



PROCEDURE

Policy Name:	Naming of Facilities
Policy Number:	3802
Applicable Code/Law:	N/A

Procedural Guidelines

Intent and Criteria for Naming

The primary intent of the naming process is to allow the College to recognize or honor individuals or organizations that have made one or more of the following contributions:

1. A donor who makes a significant contribution in honor of one of the following:
 - a. A student, faculty, or staff member who has left the service of the College, who has achieved prominence in his or her field of endeavor, and who has made an outstanding contribution to the College.
 - b. Former elected, or appointed state government official instrumental in the development of the College.
 - c. Former member of the Board of Trustees, an advisory committee, or president who has served the College.
 - d. A citizen who has provided significant leadership and service to the College.
 - e. A citizen or organization that represents the ideals and values of the College.
2. A donor whose gift has significantly financed the construction of a structure or area or a donor who has consistently supported a program or programs.

Additional criteria to be considered when contemplating a naming opportunity should include the following:

1. A given name may be assigned to only one building on campus. This guideline only applies to building names. Other naming opportunities on campus could exhibit multiple pieces of property with a given surname.
2. The proposed building, site, and common area name should not readily lend itself to unwanted abbreviations, acronyms, or nicknames.

Modification or Relocation of Property Names and Renaming

The naming of property is effective for the useful life of the building or facility as long as it is used for the purpose for which it was used at the time of the gift. At the end of the useful life of the property and/or the cessation of the use in effect at the time of the gift, the College may rename property subject to the Board of Trustees approval. In the event of a renaming under these circumstances, appropriate recognition of earlier donors and honorees shall be included in or adjacent to the replacement or redeveloped property, as applicable.

Under extraordinary circumstances, when the continued use of the name would compromise the public trust and reflect adversely upon the College, the College reserves the right to rename property subject to the approval by the Board of Trustees.

Philanthropic Naming Procedure

Philanthropic Naming refers to the naming of College facilities, programs, funds, or services in recognition of a charitable donation from an individual, civic or charitable group, business, other entity or organization that is intended to enhance the College by financial and/or in-kind support for a specific facility, program or service.

Philanthropic Naming is a poignant and prominent honor for an individual or organization deemed worthy of such recognition. The act speaks to the judgment that is exercised by the College to link the name of the individual or organization with traits that are considered commendable at Shoreline Community College. Recognizing that the naming of College facilities, programs, funds, or services is likely to be highly visible to the College and the community at large, all who are involved in the act of a philanthropic naming must do so discreetly, thoughtfully, and with concern for how that action will be viewed in retrospect. Any such proposed action must be consistent with the interests of the College, to assure that the amount of the contribution warrants the proposed recognition, and to maintain equity in the relationship of donations for similar naming opportunities. Naming opportunities may be indicated by a campaign, if applicable.

Naming Guidelines

Individuals and organizations are encouraged to be major donors of the College. In doing so, and in certain situations, the donor's name may be used in association with a facility, program, fund, service, external or internal space, etc. to acknowledge the investment by the donor in the success of students, and excellence of programs at Shoreline Community College. When the College is presented with a naming opportunity, the following criteria will apply:

1. Individual or entity demonstrates a genuine belief in the role of the College within the community for advancement of education.
2. A gift will be in the amount that is pre-determined with the donor in writing and indicated by the campaign, if applicable...
3. Donation must be realized in full within three to five years of the commitment or as determined by the campaign, if applicable

4. In cases where the donor name is used, the gift agreement will specify the duration for which the building or space will be named, including the clause that any name changes during that period will be at the College's sole discretion, subject to approval by the Board of Trustees.

