



ADMINISTRATIVE PROCEDURE

TITLE: Naming of Facilities and Entities

ADMINISTRATIVE PROCEDURE # 3650

RELATED TO POLICY # 3650 Naming of Facilities and Entities
(renamed from “#405 - Naming Opportunities”)

A. Conferring Names

1. **Working name:** The College President, in consultation with senior College administrators, will assign temporary working names to be used during the planning, development, and construction phases of a facility. The Board of Education will be notified of the working name, which will be replaced by an administrative or commemorative name before completion of construction.
2. **Administrative name:** The College President, in consultation with senior College administrators, will assign administrative names that are primarily descriptive or decorative (e.g., Educational Support Building). The College President will notify the Board of Education of the administrative name. Any administrative name may later be replaced by an ideal-based, commemorative, or corporate name.
3. **Ideal-based name:** A name that reflects an ideal or principle that is consistent with the College’s mission and values may be recommended to the President by the UCC Foundation Board or a campus member. The President, in consultation with the senior college administrators, will determine if the name fits the College mission, adds value to the College, and merits Board consideration. The recommended name will be sent to the College Council for review and feedback from campus constituents. Ideal-based names must subsequently be approved by the President and by the Board of Education.
4. **Commemorative name:** Commemorative names, both honorific and gift, may be recommended to the President by the UCC Foundation Board or a campus member. See below for further details on honorific and gift naming. The President, in consultation with the senior college administrators, will determine if the name fits the College mission, adds value to the College, and merits Board consideration. The recommended name will be sent to the College Council for review and feedback from campus constituents. Commemorative names must subsequently be approved by the President and the Board of Education.

a. **Honorific Naming**

- i. Facilities and entities may be named for an individual (or individuals) who has provided exemplary, meritorious, or philanthropic support or service to Umpqua Community College or to the district.
- ii. Names of people currently serving in political offices and current employees of Umpqua Community College are not eligible for consideration.
- iii. Honorific name suggestions may be sent forth by campus members or the UCC Foundation at any time for consideration. Suggested names will be reviewed when honorific naming opportunities present themselves. Names must be sent to the President and with the following information:
 - Name of person making the nomination
 - Name of nominee
 - Position held by nominee
 - Description of accomplishments of nominee
 - Description of nominee's relationship to the College and/or district
 - Nomination statement of 3-6 paragraphs explaining why the College in particular should honor this individual.

b. **Gift Naming Process**

- i. **New construction.** Naming gifts shall provide a substantial portion of the cost of construction (generally at least 50%).
- ii. **Renovation.** Naming gifts shall provide a substantial portion of the cost of construction (generally at least 50%).
- iii. **Existing facilities.** Naming gift amounts shall be based on one or more of the following considerations:
 - Replacement value of the facility (generally 50% of the replacement cost)
 - Amount needed to provide a meaningful level of support, ideally through endowment, for the maintenance and enhancement of the facility
- iv. **Other entities.** Naming gifts shall provide the amount needed to support the entity or for significant entity improvements that will elevate the status of the entity to a level of regional prominence
- v. **Historical buildings.** For buildings recognized by historical societies, the College will honor the historical significance of names but remain mindful of opportunities to acknowledge future donors.

5. **Corporate name:** Corporate names may be recommended to the President by the UCC Foundation or a campus member. The President, in consultation with the senior college administrators, will determine if the name fits the College mission, adds value to the College, and merits Board consideration. Corporate names must be approved by the Board of Education.
 - a. When naming College facilities or entities for corporations, the appropriateness of the corporate name in a public context should be taken into consideration.
 - b. Corporate names may not be used for academic units.
 - c. Prior to acceptance of a corporate name, the College will negotiate and commit to writing a time limit for the use of the corporate name.

