



Administrative Policy

Policy Title:	Facility Naming Guidelines
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Offices Responsible:	President's Office & Foundation
Reviewing Committee:	Leadership Council
Related Policies:	
Related Laws:	

Policy Summary:

This policy covers the naming of both major and minor College facilities. Major facilities include campuses, buildings, theaters, halls, wings of buildings, fields, plazas, fountains, roadways, walkways, malls, quadrangles, and similar facilities on the campuses of Jackson College. Minor facilities include classrooms, seminar rooms, lecture halls, laboratories, and interior portions of buildings, service facilities, etc.

The naming and renaming of major and minor facilities is associated with three scenarios;

- To honor individuals for particular achievement;
- To recognize significant philanthropic support;
- As part of a commercial contract or agreement.

Applicability:

This policy applies to the naming of major and minor facilities. This policy does not apply to endowed programs of teaching, service or recreation. Endowed chairs, professorships, visiting lectureships, special lecture series and awards for excellence in teaching, research or performance of other academic responsibilities.

Additionally, this policy does not apply to the recognition of distinction or contributions by the placing of plaques or other memorials, where such recognition does not carry with it the naming of major or smaller facilities. The president, or the president's designee, has the responsibility of approving all matters in connection with the design and location of plaques or similar recognition.

Honorary Naming:

From time to time, the College may wish to approve a naming to honor the extraordinary distinguished contributions of its past members and others to the College.

Only in exceptional circumstances will honorary naming be approved for living or current members of the College community, Board of Trustees, or holders of political office. Such naming will require the approval of the Board of Trustees.

Philanthropic Naming:

For recognition by naming, it will be expected that the donor, and/or others wishing to honor a donor, will provide all or a substantial part of the cost of the major or minor facility. "Substantial" is deemed to mean either a significant majority of the cost or a contribution which, while not being a significant majority, is regarded as central to the completion of the facility, etc.

In the establishment of objectives for a fundraising campaign, the Foundation president, upon approval from the College president, may establish in advance naming opportunities and the level of donation required for each, and may advise potential donors that the contributions will be recognized by naming, subject to approvals and decisions being consistent with this policy.

In all such cases, individuals representing the College will make clear to potential donors that naming is subject to the following:

- a. the proposal must be approved according to the College's criteria, and
- b. where the donation does not meet the full or substantial cost of the facility, the naming is subject to completion of satisfactory funding arrangements, and the naming will take place only after that is achieved. If the College is unable to proceed, the potential donors will be entitled to redirect their contributions to other areas of the College.

Corporate Naming:

The foundation and president's office must complete a detailed due diligence review of the corporation prior to any corporate naming. Each corporate naming request must be analyzed to ensure that there are no conflicts of interest. Certain restrictions may also apply to any proposed naming of a major or minor facility financed with the proceeds of tax exempt bonds.

In cases where a corporation or organization name is used, the naming of a major or minor facility will normally be limited to a period not exceeding 25 years. The proposed number of years for naming the project will be identified when it is presented to the Board of Trustees for approval. The gift agreement will specify the number of years during which the major or minor facility will be named and it will include the clause that any name changes during that period will be at the College's sole discretion, subject to the approval of the Board of Trustees.

Duration and Modification:

I. Honorary Naming:

The duration of an honoree's name on any major or minor facility continues for as long as the facility is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, renovation, re-designation of purpose, or similar modification of a named facility, the Board of Trustees may deem that the naming period has concluded. The College president or their designated representative will make all reasonable efforts to inform in advance the original honorees when the naming period is deemed to have concluded. If the naming has exceeded 25 years, in its discretion, the Board of Trustees may make a determination that the naming has concluded.

II. Philanthropic Naming:

Unless an agreed upon time period has been stipulated in the applicable gift agreement, the naming of a major or minor facility of the College in recognition of a donor or other individual implies a commitment by the College to the donor that the major or minor facility will be maintained by the College for so long as the continued use and/or occupancy of such facility 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, renovation 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. If the naming has exceeded 25 years, the Board of Trustees in its discretion, may make a determination that the naming has concluded.

III. Corporate Naming:

In the event of a corporate or organization naming of a major or minor facility, if the corporate or organization name changes, the College may deem that the naming period has concluded. If the naming has exceeded 25 years, in its discretion, make a determination that the naming has concluded, unless an agreed upon time period has been stipulated.

IV. Changed Conditions:

When the donor, honoree or commercial naming period has concluded, the major or minor facility may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

In exceptional circumstances, additional names may be added to a major or minor facility, in recognition of an additional gift even if the prior donor or honoree's naming period has not concluded, subject to any specific terms and

conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or unit.

In certain circumstances, the Board of Trustees reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the donor or honoree. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.

If in the opinion of the Board of Trustees and College president, the reputation of an individual, family, or entity for which a facility is named changes substantially so that the continued use of that name may compromise the public trust, dishonor the College's beliefs, standards, or otherwise be contrary to the best interests of the College, the existing or pending naming may be revoked.

No name will be approved that will imply the College's endorsement of a partisan political, religious or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.

If a donor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

A naming may be revoked in the same manner that it was approved.

Criteria for Acceptance

The College president and Foundation president will judge the acceptability of potential naming gifts based upon one or more of the following criteria: the naming gift's usefulness and inspirational value to the student body; its physical or aesthetic enhancement of the campus; its contributions to the mission, heritage and reputation of JC or its recognition of accomplishments by the College's students, alumni, parents, employees or other friends.

Approvals

All proposals for naming should be forwarded to the College president, who shall make a determination whether the proposed naming conforms to this policy, is otherwise appropriate, and is of sufficient merit. Upon satisfactory determination, the president will present the naming to the Board of Trustees for approval.

Provisions in this policy that refer to naming in order to honor a donor, also apply to honoring some other person at the wish of a donor or group of donors. However,

where the person to be honored is a public figure (living or dead) rather than a donor, a member of the family of the donor, or an associate of the donor, the naming shall be subject to the approval of the Board of Trustees, which shall determine whether the naming in recognition of the third party/ies is appropriate in relation to College purposes and policies.

Costs of Implementation

Costs associated with creating donor recognition systems or plaques may be paid from either a portion of the naming donor's gift, or with internal budgeted resources.

Date Of Change	Description of Change	Responsible Party
1/21/2014	Policy Update	B. Robinson
9/29/2014	Policy Review	J. Valente
10/22/2017	Update	Phelan & Valente
05/16/2018	Review	Valente