

NORTHEAST COMMUNITY COLLEGE

ADMINISTRATIVE PROCEDURE NUMBER: AP-2010.0

FOR POLICY NUMBER: BP – 2010

COLLEGE PROPERTY NAMING PROCEDURES

1. PROCEDURE SUMMARY STATEMENT

To establish protocol for recommending the naming of College property after individuals or organizations for consideration by the President and approval by the Board of Governors.

2. DEFINITIONS

Property – includes, but is not limited to, any building (new, existing or leased), wing or addition, classrooms, library, laboratories, outdoor features such as patio, garden, and landscaped area, or any other significant structures and locations.

3. PROCEDURE

3.1 The College seeks to recognize the efforts and contributions of individuals (living/deceased) and organizations by the naming of College property. These procedures establish uniform and consistent protocols used in the naming and recording of College property and gives the President and the Board of Governors final approval of any College property naming rights.

3.2 Guidelines

3.2.1 Naming Categories: Categories for the naming of the College property are:

3.2.1.1 Donors: Appropriateness of assignment of a name shall be determined from the criteria that the donor has contributed a significant amount towards the cost of a new separate structure, a scholarship fund, an equipment fund, an endowed chair, or provided a substantial endowment for the maintenance of an unnamed existing building or separate structure and that the character and reputation of the donor is consistent with the good name of the College. A financial gift does not guarantee naming rights.

3.2.1.1.1 To name a larger space such as a wing, suite of rooms or addition or a highly equipped technical space such as a laboratory, generally a minimum gift of \$250,000 may be required.

3.2.1.1.2 To name a high traffic area, such as a lobby, community use room, or plaza or large outdoor area, generally a minimum gift of \$100,000 may be required.

- 3.2.1.1.3 To name an educational classroom, generally a minimum gift of \$50,000 may be required.
 - 3.2.1.1.4 To name a new or existing building, generally a minimum gift of 25% of the construction costs may be required.
 - 3.2.1.2 Non-Donors: Appropriateness of assignment of a name, an individual, or organization that distinguishes them by contribution to the values and ideals of the College in general or by their specific contribution to the College. These circumstances may include service through campus leadership, service to students, service to the community, national or statewide achievement, and/or contributions to the advancement of the mission and goals of the College.
 - 3.2.1.3 Combination Donors & Non-Donors: Appropriateness of assignment of a name shall be determined from the criteria that an individual or organization has financially contributed substantially to the College and has also contributed through partnership as mentioned in the Non-Donor criteria above.
 - 3.2.1.4 Generally, College property is not to be named for current employees or currently serving Board members of the College, employees of the State of Nebraska, or anyone in an elected official position at the time the naming rights are established.
- 3.2.2 Responsibilities of the Task Force:
- 3.2.2.1 When the College desires to select a name for a property after an individual or organization, the President will appoint a taskforce. Membership will vary depending on the nature of the task but will consistently include the Vice President of Administrative Services and Vice President of Development and External Affairs. The Vice President of Development and External Affairs will chair the taskforce. Members will be responsible to seek, screen and recommend an appropriate name.
 - 3.2.2.2 The taskforce will consider names proposed and inform interested parties of the criteria for selection of names.
 - 3.2.2.3 The taskforce will act as a formal conduit for names to be submitted, researched, and forwarded for recommendation.
 - 3.2.2.4 The taskforce will consider the recommendation of a specific name in response to a naming opportunity and make a formal recommendation to the President for consideration and final approval by the Board of Governors.

3.2.3 Responsibilities of the Chair of the Task Force:

- 3.2.3.1 The Chair of the Task Force shall receive and maintain nomination forms, and maintain records of approved dedications and building names.
- 3.2.3.2 The Chair of the Task Force shall notify the President of any concern raised by any proposed naming.
- 3.2.3.3 The Chair of the Task Force shall notify the nominator of the approval status once the Board of Governors has acted upon the request.
- 3.2.3.4 The Chair of the Task Force will work with the Vice President of Administrative Services and the Director of Public Relations to make sure the nomination is appropriately recognized with physical markers, announcements and ceremony, etc.

3.2.4 General Considerations are:

- 3.2.4.1 The College property use, history and present and past occupants should be considered when deliberating upon the appropriateness of a possible name.
- 3.2.4.2 The College building naming holds more importance or represents greater College recognition than naming a portion of the building, such as a suite of rooms or a single room.
- 3.2.4.3 The use of functional names for major buildings should be avoided. Over time, functions within a building may change and the name could result in confusion.
- 3.2.4.4 The Board of Governors reserves the right to withdraw the privilege of name association with Northeast Community College should future circumstances warrant.
- 3.2.4.5 If there is a need to name a property and no nominations for naming considerations are made, the President shall have the authority to recommend an appropriate name or appoint a task force to seek nominations and make a recommendation.
- 3.2.4.6 If a named property is destroyed by a natural disaster or changed due to construction or renovation, the Board of Governors and President reserve the right to re-evaluate continued recognition. If the property is renamed, the College has the option of using plaques to recognize the previous property name.

- 3.2.4.7 Any legal impropriety or other act which dishonors the College by the individual or organization, shall make the gift/naming subject to reconsideration.
- 3.2.4.8 The President, upon advice and consent from the Board of Governors, reserves the right to perform a background check on an individual or organization as particular facts and circumstances warrant. If a background check is deemed necessary, the donor, donor's executor or designee, shall be required to sign an authorization allowing the background check.
- 3.2.4.9 The President and/or Board of Governors has the right to: 1) Determine the content, timing, location and frequency of public announcements associated with the gift; 2) Approve the color, design and size of any physical marker related to the gift of the donor according to brand and signage guidelines; 3) Determine and carry out the exact nature of any ongoing care and maintenance.
- 3.2.4.10 The President and Board of Governors have the final responsibility for naming and renaming of any property located at the College.
- 3.2.4.11 All naming opportunities are negotiable and the Board of Governors retains the right to make exceptions or alter the criteria appropriate to the circumstances.

4. APPLICABILITY

N/A

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EFFECTIVE DATE: 12/02/2020

REVISION DATE(S): 5/27/2014; 12/02/2020

PRIOR POLICY/PROCEDURE NUMBER: 2610.a

SCHEDULE FOR REVIEW: 2025

DIVISIONS/DEPARTMENT RESPONSIBLE FOR REVIEW & UPDATE: Development & External Affairs

SPONSORING DIVISION/DEPARTMENT: President

RELATED PROCEDURES/ REFERENCE: nomination form

PROCEDURE KEY WORDS: building name; property name; donor