



# UNIVERSITY OF HAWAII SYSTEM

## Legislative Testimony

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Testimony Presented Before the  
Senate Committee on Higher Education  
April 2, 2009 at 1:15pm

by  
Presley Pang  
Interim Secretary of the Board of Regents

SCR 79/ SR 47 – REQUESTING THE UNIVERSITY OF HAWAII BOARD OF REGENTS TO DEVELOP POLICIES AND PROCEDURES TO AUCTION THE NAMING RIGHTS FOR BUILDINGS AND FACILITIES ON THE UNIVERSITY OF HAWAII – WEST OAHU CAMPUS.

Chair Tokuda, Vice Chair Sakamoto, and Members of the Committee on Higher Education:

My name is Presley W. Pang, and I am the interim secretary for the Board of Regents, University of Hawaii. I appreciate this opportunity to testify on these resolutions, SCR 79 and SR 47.

These resolutions request that the Board of Regents develop procedures and policies to auction the naming rights for buildings and facilities on the University of Hawaii – West Oahu campus. As suggested in the resolutions, the naming rights would be limited in duration, and the buildings or facilities are to be named for deceased persons and historical figures. The resolutions suggest that a minimum bid price for the naming rights be established, and that the proceeds from the auctioning of naming rights be used for capital improvements, equipment, and programs of the West Oahu campus.

These concepts are novel and may generate lively discussion within the University community. Among the issues that may be discussed is whether an auction is the most efficient and effective way to generate revenue for the University while also preserving the University's identity and institutional integrity. In addition, as you may know, the University currently has a system-wide policy and an implementing executive policy on the naming of buildings and facilities. We will examine how an auction might be integrated with and not work at cross purposes against existing policy and the institutional values underlying these policies. Finally, we will examine how an auction procedure might complement other private development and fundraising strategies currently pursued or envisioned by the UH Foundation.

We welcome this opportunity to explore these issues and to report back to the Legislature before the start of its 2010 session.