

Category:

Policy Title: Naming College Facilities, Programs, and Events

Policy Number:

Policy Statement:

Purpose

The purpose of this procedure is to provide guidance in the implementation of GCCC policy: Naming College Facilities, Programs and Events. Naming opportunities serve as an integral function in the fundraising process and provides an opportunity for important donor recognition. This process should be used to ensure there is clarity, consistency, and transparency in the naming process. The procedure provides direction to the trustees, the office of the College President, and the Dean of Advancement and Alumni Relations. The President may determine exceptions to these procedures on a case-by-case basis when deemed necessary.

Standards for donor relations

The proposed naming opportunity will enhance the reputation of the College, its standing in the academic community, and in the broader community, conform with College’s commitment to freedom of academic expression, integrity, and quality of education, while advancing the College’s mission, without endorsing an ideological position or commercial product and/ or service. The donation for a naming opportunity should recognize a reasonable and consistent proportion of the cost of the area, program or project to be named, as well as other considerations that relate to donor recognition.

Naming Eligibility

Gift Naming

The name of a facility, program or event may be recommended based on a substantial gift or pledge by a donor. A “substantial gift” or shall be defined as a contribution that is a significant majority of the project cost (51% or more) or a contribution that would not have been available from another source or was in some way integral to the project or programmatic initiation, continuance, completion, or excellence. When financial support involves a pledge, the college generally requires at least 20% of the total pledge to be paid prior to implementation of the recognition.

Naming of a particular building, wing, room, lecture hall or other space or facility may vary depending on many factors, including utility, visibility, size, location, original building cost, etc., associated with the space. The following general guidelines apply to physical

- Building: \$500K- \$4M+
- Community room/ Lobby \$250K- \$500K
- Theatre/ Galleries \$100k- \$250K
- Studio/ Laboratory \$50K- \$150K
- Classrooms/ Department offices \$25K- \$100K
- Fountains, benches, outdoor plantings, or other outdoor structures or areas will be handled on a case-case basis.

Recognition Naming

Reviewed	Revised	Review/Revised	Reviewed/Revised
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For naming recognition to honor extraordinary, distinguished services, the individual is expected to be a former employee, former student, former trustee, or other individual who has made significant service contribution to the College in its pursuit of fulfilling its mission.

Name Removal

The Board of Trustees may vote to remove the name of a facility, program, event, or designated area under the following circumstances:

- The facility or area is demolished or is no longer used for the benefit of the College.
- The function of the facility, program, event, or area changes to the extent that the purpose for the naming is no longer relevant.
- The individual or organization for whom the facility, program, event, or area is named is involved in activities that conflict with the College's values or bring dishonor or embarrassment to the College.

Approval Process for Naming of Facilities or Programs

1. Naming opportunities for buildings/ spaces within a building shall be defined by Garden City Community College (GCCC) President and Dean of Advancement and Alumni Relations.
2. Naming opportunities for: rooms, areas on campus, or other structures will be reviewed on a case-by-case basis by the GCCC President and Dean of Advancement and Alumni Relations.
3. College Council will review requests for informational purposes and consultation.
4. All naming opportunities must be reviewed and approved by the GCCC Board of Trustees.
5. If a business/ organization is no longer in the community or is no longer in business, the GCCC Board of Trustees reserves the right to rename the facility.
6. Nothing in this policy shall limit GCCC President or the Board of Trustees from considering or proposing recognition of individuals for academic, research or service contributions.

Guidelines for naming Programs and Events

Programs and events vary widely in size and impact on the College. To name a program or event, the gift or gift commitment will be developed on a case-by-case basis by the President of the Garden City Community College and the Dean of Advancement and Alumni Relations.

Standards within which gifts will receive recognition

The specific amount of a donor's proposed gift may be maintained as a confidential matter between the donor and the College to the extent allowed by Kansas law; however, the College may wish to publicly announce a gift in the interest of encouraging other prospective donors to make similar commitments. Such gift announcements will be made only after securing the permission of the donor and offering the donor an opportunity to review the announcement.

Recognition will be made with signage that is consistent with the College designed signage, logo, and determined colors. Recognition will also follow College's Branding Guide.

https://www.gcccks.edu/about_gccc/marketing_and_pr/branding_guide.aspx

Recognition will be dependent on the size of the gift and the area to be named (building, outdoor, space, classroom etc.).