reviewed to see what the family has requested.

One or more of the below practices may be followed. This will be determined on a case-by-case basis by the dean/development and external relations staff.

- A card or letter to be sent to the family from the college with the Dean's signature.
- A gift (flowers, plant, food, etc.) costing up to \$75 from the college with the signature of the Dean.

- A donation to a scholarship of the family's choice or request. If a scholarship has not been specified by the family for donation, the development officer may select one to donate to, as a memorial contribution.

Information will be provided to Institutional Advancement regarding death of alumni, current or retired faculty and staff, and donors so that university records can be updated.

b. Stewardship Reports

The development office is responsible for preparing stewardship reports to foundations who have given gifts to the college. To ensure that large endowments are reviewed on an annual basis, the unit coordinator of development will send out an email to the account managers on these endowment accounts requesting a report on the use of the spendable funds and what they have accomplished in the previous fiscal year. These reports will be due to the Dean of the College.

c. Recognition

- The development office will display a picture and bio of the donor of a scholarship endowment that will be posted in one of the COHS display cases.
- Donors who have created new endowments will be given a plaque to recognize their contribution.
- Other donor recognition will be determined on a case by case basis.
- Appointments to development advisory boards within the college shall be submitted via the development officer to the Vice Chancellor for Institutional Advancement prior to the individual being asked to serve on said board to avoid duplication in membership on the boards.

DOCUMENTS INCLUDED

[OP 02.03 Solicitation of Gifts and Grants from Private Philanthropic Sources](#)

[OP 02.04 Processing, Management, and Publicity of Gifts and Grants from Private Philanthropic Sources](#)

[OP 02.07 Disclosure of Certain Gifts from Foreign Persons](#)

[OP 02.08 Operation and Maintenance of Endowment Funds](#)

[OP 02.09 Gifts of Securities](#)

[Office of Institutional Advancement \(OIA\)](#)

[Texas Tech Foundation Inc.](#)

[Texas Tech Regents Rules](#)