B. Duration of Names

1. **Facilities.** In the event of demolition or renovation of major facilities (intentionally or through accident or act of nature), existing names will not automatically be transferred to a new or renovated facility. In such cases the College reserves the right to assign a name to the new or renovated facility by:
 - a. Transferring the existing name to the new or renovated facility (usually a prominent or historically significant name that the College wishes to continue to honor). Transfer of the names requires Board of Education approval. NOTE: The College will strive to maintain names of individuals who were instrumental in the creation and early success of the College. Those names may be transferred to the new/renovated facility, to a portion of the new/renovated facility, or to another appropriate facility on campus.
 - b. Asking the previous donor to make a new gift to maintain the name. The Board of Education must approve maintenance of names based on new gifts.
 - c. If the previous donor declines to make a new gift, or no member of the donor's family is reachable (due to death or an unsuccessful, exhaustive effort to contact the donor's family), the College may offer the naming opportunity to a new donor, use an administrative name, select an honorific name, or name the facility based on an ideal. The College may find it appropriate to name part of the new building for the previous donor or to include a plaque to indicate that the new facility occupies the site of a building previously known by another name. Any name change requires the approval of the Board of Education.
2. **Entity.** If an entity is discontinued, the College will consider alternative recognition, especially where the naming is supported by an endowment gift. Appropriate recognition will be determined by the redesigned use of the endowment fund. The Board of Education must approve the alternate recognition.

3. **Name Changes.** In matters of individual name changes, the college will work with the individual to appropriately address changes in name in a manner that is appropriate for the donor and the College. In matters of corporate name changes, the College will work with the naming corporation in a manner that is appropriate for the corporation and the College. All name changes (other than working or administrative) must be approved by the Board of Education.
4. **Removal of Names**
 - a. In unusual or unforeseen circumstances, the College reserves the right to remove a previously approved name. The President of the College will bring forth the recommendation for approval to the Board of Education. Examples of such situations include, but are not limited to:
 - i. Donor/corporation does not fulfill a commitment upon which the naming was approved
 - ii. The donor or the person whose name is used is subsequently convicted of a felony
 - iii. The donor or the person whose name is used engages in conduct which, in the sole discretion of the Board of Education, is significantly detrimental to the reputation of the benefactor or named person such that continued name association between such individual and the College would be contrary to the best interests of the College and/or may compromise the public trust or reputation of the College
 - iv. Any of the officers or directors of a naming corporation are later convicted of a felony or incur civil sanctions in their capacity as corporation officers or directors that are detrimental to the reputation of the corporation, and the Board of Education determines that continued name association between the corporation and the College would be contrary to the best interests of the College.
 - v. A naming corporation changes its name or goes out of business.
 - b. The President, in consultation with senior administrators, will present a proposal to the Board of Education regarding the discontinued use of an existing name, outlining the reasons for termination and presenting an analysis of risks associated with this action. Prior to the approval of a name revocation by the Board of Education, the UCC Foundation and/or the College shall provide the benefactor, or a representative of the benefactor, the opportunity to voluntarily relinquish the name from the College facility or entity, as the case may be.
 - c. The UCC Foundation or the College is responsible for contacting the individual, group, or corporation regarding termination of naming. If the

individual is deceased, the Foundation or the College will take due action to contact next of kin or personal representative.

C. Recognition

1. For historical purposes, any named facility or entity should include a plaque or similar recognition that explains the significance of the name to the College.
2. The Office of Communications & Marketing should be consulted for adherence to the College's typeface and signage codes.

D. Fundraising for Naming Opportunities

1. All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the President and the Executive Director of the UCC Foundation. The President may delegate responsibilities to the Executive Director of the UCC Foundation or other named officers of the college for coordination of fundraising and development campaign efforts to secure gifts related to naming opportunities. Upon approval by the Board of Education, the President and Executive Director of the UCC Foundation shall maintain a college-wide naming schedule listing required gift levels for naming opportunities.
2. Unless previously stipulated, as in the event of a capital campaign where such solicitations are planned, the President must approve all gift-related naming opportunities of \$1,000,000 or more prior to solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to recommendation by the Executive Director of the UCC Foundation and approval by the President and the Board of Education. Each proposal shall be made in writing. A gift agreement stating the terms of the gift-related naming must be signed by the donor, the President, and UCC Foundation Board President when applicable. The proposal and gift agreement shall be maintained by the Foundation Office in accordance with federal and state records retention requirements.

RESPONSIBILITY

The President, in consultation with the Executive Director of the UCC Foundation, has responsibility for the implementation, revision, and review of these procedures.

DATE OF ADOPTION: 11/27/2018 CC

NEXT REVIEW DATE:

DATE(S) OF REVISION:

DATE(S) OF PRIOR REVIEW: