



Complete and submit this form, along with any supplemental documentation, to the Office of the President by 5:00pm on the seventh day prior to the Board meeting.

Date of Board Meeting: April 15, 2025

Subject: Administrative Procedure for Naming Opportunities

Recommendation: Inform the Board of Trustees of the Administrative Procedure for Naming Opportunities

Background and Rationale: Wharton County Junior College does not currently have a procedure for addressing the naming of existing structures or potential new structures in accordance with wishes from donors. As WCJC and the WCJC Foundation prepare to solicit these opportunities in the community, an administrative procedure for Naming Opportunities was created as a basic framework to provide guidance as we prepare to pursue these opportunities.

The administrative procedure provides allowance for the naming of any entire structure for a donation in excess of 51% of the cost of the building, or an amount that allows for the substantial completion of the project. This procedure, while limited to the naming of facilities and buildings, also allows for guidelines for donors naming structures in the name of another.

This administrative procedure when approved, allows WCJC and the WCJC Foundation to move forward with local specifics to provide to potential donors.

Cost and Budgetary Support: \$0

Strategic Priority Alignment:

<input type="checkbox"/> Student Success	<input checked="" type="checkbox"/> Community Impact
<input type="checkbox"/> Resource Optimization	<input checked="" type="checkbox"/> Institutional Excellence

Resource Person(s): Jonathan Jeter, Director WCJC Foundation and Advancement

Signatures:



Originator

April 9, 2025

Date

Cabinet-Level Supervisor

Date


President's Approval:



President

4-10-25

Date

 Wharton County Junior College	ADMINISTRATIVE PROCEDURE MANUAL		
WCJC Title: Naming Opportunities		Section C: Business and Support Services	Page(s): 3
BASED ON BOARD OF TRUSTEES POLICY			
Policy Title: Appropriations and Revenue Sources: Grants, Funds, Donations from Private Sources		Policy Number: CAM	
Subtitle: None		Date Adopted:	

Purpose

The purpose of the procedure is to provide standard guidelines for Wharton County Junior College to reference when a naming opportunity arises as part of the construction, development, or initiation of a capital facilities and/or equipment. Naming opportunities are granted in recognition of generous and substantive financial support. In exceptional and limited cases, a naming opportunity may be granted in memory or in honor of an individual, organization, or family.

Procedure

I. NAMING IN RECOGNITION OF FINANCIAL SUPPORT

- a. For naming recognition of capital facilities that are based on financial gifts, the donor will be expected to provide all or a substantial part of the cost of the project. "Substantial" means either a significant majority (51% or greater) of the cost of a new project, or a contribution which would not have been available from another source or was integral to the project's completion. Naming costs will be based on actual construction cost and/or cost of area per square foot, with appropriate adjustments based on visibility of space to be named.
- b. For naming recognition of an existing campus building or facility, the donor must provide a minimum gift of 51% of the current fair-market value of the existing campus building, or a minimum of \$500,000, whichever amount is greater. All naming costs will be based on actual construction cost and/or cost of area per square foot, with appropriate adjustments based on visibility of space to be named.
- c. Donors may be individuals, families, organizations, Foundations or corporations.

- d. Other contribution levels for a capital project will be determined on a case-by-case basis and will be based on actual construction cost and/or cost of area per square foot. Other naming opportunities for a project will be decided upon by the WCJC Board of Trustees upon approval of the conceptual design for a project based on the specifications of that building or facility.
- e. A written pledge is necessary for a naming recognition to be granted and reserved. A pledge agreement, letter of intent, or equivalent documentation, signed and dated by the donor, must be in the possession of Wharton County Junior College before a pledge is recorded.
- f. To name furnishings, the donor must make a gift in the amount of the full fundraising goal for those furnishings.
- g. At least seventy-five percent (75%) of a donor's pledge for a named gift must be received before visual recognition of the donor's gift can be installed on a facility or furnishing.
- h. The normal pledge payment period for named gifts will be one (1) to three (3) years. Certain exceptions may be made for a period not to exceed five (5) years, with Board approval. If a donor fails to pay the full pledge amount in the time specified on their pledge agreement, the Board can decide to remove naming recognition and accept a new pledge or donation for the same facility or furnishing. Any money donated during the pledge period, before failing to pay, will not be refunded to the donor.
- i. In all instances, the Board shall have the final decision as to the terms of the naming opportunity and whether the named gift is acceptable.

II. NAMING IN RECOGNITION OF ANOTHER

- a. A donor making a gift may choose to name the facility, space, furnishings or program in honor or memory of another individual, family, or organization. In such cases, the donor must request the naming opportunity in writing, as outlined in Section I above.
- b. For a gift made in honor of an individual, the individual for whom the name is submitted must agree to having the facility or area named for them, if at all possible. For a gift made in memory of an individual, the surviving spouse or next of kin must agree to having the facility or area named for the deceased person, if at all possible. It is the intent of this policy that individuals for whom a named gift is made give consent to the name being associated with the gift.
- c. In all instances, the Board shall have the final decision as to the terms of the naming opportunity and whether the named gift is acceptable.

III. GENERAL GUIDELINES AND PROVISIONS

- a. No naming will be approved or continued that will call into question the public's respect for Wharton County Junior College.
- b. Names of facilities or areas should lend prestige to Wharton County Junior College and to the faculty, staff, volunteers, supporters, and community. The

credentials, character, and reputation of each individual, organization, or corporation for whom the naming of a building or other area is being considered shall be carefully scrutinized and evaluated. Nominations submitted for consideration must be accompanied by appropriate documentation and rationale.

- c. Where a space or part of a space has been named, Wharton County Junior College will continue to use the name so long as the space remains in use and serves its original function. When the use of a facility is changed such that it must be demolished, substantially renovated, or rebuilt, Wharton County Junior College may retain the use of the name, name another comparable room or facility, or discontinue the use of the name altogether. If an area of the building must be replaced due to wear and tear and/or age, that will be considered being substantially renovated or rebuilt.
- d. It is the responsibility of individuals working on behalf of Wharton County Junior College to advise potential donors that their gift may be recognized by naming. Any gift that is two million five hundred thousand dollars (\$2,500,000) or more will be given the opportunity to name the larger more significant spaces or parts of spaces. The naming will be decided based on the donor preference, timing of the gift, and agreement of the Board. For gifts less than two million five hundred thousand (\$2,500,000), the area to be named will be decided based on the size of the gift, timing of the gift, and agreement of the Board. The timing of the gift will be determined by the date that money is actually received or the date that a signed pledge agreement, letter of intent or equivalent type document is received.
- e. If a donor requests or requires a name change for legal cause, the cost to perform the name change will be paid by donor or donor assignee. That cost will be determined by the Board and given to the donor after such request has been made.

IV. APPROVALS

- a. The final authority for naming, memorial, or tribute decision rests with the Board of Trustees. The guidelines set forth in this policy statement are not to be deemed all-inclusive. The Board reserves the right to consider any and all factors regarding the privilege of name association with Wharton County Junior College, as particular acts and circumstances warrant.
- b. The Board reserves the right to adjust the use or function of a named facility or area in order to meet program needs.

Date Prepared: April 8, 2025

Revised Date: