



Policy Type: Board
Policy Title: Naming of Physical Property and Events
Policy Number: 1.14
Office Responsible: Board and CEO
Related Policies: 3.6
Related Procedures: Naming of Physical Property and Events
Related Laws: Michigan Community College Act
HLC Criterion: 2C

Policy Statement

The College seeks contributions to strengthen its economic position and support initiatives to increase educational access, student success, and drive economic and workforce development, consistent with the College's Mission Statement. These contributions provide greater opportunities than would be otherwise available from traditional income sources such as state and federal funding, local property taxes, and student tuition and fees.

The College welcomes the opportunity recognize its benefactors and those who have made significant contributions to the College through this policy. This policy provides guidelines for naming physical properties or events in recognition of a donor's significant generosity and for exceptional honorariums. It is intended only as a guide and allows for flexibility on a case by case basis to seize special funding opportunities. The CEO shall submit naming recommendations to the Board for consideration. An affirmative vote of a majority of the entire Board membership is required to approve the naming of physical property or an event. The Board retains the sole authority to make naming decisions.

In the establishment of objectives for a fundraising campaign, the CEO, 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.

1. Physical Property and Events

a. New Buildings

New buildings may be named for a donor in recognition of a contribution of at least 50% or more of the cost of the new building.

b. Existing Buildings, Property and Events

The value of a monetary contribution required to name a renovated portion of an existing building, build an addition to an existing building, all other physical property and events shall be decided on a case by case basis considering without limitation the following factors:

- Amount of the contribution
- Reputation and character of the donor
- The purpose of the physical property
- Length of continuing monetary contributions
- Conflicts with other contractual naming commitments
- Prominence of the physical property
- Heightened public interest in the physical property or donor

- Potential appearance of commercial influence or a conflict of interest
- Contingencies or conditions to the contribution
- Required expenditures by the College to accept and maintain the contribution

These factors are to be determined and weighted in the sole discretion of the Board. The Board may also consider other factors as it deems appropriate.

All naming contributions shall be by written agreement only. Such agreements shall include, without limitation:

- the amount of the contribution,
- a contribution schedule and or funding arrangements,
- the duration of the name,
- option for alternative suitable purpose of the contribution in the event the contribution standing alone or when combined with contributions from other donors is insufficient to complete the designated physical property or event,
- potential for multiple names,
- options for change in the use of the physical property or event, and
- the College's right to remove a name in the event of a negative change in reputation of the donor or the donor fails to timely meet any ongoing obligations of the agreement.

The physical property or event shall be officially named once the contribution is completely received, or the donor provides a legally binding pledge enforceable against his/her estate, or other funding arrangements satisfactory to the Board have been made.

The name shall exclude commercial logos so as not to appear to be advertising, and be consistent with College signage. All signage, however, must be approved by the Board prior to installation. All decisions of the Board regarding signage are final.

The name on a facility to be demolished or repurposed will not be transferred to a new facility except in such case where transferring the name would be in the best interest of the College and the new building is similar to the original building in function, size, etc. or the College is required by a donor agreement to transfer the name.

The CEO shall maintain a record of named property and events.

2. Honorariums

The Board may grant an honorarium in order to name physical property or events in honor of an individual who has provided extraordinary service to the College or achieved exceptional recognition for their work from national professional peers. Honorees may not be in active service for the College or hold an elected or appointed office at the time of the naming, and for at least three years after the honoree's service to the College has ended. Honorariums shall require a majority vote of the Board and may be terminated at any time in the sole discretion of the Board by majority vote of the Board.

Honorariums shall not preclude an honoree's name from also being associated with the naming of physical property or event as the result of a monetary contribution.

3. Miscellaneous, smaller items

Bricks, plaques, benches, and similar miscellaneous items consuming little, if any square footage may carry donor or honorary names with the approval of the CEO. All external designs and naming must be reviewed and approved by the Office of Facilities to assure compliance with the College’s Master Plan.

4. Directional signs

Directional signs are excluded from this policy and shall be determined by the CEO.

5. Definitions

Physical Properties - Shall include, but are not limited to:

- Buildings
- Collections
- Interior spaces
- Exterior spaces
- Tribute markers
- Landscapes
- Equipment
- Grounds
- Other permanent or significant components of the College the Board deems appropriate to honor a distinguished person or benefactor.

Events - Shall include, but not be limited to:

- Ceremonies
- Educational programs
- Activities of a non-permanent nature
- Exhibitions
- Music, drama, and cultural performances

Change Log

| Date of Change | Description of Change | Responsible Party |
|----------------|--|-------------------|
| 6/5/80 | Initial Approval | |
| 1/26/04 | Revised | |
| 2/6/09 | Revised | |
| 4/17/18 | Revised; referenced in former Policy 1.6.7 | Board |