

# Naming Buildings and Programs

1. The College and its foundations continually seek private funds to enhance the College's ability to meet the higher education needs of the community. To that end, the College should provide appropriate recognition to donors. Naming recognition may take many forms; however, this policy is intended to establish guidelines when naming programs, buildings, facilities and other campus area for donors or for individual recognition.
2. Potential nominations for naming buildings, parts of buildings, facilities, programs or endowed chairs will be made to the President. Nominations must be accompanied by a brief written explanation regarding the nomination. Any individual may nominate any person, regardless of whether the person has provided a financial gift to the College, who is in good standing in the community and has demonstrated an exceptional and distinguished service record to the College and/or to the College's mission.
3. Within two weeks of receipt of the nomination, the President will provide all Board members with the name of the nominee, a copy of the written explanation and a copy of this Policy.
4. If the Board members determine that there is sufficient interest to consider this person or Organization for a naming right, at the next regular meeting of the Board, the Chairman shall appoint an ad hoc Naming and Recognition Committee ("Committee") of not less than three Board members. The President will be an ex officio, nonvoting member of this Committee. The Chairman may designate any other member of the College staff, the Foundation or the community to serve on the Committee in an ex officio, nonvoting capacity. No individual shall serve on the Committee in any capacity if that individual is a nominee for a naming right.<sup>[1]</sup>
5. The Committee shall use whatever means it deems appropriate to determine whether the proposed action is in the College's best long-term interest and whether the contribution of the individual or organization is of such significance to warrant this action. As a guide, the Committee should consider the following:
  - a. For naming rights based solely on a financial contribution, minimum gift levels are as follows:<sup>[2]</sup>

<b>Naming Opportunities</b>	<b>Minimum Contribution</b>
<b>New Construction</b>	25% of projected construction cost
<b>Renovation for Existing Building (unnamed)</b>	25% of projected construction cost
<b>Classroom or Laboratory</b>	\$50,000
<b>Conference Room</b>	\$25,000
New or Existing Outdoor Areas (e.g. walkways, pavilions, garden areas, depending on location and scope of other facilities)	TDB on a case by case basis design

- b. For naming rights based on non-financial contributions, the type and length of service to the College and/or the College's mission and the impact of the individual's service, the individual should have an outstanding reputation and be in good standing in the community and have demonstrated an exceptional and distinguished service record to the College and/or the College's mission.
- c. Regardless of financial or non-financial contributions, College buildings, areas, programs and endowed chairs will only be named for companies,

organizations or individuals that reflect favorably upon the College and whose gift or previous service record will or has advanced the College and its mission. The Committee shall use whatever means it deems appropriate to determine whether the proposed action is in the College's best long-term interest and whether the contribution of the individual or organization is of such significance to warrant this action. As a guide, the Committee should consider the following:

6. The Committee will make its recommendation to the Board at a regular meeting and the Board will vote in open session to consider the request.
7. Additional requirements:
  - a. For naming rights based on financial contributions, the naming will only occur when a cash gift is received, a pledge is satisfied, real estate or stock is converted to cash or a bequest is received. No naming will occur until the full amount necessary to fulfill the financial obligation has been received by the College or the Foundation.
  - b. Building naming rights shall be for the life of the facility. Planned demolition or significant renovation shall terminate the naming recognition unless otherwise designated by the Board. Other areas or college programs will be named for the period designated in the agreement.
  - c. Should the company, organization or individual making a naming gift come into ethical, moral or legal disrepute in the College or community at large, the College reserves the right to discontinue the use of that name in association with the College.
  - d. The College will make arrangements for a commemorative plaque and/or dedication ceremony as appropriate.

<sup>1</sup> This process may be altered to meet the College's current or desired practice.

<sup>2</sup> It is optional to include monetary levels in the policy. Instead, the College may include the following language: "Naming a building, program or endowed chair solely on a financial contribution shall be reviewed, and approved or rejected, by the Board on an individual basis." This section may be deleted altogether, as well.

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