Facilities

1. New facility with only private funding or a combination of state and private funding:
 - The facility or building can be named with a pre-determined amount with the donor including the amount needed for an endowment for maintenance and operations of said facility or building. This may also include a pre-determined amount with the donor for an endowment for programmatic student scholarships and/or Faculty Professional Development.
 - Naming within the facility will be by room according to the agreed upon floor plan set by the campaign or college with a pre-determined amount with the donor.
2. New facility with only state funding for construction:
 - The facility or building can be named with a pre-determined amount with the donor for equipment, furniture and for an endowment for maintenance and operations of said facility or building. This may also include a pre-determined amount with the donor for an endowment for programmatic student scholarships and/or Faculty Professional Development.
 - Naming within the facility will be by room according to the agreed upon floor plan set by the campaign or college with a pre-determined amount with the donor in writing.
3. Existing un-named facility: Naming will be allowed for a pre-determined amount with the donor for establishing an endowed fund for the maintenance and operations costs of the facility and may include a pre-determined amount for an endowment for programmatic student scholarships and/or Faculty Professional Development.
4. Renovating an existing facility: If the facility is already named, the existing name may not be replaced, but a joint naming may be allowed for a pre-determined amount with the donor for establishing an endowed fund for the maintenance and operations costs of the facility and may include a pre-determined amount for an endowment for programmatic student scholarships and/or Faculty Professional Development.
5. If the facility is not named already, naming may be allowed for a pre-determined amount with the donor for establishing an endowed fund for the maintenance and operations costs of the facility and may include a pre-determined amount for an endowment for programmatic student scholarships and/or Faculty Professional Development.
6. Philanthropic naming for an addition (e.g. new wing) to an existing facility may be allowed for a pre-determined amount with the donor for establishing an endowed fund for the maintenance and operations costs of the wing and may include a pre-determined amount for an endowment for programmatic student scholarships and/or Faculty Professional Development.

Notes:

- a) Endowment for maintenance and operations will be for the duration of the life of named facility. The amount will be for the full coverage of the maintenance and operations of a facility or building. Upon retiring a named facility, the College will use the earnings of the endowment fund towards the replacement facility with appropriate acknowledgement for the donor commensurate to construction costs. The endowment distribution will be according to the spending rules of the Investment Policy of the Shoreline Community College Foundation.

Equipment and Objects

Naming of any equipment or object may be possible for a contribution that will provide the entire cost of said item as well as a fund to facilitate the maintenance and operations of the donated item for its duration. Equipment and objects can be named for a pre-determined amount with the donor and according to the campaign guidelines, if applicable.

Programs

Philanthropic support can provide much needed funding to further elevate the existing standards of excellence at Shoreline Community College. Philanthropic naming may be allowed for a gift in the form of an endowment, direct program support, or a combination thereof. Any private gift associated with the naming of any of the following should be at a level that will transform the nature of the division, department, program or service or program involved, enabling that area to reach a level of excellence that would have been extremely difficult using state or grant funds alone. Support should be used to provide excellence for the program involved, and should not replace state funds made available to that program. The following programs and areas can be named for a pre-determined amount with the donor and according to the campaign guidelines, if applicable.

For example:

1. Academic Division
2. A Department within an Academic Division
3. Athletics Department
4. Excellence and Innovation Fund
5. Lecture, Concert, and Theater
 - a) A lecture, concert, and theater series or opportunity for a visiting lecturer or artist will attract a variety of outstanding individuals of broad experience or discipline-related expertise whose presence and presentations will have appeal and impact for the program, the College as a whole, as well as community-wide significance.
 - Lecture, Concert, and Theater Series: The endowment fund must be sufficient to provide for the honorarium, travel, lodging and meal costs that are generally acceptable in association with such an activity.
 - Visiting Lecturer or Artist: The endowment fund must be sufficient to provide for the honorarium, travel, lodging and meal costs that are generally acceptable in association with such an activity.
6. Library Collection Fund

Student Success

1. Leadership Fund
2. Travel, Training, and Internship Fund
3. Student Services Program Fund
4. Other specified endowment

Notes:

- a. Specific criteria for eligibility should be established in consultation between the donor, College President, department, program and Foundation Executive Director. The terms must be appropriately documented within the donor's written gift agreement.
- b. An endowed fund for excellence should be established in support of an academic discipline, program or other areas which could benefit from private support. Earnings from such funds may be used to enhance the selected program in a variety of ways, including support for travel, direct program support or for other education enrichment activities.

