

## **Operating Policy and Procedure**

**OP 16.003** Facility Naming

**DATE:** Nov. 20, 2024

**PURPOSE:** This policy seeks to ensure an appropriate, comprehensive, transparent and consistent approach to the naming of the College’s facilities.

**REVIEW:** This policy will be reviewed every other year in even years by a committee appointed by the President.

### **POLICY/PROCEDURE**

#### **1. General Policy**

Kellogg Community College names facilities as a form of recognizing individuals for distinguished service, achievement or significant monetary contributions. The College also names facilities in honor of people, organizations and concepts that are historically or culturally significant, representative of philanthropic contribution or within a temporary sponsorship arrangement.

#### **2. Scope**

This policy governs the naming of College facilities. Naming may arise from:

- Distinguished service and achievement: A gift of time, talent and achievement that has significantly impacted the institution over an extended period.
- Monetary contribution: A gift, to either the College or the Kellogg Community College Foundation, of monetary value appropriate to the facility.
- Historical or cultural significance: An individual, event or concept that has played a significant role in the College’s history or in the local community.
- Philanthropic partners: Organizations, businesses or foundations that have formed strategic partnerships with the College, contributing resources, expertise or other non-monetary assets.
- Temporary or short-term naming: Naming rights offered for a limited period in exchange for ongoing support or sponsorship rather than a one-time donation.
- Functionality: Naming decisions that reflect the purpose or function of any given facility.

This policy does not apply to names applied to plaques, signs, posters, promotional displays, pavers, sculptures, art works, planters, benches, equipment or memorials – all of which are inherently temporary, do not involve the naming of facilities and aren’t necessarily purchased with College funds. The President or their designee, in consultation with the Communications and Advancement Division and Institutional Facilities Department, is responsible for approving the

design and location of plaques or other forms of smaller recognition in order to maintain consistency and cost-effectiveness.

### **3. Definition**

**Facility:** A permanently maintained structure owned by Kellogg Community College, including buildings, hallways, patios, courtyards, lawns, gardens, streets, parking lots, classrooms, lecture halls, conference rooms, offices, laboratories, galleries, studios, lounges, wings, hallways, sidewalks, bridges and floors.

**Donor:** An individual, family, organization, foundation or corporation.

### **4. Authority**

Final authority for naming decisions rests with the Board of Trustees. The Board of Trustees reserves the right to consider any factors relevant to the naming privilege, consistent with the College's mission, and to delegate the naming of certain spaces to the College administration.

### **5. Naming in Recognition of Distinguished Service or Achievement**

The College may honor an individual's significant contributions through service or employment. Recommendations will be reviewed at least one year after the individual's service to the College ends, including the conclusion of adjunct and other temporary employment that may occur following retirement from a full-time position. The President or an ad hoc committee they appoint will evaluate the individual's worthiness and the level of support for the naming. Naming facilities for current members of the College community, Board of Trustees, or political officeholders will only occur in exceptional circumstances and requires Board approval. Requests to honor a deceased individual will not be considered until at least one year after their death.

### **6. Naming in Recognition of Monetary Gift**

A monetary gift to the College or Foundation may be recognized with the naming of a facility. To be considered for naming, contributions should constitute a substantial portion of the construction, renovation or replacement costs of the facility. The President or a committee they designate will establish and periodically update giving levels as part of the procedures for implementing this policy.

- **New Construction:** Facilities may be named for a donor who has contributed substantially to the project's cost.
- **Existing Facilities:** Naming opportunities for existing facilities will be based on institutional priorities and set by the President and Board of Trustees.

Corporate donations may involve a naming license for a negotiated period, subject to Board approval. Monetary gifts can be cash, legally binding pledges or other financial instruments, with full payment expected within five years unless otherwise arranged. The Board of Trustees reserves the right to remove a name if a gift remains unpaid beyond the agreed-upon period.

### **6. Naming in Other Situations**

The President or their designee will establish criteria, nominating processes and timelines as part of the procedures for implementing this policy as it relates to naming facilities for historical and cultural significance, philanthropic partners and temporary situations.

## **7. Permanency of Names**

Once a facility is named, the College will maintain the name as long as the facility serves its original function. The College may reconsider naming decisions if a donor or honoree engages in actions that bring dishonor to the institution.

If a facility is demolished, renovated, or repurposed, the College may retain the name, transfer it to a comparable space, or discontinue its use. Name removal requires approval from the President. Naming commitments made before this policy's adoption will be honored.

## **8. Rights and Responsibilities**

Naming should enhance the College's prestige. The credentials, character, and reputation of the individual or entity being honored must be thoroughly evaluated. Naming requests or nominations must be submitted in writing and include detailed information about the individual or entity, the nature of their contribution, and any supporting documentation.

The President, with advice from the Board of Trustees or an appointed committee, may require a background check on a donor or entity being considered for naming.

The President or their designee, in consultation with the Communications and Advancement Division, has the authority to:

- Determine the content, timing, location, and frequency of public announcements regarding naming decisions.
- Approve the design and placement of physical markers, ensuring consistency with other College signage.
- Decide on the maintenance of physical markers.

Costs associated with recognition may be covered by the donor's gift or College funds. The College will maintain records of all named facilities.

## **9. Right to Change Policy**

The College reserves the right to interpret, modify, or rescind this policy at any time, without prior notice.

## **10. Approval Date:** November 20, 2024

## **11. Past Revisions:**