

SOUTHWESTERN COMMUNITY COLLEGE	<b>NAMING RECOGNITIONS</b>	Policy <u>2-047.03.13</u>
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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.~~

### 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. 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.~~

### 1. Reason for Policy

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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.

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

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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.

### ~~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.~~
- ~~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.~~

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~~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~~ comply with and support 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.

### **4. Financial Gift or Commitment:**

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- a. Naming or memorialization on this basis shall only occur when a donor pledges a significant financial contribution within the guidelines below 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.

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

**~~Gift or Commitment Opportunities include but are not limited to:~~**

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

Revised: September 25, 2018