

Naming Facilities

The College District establishes the following guidelines to ensure an appropriate reflection of the history of the institution as well as consistency, fairness, fitting recognition, and good value in exchange for the honor or privilege of name association with a physical aspect of the College District.

It is the intention of the College District to honor and recognize outstanding support of the institution through the naming of facilities, scholarships, fellowships, and endowments that support the mission of the institution.

The guidelines set forth in this policy statement shall not be deemed all-inclusive. Any commitments made prior to the adoption of this policy shall be honored by the College District.

Definitions

For purposes of this policy, a building or other College District property shall include, but is not limited to, a campus, wing of a building, major component of a building, large auditorium, concert hall and major performing spaces, atrium, prominent outdoor space, academic department, nonacademic department, major academic centers, and institutes. This definition shall also include a classroom; laboratory; exhibition space; small performance space; library room or space; administrative room or space; nonacademic room or space; conference room; career placement room or space; small athletic room, space, or facility; small centers or institutes; and collections of art or books. Such property may include, but is not limited to, pavers, benches, planters, fountains, gardens, equipment, musical instruments, artwork, and outdoor plazas.

Naming Tributes

Gift-Related Naming

Guidelines for gift-related naming shall include:

1. The College District shall have the authority to award naming rights to an individual or organization making a substantial gift benefitting the College District. The term substantial gift shall be defined by the College President's cabinet, subject to approval of the Board.
2. The cabinet shall take into account the significance and amount of the proposed gift as either or both relate to the realization, completion, or enhancement of a larger feature, building, or major facility of the College District.
3. Each naming right shall recognize the donor according to the level, size, or scope of the gift.
4. If contributions consist of pledges, all pledged amounts shall be paid as prescribed by the donor agreement, unless otherwise authorized by the cabinet.

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5. If the full amount of any pledged gift is not received as stated in the donor agreement, the Board reserves the right to cancel the naming and determine an alternative naming right opportunity.
6. When a gift from a corporation or organization is involved, the corporation or organization may be eligible to purchase a naming license for a period of time to be negotiated between the cabinet and the donor. The terms and conditions of the designation, including the name to be displayed and the expected duration of the designation, shall be specified in a written agreement between the College District and the donor. At the end of the time period as prescribed in the donor agreement, the license may be renewed or offered to other donors.

Notable
Contributions
Naming

Guidelines for notable contributions naming shall include:

1. The Board shall have the discretion to occasionally bestow a naming opportunity on an individual or entity based on a long-standing relationship or significant involvement with the College District.
2. Naming opportunities are limited, and a very high standard must be applied in nominating honorees. Individuals whose nominations are based merely on professional achievements or long service that, while unusual or laudable, is shared by a significant number of other employees or volunteers shall be recognized in some other, more appropriate way. Normally, notable accomplishments occur over an extended period of years but may also include an unusual or heroic activity during a shorter period of time.
3. The Board retains the right to replace a name made due to a notable contribution with a name due to philanthropic act for the College District.

**Permanency of
Names**

When a gift from a family or individual is involved, a facility or space will receive a designation that shall last at least 20 years unless otherwise agreed. At the end of the designated time period, the cabinet shall have the opportunity to rename or re-designate the facility or space, subject to approval by the Board. Demolition or significant renovation may terminate the designation.

As modifications are made to property over time, situations may occur where it is in the best interest of the College District to relocate, modify, or reallocate named buildings or property. The individual or family involved in the initial naming may be offered an opportunity to retain the naming before any other naming gifts are considered. Should the donor decline, the College District shall

have the option to seek funding from another donor for which the renovated area may be named. Recognition of earlier donors and honorees may be included as deemed appropriate.

The Board reserves the right, at its sole discretion, to terminate a naming right agreement without refund of consideration or gift, prior to the scheduled termination date, should it be deemed necessary to do so to avoid the College District being brought into disrepute.

When a name is to be removed from an existing facility, approval shall be required through the same procedures as required for naming a facility.

