

SOUTHWESTERN COMMUNITY COLLEGE	NAMING RECOGNITIONS	Policy 2.04
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The College and its Foundation continually seek private funds to enhance the College's ability to meet the needs of its community and region. Significant financial gifts, outstanding support and service to the College may be recognized through special naming opportunities of facilities and areas on campus, and endowed faculty chairs. While naming opportunities may take many forms, this policy provides guidelines in the naming of buildings, other areas on campus, and endowed chairs. Naming opportunities should contribute to fulfilling the mission of the College and the North Carolina Community College system, while reflecting positively on the College, its students, graduates, staff, administration, and Board of Trustees, and on the community.

A. Basis and Procedure for Naming Opportunities

1. Consideration of a naming or memorialization opportunity may be based on:
 - a. Prior outstanding service to the College;
 - b. Prior outstanding support of the College; or
 - c. A significant financial gift or commitment to the College.
2. The Board of Trustees may consider naming of, or memorialization through, the following:
 - a. Facilities: Buildings, structures, plazas, gardens, fields, streets, walkways, sites, or areas; including any portion(s) thereof, furnishings or other outfitting or accoutrements within, on or at a facility;
 - b. Endowed Faculty Chairs;
 - c. Other opportunities as appropriate.

Donors wishing to endow a named scholarship shall be referred to the College's Foundation.

3. Procedure:
 - a. The President or his/her designee shall work with Foundation personnel and Board of Trustees to appropriately solicit donations to its Foundation that may result in a naming opportunity.
 - b. Prior to considering any naming or memorialization opportunity, the President shall investigate the proposed naming opportunity and present the results of that investigation and a recommendation to the Board of Trustees. The President shall assure that the proposed association meets the criteria herein.
 - c. All potential nominations shall be confidential until an official determination has been made by the Board of Trustees. Any action to name a facility, chair, or other opportunity must take place in an open session meeting of the Board of Trustees which occurs no fewer than thirty (30) days after the President's recommendation.

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- d. The Board of Trustees shall have final approval over all naming opportunities and shall exercise its full discretion in approving, or not approving, any naming, renaming, or memorialization opportunity in accordance with this policy.
- e. Unless otherwise agreed upon by the College and donor, naming rights shall be for the life of the facility, so long as the facility is still in active use by the College. Planned demolition or significant renovation of a facility shall terminate the naming recognition unless otherwise designated by the Board of Trustees.
- f. The Board of Trustees may terminate the naming of a facility, or chair if the name associated with the College is no longer consistent with the mission and policies of the College.
- g. The President, or his/her designee, will make special arrangements to honor the donor, including but not limited to a commemorative plaque or dedication ceremony.

B. Criteria for Naming Opportunities

1. General:

- a. The credentials, character, and reputation of each individual or entity whose name is, or will be, associated with the College shall be carefully scrutinized and evaluated to assure consistency with this policy.
- b. No association should appear to indicate any preference for or support of any political beliefs or group or religious beliefs or group.
- c. Any donor-proposed restrictions on use of any funds received through these opportunities must comport with the mission of the College and its policies and procedures, must enhance the reputation of the College, and must not create any unacceptable future financial or other liability for the College.
- d. Consideration of an association with a person currently in or seeking political office is prohibited.

2. Prior Outstanding Service:

Naming or memorialization on this basis shall be allowed after a person has served the College for at least ten (10) years.

3. Prior Outstanding Support of the College.

Naming or memorialization on this basis shall only occur when an individual or other entity, not otherwise employed by or associated with the College, has provided outstanding support for a period of ten (10) years or more. Support could include on-going volunteerism, financial support, or in-kind donations.

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4. Financial Gift or Commitment:

- a. Naming or memorialization on this basis shall only occur when a donor pledges a significant financial contribution within the guidelines below.
- b. Naming will not occur until a gift or pledge of cash is actually received or when a non-liquid asset is converted to cash or otherwise determined to be usable in its current form by the President. Unless otherwise recommended by the President and approved by the Board of Trustees, no facility or chair will be named after a donor until the full financial obligation has been received by the Foundation.

Gift or Commitment Opportunities include but are not limited to:

Opportunity		Gift or Commitment Amount
New (pre-construction)	facility	At least \$1,000,000 or 51% of the initial cost of the building.
Existing facility		At least 51% of the replacement cost
Areas/facilities other than buildings (gardens, fields, etc.)		100% of the cost of construction or 100% of the cost to renovate/upgrade area.
Endowed Chair		\$250,000