Faculty and Staff Development

All endowed positions will aid the College by providing a faculty or staff member who do not have to be paid entirely out of the annual operating budget. This allows the College to reallocate scarce state funding to address other College priorities. In addition, in competitive disciplines of study, the availability of such funds may enable the College to improve employee recruitment and retention.

1. Professor
2. Dean
3. Faculty Program Coordinator
4. Director

Travel and training funds are critical to staying abreast of the latest advances in their respective fields. Endowed funds will allow for flexibility within a department to make such important professional development opportunities more available for their faculty and staff.

1. Professional Development Fund

Other Naming Opportunities

Plaques, Monuments, Major Markers, Class Gifts

An ad-hoc committee comprised of one faculty, one classified staff, one professional (administrative) staff, one student, and Foundation Executive Director is responsible for reviewing all requests for plaques, monuments and major markers on campus. The committee will meet as needed and upon review and approval or dismissal of a request, will send their recommendation(s) to the Executive Team. The Executive Team will provide a recommendation to the President for final decision on the matter. Such requests for recognition must be in the form of a letter, no longer than three pages and signed by at least three members of the College community, and should include background on the honoree, as well as outlining the location, plans, cost and design for said recognition item.

Requests for a current Class Gift must be endorsed by the current Associated Student Government Officers and outline the way funds will be generated from the students for said item.

- **Design Standards:** Any proposals for new plaques, monuments or major markers must conform to College policy and design standards related to campus signage and graphics and the facilities master plan.
- **Definitions:** A plaque is any ornamental or engraved flat or low relief plate, slab or disc that can be affixed to a base, indoor or outdoor building surface or other object. Monuments or memorials can be either permanent pieces of public outdoor art, sculpture, landscape enhancements or other civic improvements whose primary purpose is to honor a person, group, event, or other significant contribution to the College. Some examples are a plaque bust, sculpture, etc. Major markers include signage requested that depart from the established College signage standards.
- **Records:** The Shoreline Community College Foundation shall maintain an official list of all requests and approved proposals for all naming opportunities addressed on campus.

Intercollegiate Athletics Facilities and Playing Fields Temporary Naming Rights

The College may enter into agreements with business entities to temporarily name intercollegiate athletics facilities or playing fields when the business entity makes a substantial contribution to the College's intercollegiate athletics program. A "substantial contribution" in this context means that facts and circumstances, including relevant market conditions, show that the business entity is making a substantial financial contribution to the College's intercollegiate athletics program.

Any such agreements must be reviewed by Advancement working with the Athletics Department and will normally be for a fixed term of five (5) years and not in excess of ten (10) years. The term should be consistent with the contribution. Any agreement to temporarily name an interior feature, object or space must be approved by the President. An agreement to temporarily name an interior feature, object or space may include the right to place a sign or signs on the exterior of a building or an outdoor area; however, such right shall be approved by the Board of Trustees upon the recommendation of the President. Any agreement to temporarily name buildings must be approved by the Board of Trustees upon the recommendation of the President.

The logo of a business entity may be included on the name temporarily affixed to an interior feature, object, space, building or outdoor area if the logo is part of a unique design created in part for the purpose of acknowledging the relationship between the College and the business entity. Inclusion of a logo in a unique design on the name temporarily affixed to an interior feature, object or space shall be reviewed and approved by the President. Inclusion of a logo in a unique design on the name temporarily affixed to a building shall be approved by the Board of Trustees upon the recommendation of the President.

This policy will apply to both new and existing interior areas, features, objects, spaces, buildings, and outdoor areas or spaces. No agreement shall detract from the College's values, dignity, integrity, or reputation, nor shall it create a conflict, or the appearance of a conflict, of

interest or confer special privileges. The business entity shall have a prominent relationship with the College or the region, and have a positive image and demonstrated integrity. In the event of changed circumstances, the College reserves the right, on reasonable grounds, to revise the form of or withdraw recognition.