

26-01 NAMING OF COLLEGE FACILITIES AND PROGRAMS—PROCEDURE

1. PURPOSE

Recognize significant gifts to the College by naming a facility or program in honor of individuals, groups, businesses or corporations, who make or have made a substantial gift to the College when that contribution represents a significant share of the cost of a facility.

Because naming opportunities are integral to the fund-raising process and an important part of donor recognition, the program shall be jointly coordinated by the District Governing Board and the Foundation Board of Directors.

No commitment for the naming of college facilities, space or programs shall be made prior to approval of the proposed name in accordance with this Policy. However, in the context of a major fundraising campaign approved by the District Governing Board, the naming of small objects and features, such as shrubbery and bricks, is permitted. The President and the Foundation will manage this activity.

2. PROCEDURE

Criteria for Selection of Honorees

Naming a facility, space, endowed chair or program for an individual, organization or corporation is one of the highest honors CCC can bestow. Honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity and the highest standards of personal and professional ethics. The CCC District Governing Board will consider the following criteria in selecting prospective honorees:

1. Private Financial Support

Individuals, corporations and other organizations may be considered for naming recognition if they have made significant financial contributions to the college.

Determination of what constitutes a significant financial contribution is made on a case-by-case basis taking into consideration the total cost of the project. The following provides general guidelines for the District Governing Board who has the discretion to consider other factors as summarized in Section 1 above in the naming process.

- a. New facilities - 50% of new construction costs
- b. Renovated facilities - 75% of the cost of renovating a facility
- c. Existing facilities - 75% of fair market value
- d. Portable items - 50% of the value of the collection
- e. Tribute markers (i.e., trees, gardens) – at least 100% of the cost
- f. Definitions – Total Cost of Facility
- g. The total cost of a facility includes architect's fees, preconstruction and site prep, construction, landscaping, furnishings and equipment.
- h. Programs – determined on a case-by-case basis

- i. Endowed chairs – determined on a case-by-case basis
- j. Nothing herein shall require the financial contribution to be used to acquire the named object.
- k. The minimum for naming rooms or facilities shall be at least \$10,000 and must adhere to the guidelines listed

2. Review

Procedure for the designation/authorization of a college facility, space, endowed chair or program as a naming opportunity will be as follows:

- a. Individuals or groups who have an interest in designating a facility, space, endowed chair or program as a naming opportunity shall communicate that interest to the College President.
- b. The College President will present proposed naming opportunity to the Foundation for review and then to the District Governing Board for final approval. The College President shall include a description of the facility, space, endowed chair or program to be named, the proposed gift opportunity (if any), the merits of the individual or organization to be recognized and the method of recognition.
- c. Only the District Governing Board shall have the authority to approve all campaigns or naming opportunities of college facilities, space, endowed chairs, programs, etc.
- d. All proposed names shall be held in confidence during the review and approval process and disclosed only to those individuals who are part of that process.

3. Affixing Values

In order to establish a coherent, organized and consistent approach to the valuing of facilities, spaces, endowed chairs and programs, a committee convened by the President and consisting of the Vice President Administrative Services, Vice President Academic Services, Executive Director of Institutional Advancement, Director of Facilities Management and any other staff they choose will recommend the value of the facility, space or program. The recommendations will be reviewed by the Foundation. All final values ultimately shall be determined by the CCC District Governing Board and approved by the full Board.

Campaigns

Whenever there is a major fundraising effort or campaign, the CCC Foundation and President will develop a plan which lists naming criteria and funding amounts for various components of the campaign. This plan will be submitted to the CCC District Governing Board for its approval before specific individuals or organizations are approached for specific donations or naming recognition opportunities.

Named Funds

Gifts establishing named funds, either endowed or current expenditure, do not require special approval unless the fund is an endowed chair or the gift exceeds \$1 million dollars. Naming opportunities for endowed chairs and gifts exceeding \$1 million must be approved by the District Governing Board following the procedures set forth in this Policy for facilities, space, endowed chairs or programs.

Terms of Agreement

The naming of a college facility, space, endowed chair or program neither implies nor constitutes legal ownership of that facility, space, endowed chair or program by the individual, corporation, organization or group for whom it has been named. The naming of facility, space, endowed chair or program also does not imply any legal duty or obligation to the named individual or group beyond the maintenance of the commemorative identification of said facility, space, endowed chair or program in accordance with this Policy.

If donor names must be removed for remodeling, renovation or to be rebuilt due to a natural disaster or other such cause, recognition shall be replaced according to the original agreement. If the facility, space, endowed chair or program is removed, discontinued or purpose changed and a new facility, space or program built, CCC reserves the right to add to, or alter, the naming opportunities of the new facility, space or program. In such a case, commemoration of the original naming recognition shall be within the discretion of CCC.

Unless otherwise provided herein or by the CCC District Governing Board, the naming of CCC facilities, space, endowed chairs or programs for individuals, families or organizations shall be in perpetuity. The naming of CCC facilities, space, endowed chairs or programs for corporate benefactors shall be for a period not fewer than ten years.

CCC reserves the right to remove any naming recognition as a result of the nonpayment of a gift or pledge. In addition, CCC reserves the right to refuse a naming request or to reverse or revise a naming decision should CCC determine that the individual or organization after which the facility, space or program is named no longer reflects the educational, ethical, and philosophical ideals of CCC.

3. BACKGROUND

1. References: Procedural Guidelines
2. Revision history: 12/02/2003, 04/22/2009, supersedes Procedure 153-01, 09/11/2013 (new)
3. Legal review: 04/04/2013
4. Sponsor: Office of Institutional Advancement

Approved by College Council: 09/11/2013