

**Policy Statement**

The College District will name College District properties and entities in honor of individuals or organizations when it promotes the College District's mission and recognizes exceptional contribution or service to the College District or greater community.

The entirety of this policy applies to naming, as well as renaming, opportunities at the College District.

**Naming Categories**

Naming opportunities are limited, and a very high standard should be applied in nominating honorees. Individuals whose nominations are based solely on professional achievements and/or long service to the College District and/or greater community may also be recognized in other ways, such as memorials or scholarships.

Generally, a period of not less than three years shall lapse between the end of the individual or organization's service to the College District and/or the greater community and consideration by the Board, unless the naming is a result of a major financial contribution made by or on behalf of the individual and receives the unanimous approval by the Board. Namings that bring into question the reputation of the College District are subject to rejection or termination after approval.

The following namings shall be reviewed, vetted, and approved by the director of foundation and community outreach and the College President prior to submission to the Board Executive Committee, which will, in turn, present it to the full Board for final approval:

1. Gift-Related Naming: A donor makes a qualifying tax-deductible contribution to the College District's Foundation and is recognized with a naming.
2. Gift-Related Corporate Naming: A business entity makes a tax-deductible gift to the College District's Foundation and is recognized with a naming.
3. Corporate Naming: A corporation or business seeks sponsorship by purchasing advertising and marketing exposure and is not considered a gift.
4. Honorific Naming: An honorific naming may be bestowed in recognition of the dedication or meritorious contribution of a person. A person being recognized by an honorific naming must have exhibited values consistent with College District's mission, must have an established relationship with the institution, and must have contributed measurably to the good of the greater community.

**Naming  
Opportunities**

Naming opportunities include:

1. Buildings and other major facilities;
2. Areas within buildings and other major facilities such as, but not limited to:
  - a. Bricks;
  - b. Pavers;
  - c. Rooms;
  - d. Lecture halls; and
  - e. Laboratories;
3. Grounds, outdoor renovations, courtyards, gardens, and benches;
4. Streets;
5. Real property;
6. Programs, institutes, centers, and other organizations;
7. Colleges and schools;
8. Academic positions;
9. Endowments; and
10. Miscellaneous naming opportunities that are otherwise not set forth in this policy.

**Fundraising  
Activities**

Naming opportunities may be considered for a single gift, multiple gifts over time, or for a combination of gifts and other contributions and may take into consideration the ability of the gift to stimulate gifts from additional donors. All fundraising activities must be pre-approved by the director of foundation and community outreach and the College President.

**Permanency of  
Names**

Individual or Family  
Gifts

A facility or property will typically receive a designation that shall last the lifetime of the facility. The terms and conditions of the designation, including the name to be displayed and expected duration of the designation, shall be specified in a written agreement between the College District and the donor. Demolition or significant renovation shall terminate the designation.

Corporate or  
Organizational Gifts

The corporation or organization may be eligible to purchase a naming license for a period of time to be negotiated between the College District and the donor. The terms and conditions of the designation, including the name to be displayed and expected duration of the designation, shall be specified in a written agreement between the College District and the donor.

**Conduct** In the event that a donor engages in conduct that would bring dishonor or undue adverse publicity to the College District, the College District reserves the right to revoke the naming opportunity or designation.

**Nominating Process** Proposals for naming should be submitted to or prepared by the director of foundation and community outreach, using the Naming Proposal Application. The steps in the process include:

1. The director of foundation and community outreach will collaborate with College District leadership to develop a proposal for review and input by the College President and the Board Executive Committee. Documentation should be assembled to provide the Board with reasonable assurance that the proposed name shall bring additional honor and distinction to the College District, and philanthropic commitments connected with the naming shall be realized.
2. The vice president for finance and administration will conduct a proposal review with an emphasis on the costs associated with granting naming rights, including necessary legal or insurance expenses, facility preparation and maintenance expenses, signage costs, and any other affiliated expenses.
3. College District legal counsel will review proposals for compliance with College District policies and to discern any potential conflicts of interest.
4. Once due diligence has been completed, proposals will be submitted for review by the College President to the Board Executive Committee, which will, in turn, present it to the full Board for final consideration.

**Authority and Approvals** The Board Chair will convene the Board Executive Committee, which will:

1. Determine selection criteria based on the type of naming opportunity proposed;
2. Review vetted naming or renaming proposal application packets prepared by the College District administration to determine compliance with criteria; and
3. Report naming proposals to the full Board for its consideration.

The Board may take action at a regular Board meeting by passing a resolution naming and/or renaming property, facilities, or entities (such as an endowed chair, institute, scholarship fund, and faculty or student exchange program).

**Agreement**

A written agreement between the College District and the donor shall be prepared to memorialize the terms and conditions of the naming, including but not limited to, the:

1. Location;
2. Duration; and
3. Design.

The division of finance and administration will maintain copies of the agreement.

All named property specified in the agreements will remain property of the College District.

**Naming Proposal  
Application**

In making a proposal for the naming of any College District property or entity, any person or persons making such proposal should exercise the utmost discretion and caution so as not to create any undue expectations on the part of a person, persons, or organization for whom the proposal is being made.

A proposal does not ensure that the requested naming will occur. Accordingly, the form below should be submitted in confidentiality to the director of foundation and community outreach for consideration by the Board. The Board is the only entity with the authority to approve the naming of any College District property or entity and reserves the right to accept or reject naming proposals.

To propose a naming and/or renaming of College District properties and entities, a Naming Proposal Application, found on the TSC Foundation website, must be completed and submitted to the director of foundation and community outreach.