Signage

Plaques and other signage shall be of general uniform design to match existing College District signage and shall follow the branding guidelines as prescribed by established College District standards.

Nominating Process

Gift-Related Naming

Gift-related naming of a College District building or other property shall be as follows:

1. An idea or suggestion for naming a College District building or other property shall be submitted in writing to the office of resource development for preliminary review and clarification.
2. The office of resource development shall forward a written proposal to the College President, who may give preliminary approval to proceed with the naming proposal or reject it. The vice president of finance and administration shall conduct a review with emphasis on the costs associated with granting the naming rights, which may include necessary legal or insurance expenses, facility preparation, maintenance expenses, signage costs, and other items.
3. After receiving preliminary approval, the office of resource development shall convene the appropriate parties from within and outside the College District to finalize a recommendation for naming rights. The parties may include, but are not limited to, the vice president of finance and administration and the vice president of student success, workforce, and resource development. Legal counsel may also be included at the discretion of the College President.
4. The office of resource development shall make its recommendation to the College President.
5. The College President shall accept, amend, or reject the recommendation. If the College President rejects the recommendation, the process shall return to item 2 above and incorporate

rate the College President's or an external group's notes, commentary, or both, before being resubmitted to the College President for another review. If appropriate, the College President shall accept the recommendation and it shall be submitted to the Board for final approval.

**Notable
Contributions
Naming**

Notable contributions naming of a College District building or other property shall be as follows:

1. Proposals shall be submitted to the College President, with a copy provided to the vice president of student success, workforce, and resource development and the appropriate member of the College District leadership team, depending on location of the naming request.
2. The College President shall collaborate with appropriate College District personnel and, if necessary, form a committee of employees and students to review the submission.
3. In consultation with the office of resource development, the College President shall decide whether to submit the proposal to the Board for final approval.

**Authority and
Approvals**

The vice president of student success, workforce, and resource development shall administer this policy and reference it as appropriate in any written agreement or understanding regarding naming of a College District building or other property. The office of resource development shall also keep a complete record of all naming agreements and related documents.

Giving levels for the naming of physical property shall be established through consultation between the Board, the College President, and staff from the office of resource development.

The Board shall determine if it is appropriate for the College District to conduct a background check on a prospective donor, whether living or deceased. If it is determined that a background check is necessary, the College District shall obtain written permission from the donor or donor's executor prior to conducting the background check.

Approval by the College President, in consultation with the office of finance and administration and the office of resource development, shall be required before the initiation of any proposed development campaign to solicit private donations to name a building or other College District property. All approved proposed development campaigns shall include the property designated for naming, nature of the private donation, and other relevant information.

Prior to final approval, the Board shall have reasonable assurance that:

1. The proposed name brings additional honor and distinction to the College District; and
2. Any philanthropic commitments connected with the naming are realized.

The Board has complete and absolute discretion to reject any gift for any reason. The Board retains the exclusive right to name all College District facilities and property, and the decision of the Board shall be final.

Agreement

A written agreement between the College District and the donor shall be prepared by the office of resource development. The agreement shall include the terms and conditions of the naming, including, but not limited to, the location, duration, and design. If the College District fails to complete the project within the time frame outlined in the agreement, the College District shall return the funds to the donor. Copies of the agreement shall be maintained by the College District's facilities office and the office of resource development.

Confidentiality

Authority for granting naming rights shall be reserved for the Board, and its action in this regard must be taken at a public meeting. Representations, promises, or guarantees by College District employees regarding naming rights and opportunities shall not be binding upon the Board.

To the extent permitted by law, the nominating process and deliberations shall be held in confidence for any individual, corporation, or organization who may be recommended for naming rights or who may be proposing to invest in a particular naming opportunity until the College President presents a recommendation for naming rights approval to the Board. Any person or persons making a recommendation to the College President or Board shall exercise the utmost discretion and caution in communicating with potential donors.