I. Purpose

The purpose is to describe the policy on Named Chairs and Professorships (Chairs/Professorships) in the School of Medicine and Public Health. This policy will address funding levels, the use of the funds, the timing of establishing the Named Chair and Professorship and the availability of funds and the length of the Chair/Professorship.

II. Definitions

Available to Spend: The amount made available to the recipient to spend for the purpose specified by the donor. The amount available to spend is included in the spendable endowment income category at UWF and in the trust income category at the Trust.

Permanent Endowment: Permanent-endowment funds are invested and produce spendable income. The principal of a permanent endowment cannot be spent. Distributions can only be made from the spendable income of a permanent endowment.

Quasi-Endowment: Quasi-endowment funds are invested and produce spendable income. Distributions may be made from both the principal of a quasi-endowment fund in addition to the spendable income.

UW Trust Office: The Trust Funds Office is responsible for the administrative and investment oversight of endowment and other investable funds entrusted to the Board of Regents of the UW System.

UW Foundation: The University of Wisconsin Foundation (UWF) is the official fundraising and gift-receiving organization for the University of Wisconsin–Madison. The Foundation is the university’s development and financial partner.
## Endowment Level and Annual Funding Level by Chair or Professorship Title

<table>
<thead>
<tr>
<th>Title</th>
<th>Endowment Level</th>
<th>Annual Funding Level</th>
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<tbody>
<tr>
<td>Distinguished Chair</td>
<td>$3,000,000</td>
<td>$150,000</td>
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<tr>
<td>Chair</td>
<td>$2,000,000</td>
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<tr>
<td>Professorship</td>
<td>$1,000,000</td>
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<td>Bascom Professorship</td>
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<td>Faculty Fellow</td>
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### III. Policy

The following policies conform to the UW-Madison Chair/Professorship Funding Policies adopted in November 2016 which can be found at [https://provost.wisc.edu/documents/UWF%20Level%20Guidelines.pdf](https://provost.wisc.edu/documents/UWF%20Level%20Guidelines.pdf)

#### Funding Levels

Effective with this policy, any Chairs/Professorships established in the School of Medicine and Public Health will conform to the funding levels in the then current campus policy. Each funding level has a title, endowment level and annual funding amount.

The Endowment Level and Annual Funding Level are alternatives based on the specifics of the funding. If a fully-funded endowment is established, the Endowment Level amounts apply. If the funding is provided annually without a permanent endowment, the Annual Funding Levels apply.

Chairs/Professorships established prior to this policy will remain at the title originally established regardless of the current required funding levels.

#### Use of Funds

All Chairs/Professorships in the School of Medicine and Public Health will comply with the campus policy that a minimum of 50%, and up to 66% of the annual distributions be used to support the base salary and fringe benefits of the recipient. Unless specifically specified, recipients will not receive additional compensation as a result of being named. The funding will be used to offset existing salary and fringe benefits. The remaining distributions will be available to the recipient as flexible funds for research, education, and/or professional expenses, following normal UW-Madison expenditure practices.

#### Timing of Establishing the Chair/Professorship and Availability of Funds

The general rule for the establishment of the Chair/Professorship and naming of a recipient is when the full amount of funding, assuming an endowment model, is received. SMPH recognizes that Chairs/Professorships may be funded by donors over a period of time, for example $100,000 per year for 10 years to achieve $1,000,000 in funding. Another example would be partial cash funding with the balance as part of an estate. If requested by the donor and approved by the Dean or designee, the Chair/Professorship may be established and a recipient named when the fund achieves one-half of the required funding level. Distributed funds will not be made available, however, until the designated funding level is achieved. With permission of the donors, distributions may be reinvested to help achieve the designated endowment amount more quickly.
In unusual circumstances, upon the request of the donor(s), the Dean may allow distributed funds to be made available to a recipient before the full designated funding level is reached. If this occurs, the requirement to use at least one-half of the funding for salary still applies.

