

SOUTHWESTERN COMMUNITY COLLEGE	<b>NAMING RECOGNITIONS</b>	Policy 7.03.13
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### *Policy Statement*

Southwestern Community College (the “College”) and the Southwestern Community College Foundation seek to provide appropriate recognition to those individuals and corporate entities who have generously provided extraordinary gifts. Although such recognition may take many forms, this policy establishes guidelines for the naming of facilities and programs. The naming of College facilities and academic programs recognizes an individual or corporation’s high scholarly distinction, devotion, distinguished service, or considerable gifts. Such exceptional contributions may be in the form of major financial gifts, significant time and talent devoted to the College by dedicated members of the College community, and/or extraordinary and distinguished service on the part of faculty, staff, Board of Trustee members and others.

## **A. Basis and Procedure for Naming Opportunities**

### **1. Reason for Policy**

The naming of a physical or non-physical asset of the College is appropriate when a significant contribution has been received for the benefit of the College and/or to honor the character, service or other positive merits of an individual.

The College will consider the following two general categories of naming opportunities:

**Honorary Naming:** The College considers the naming of a building, part of a building, or other property or asset of the College, to be among the highest levels of recognition the College can bestow. In that context, it will only be in rare circumstances that College property or other assets will be named in order to honor or memorialize someone who has made an extraordinary contribution to the College.

Persons considered by the College for naming honors shall be determined by the College in its discretion to have been dedicated to the purpose, nature and mission of the College, and shall have achieved outstanding distinction through civic, intellectual and/or artistic contributions, to the development of the College and the region served by the College. Responsibility for the naming of a College building or other College asset in honor of an individual rests solely with the College as detailed in the accompanying procedures.

**Philanthropic Naming:** Consideration for naming of a College building, part of a building, classroom or other College property or asset may be given in recognition of a major financial gift to the College. The President and SCC Foundation staff will seek financial gifts commensurate with the honor sought, and consistent with the reputation and compatible with the mission of the College, as determined by the College in its discretion. Consideration for naming of a College building, etc., will be given, in particular, with respect to major gifts that represent a significant percentage of the cost of the subject building, part of a building, classroom or other College property or asset. See the accompanying procedures for further details.

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The responsibility for the naming of College buildings and other physical and non-physical properties and assets is a collaborative effort between the College and the Foundation.

## 2. Considerations

The following considerations will be primary among all taken into account when contemplating the naming of physical and non-physical properties and other assets of the College.

- Recognition will be consistent with the College's mission. In this regard, due attention will be given to both the long and short term appropriateness of the naming.
- Unless an agreed upon time period has been stipulated in the applicable gift agreement, the naming of a physical or non-physical property or other asset of the College in recognition of a donor or other individual implies a commitment by the College to the donor that the property or other asset will be maintained by the College for so long as the continued use and/or occupancy of such property or other asset remains, in the discretion of the College, reasonable, prudent and viable under the circumstances. In the event that the College, in its discretion, determines that a cessation of, or other change in, the use, occupancy and/or maintenance of such property or other asset is necessary, warranted and/or unavoidable, the College will try to find an alternative naming opportunity or if the naming has exceeded 20 years, in its discretion, make a determination that the naming has concluded.
- The College will consider outright gifts, pledges, and irrevocable deferred gift arrangements, with respect to naming opportunities. In the case of pledges and/or irrevocable deferred gifts, the College, in its discretion, may determine that, while it is appropriate to implement an immediate naming of a physical or non-physical property or other asset, the applicable gift amount should be set at an amount which, in the discretion of the College, reflects the delay in the College's receiving the subject gift.
- The College reserves the right to remove the naming rights given to any physical or non-physical College property or other asset should the College determine, in its reasonable discretion, that there has been an adverse change in the reputation of the donor to an extent deemed relevant by the College.
- To support the naming of a non-physical asset of the College (e.g., a program, an academic unit, or a faculty chair) through the establishment of an endowment (i.e., a gift with stipulations regarding usage), the College will, in its discretion, and as more fully described in the SCC Foundation Gift Acceptance Policy, require that the endowment be in an amount anticipated to be sufficient to generate annual earnings consistent and ample enough to sustain the non-physical asset on a permanent basis.

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## **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 comply with and support 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.

### **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 outlined in procedure 7.03.13.01.
- 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.

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**C. Gift Levels for Naming Via Financial Support - See the accompanying Naming Procedures**

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