**Length of the Chair/Professorship**

The standard appointment period for a Chair/Professorship in SMPH will be five years. Based on the conditions of the funding, reappointment may be allowed following procedures described below. Alternative lengths of appointment are possible based on the conditions of funding.

**Links to Related Procedures**

**Steps to Request Appointment/Reappointment to a Chair/Professorship**

Chair/Professorship appointments at UW-Madison are made by the Provost, following a recommendation by the appropriate Dean. In the SMPH the process is managed by the office of the Senior Associate Dean for Finance.

The requesting unit sends the following items to the Senior Associate Dean for Finance and office administrative assistant: a written request of appointment addressed to the Dean and the candidates current CV. The following information should be included in the letter of request: candidate’s name, name of the Chair/Professorship, justification of the appointment and appointment terms. When everything is received, the finance department will forward the request to the Dean for review and approval.

Upon approval from the Dean, the finance department will contact the requesting unit for a brief bio of the candidate that will be included in the Summary Letter. The candidate’s dossier will be prepared and forwarded to the Provosts for review and approval.

The Provost office will send a letter of appointment to the Named Chair or Professor, Dean of the SMPH, Department Chair, and Senior Associate Dean for Finance. The Department Administrator will be notified of the appointment.

At the time of renewal, the finance department will notify the requesting unit that it is time to resubmit appointment request. At this time please follow the steps listed above for an initial appointment.

**Stewardship Guidelines for Professorships, Chairs & Distinguished Chairs**

An important responsibility of an endowed chair or professorship recipient is communication with and stewardship of the donor. Stewarding chair and professorship donors requires a special partnership with the school/department and key UW Foundation development staff to thank donors and convey the impact of their gift.

**School/Department:**

- The School/unit/department responsible for sending the acknowledgement is the School/unit/department that holds the UWF fund or UW Trust account.
- Send an acknowledgment to the donor when gift/pledge is received.
- Inform the donor when an appointment, reappointment or termination occurs.
Professorship or Chair Recipient:

- Send an acknowledgment to the donor when you are appointed.
- Prepare an annual progress report each year of your appointment. This one- or two-page document should give the donor a brief progress report on the activities in their program. A sample letter and writing guidelines are available on the Advancement Resources toolkit, about.uwadvancement.org/development/stewardship-resources/faculty-support.
- Use your endowment title consistently in letterhead, business cards, publications, and directories. For example:
  Chris D. Smith, MD
  Jones Professor of Surgery (customize to reflect specific title)
  Department of Surgery
- Share your news and recognition opportunities. If you receive significant awards or large grants, are mentioned in the media, or if a press release is written about you, please have your department send a copy of the story or release, or a link to the media source, to your UW Foundation development liaison so that they can inform donors of the news.
- Provide opportunities for donors to visit your lab, classroom or other campus experiences.
- Copy appropriate UW Foundation development liaison on any correspondence with donors to ensure a good record of communication and to avoid duplication.
- If you have questions about communicating with donors, please contact your UW Foundation development liaison.

UW Foundation:

- Prepare tax reporting documents

Steps to Access the Chair/Professorship Funds

The Chair/Professorship funds are traditionally held at the UW Trust Office or at the UW Foundation. Distributions occur quarterly so the current holder of the professorship will have access to the funds after the first quarter they are appointed to the Chair/Professorship.

Links to Related Guidelines

N/A

References

The UW-Madison Named Chair and Professorship Funding Policies adopted in November 2016 can be found at https://provost.wisc.edu/documents/UWF%20Level%20Guidelines.pdf

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<th>Responsible Unit and Contact title</th>
<th>SMPH Fiscal Affairs, Associate Director for Finance</th>
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<td>Original date</td>
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</tr>
<tr>
<td>Revision History/Prior replaced or revised policies</td>
<td>3/1/2017</td>
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<td>Next Review Date</td>
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