

Rancho Santiago Community College District
BOARD POLICY
Chapter 6
Business and Fiscal Affairs

BP 6620 Naming District Properties and Facilities

Requests to name major District or college land reserves, roads, sites, campuses, libraries, athletic fields, gymnasiums, buildings, major outdoor areas, major centers, or other properties or facilities (collectively, "Major Facilities"), shall be submitted in writing first to the appropriate College Council for recommendation and then to the College President for approval. Proposals that are approved by the College President shall then be submitted to the Chancellor consistent with BP 6620 for the Chancellor's approval.

If a Major Facility is not affiliated with a college of the District, written proposals shall be submitted to District Council for approval and then to the Chancellor for approval.

After following the guidelines provided herein, if the Chancellor approves the proposed naming proposal, at his discretion, he will then submit a proposed name or names to the Board of Trustees for their consideration, selection and approval. Any deviation at any point from the process or criteria for naming Major Facilities will require a supermajority or two-thirds (2/3) vote of the Board.

Requests to name minor District or college sites, buildings, components or portions of buildings (classrooms, laboratories, auditoriums, and conference rooms, etc.), minor outdoor areas (or portions thereof), and other minor properties or facilities (collectively, "Minor Facilities") shall be submitted in writing first to the appropriate College Council for recommendation and then to the College President for approval. Proposals that are approved by the College President shall then be submitted to the Chancellor consistent with BP 6620 for the Chancellor's approval.

If a Minor Facility is not affiliated with a college of the District, written proposals shall be submitted to District Council for approval and then to the Chancellor for approval.

The naming of Major Facilities and Minor Facilities (collectively, the "Facilities", and independently, a "Facility") and related areas or buildings should lend prestige to the District, college, staff, students and to the community. The credentials, character, and reputation of each individual, organization, or corporation for the name being considered shall be carefully scrutinized and evaluated. Proposals to name a District facility for other purposes, such as its function, shall adhere to the guidelines specified within this policy. Nominations submitted for consideration must be accompanied by sufficient rationale and supporting documentation, including but not limited to the impact of a named individual on the District, college, or community, historical significance, and reflection of the District's or college's core goals, vision and values. Further, nominations of individuals should consider the contributions and service of the individual to the District or college, and the individual's unique and exceptional distinctions to warrant recognition.

The name conferred on a District or college Facility or location in recognition of an individual or group is an important factor in the public image of the District. It reflects upon both the District, the college and the location itself. Accordingly, the Board of Trustees may discontinue an approved name when the Board determines, in good faith, that a particular name is no longer appropriate for the District or the college to retain any Facility, the name tarnishes or diminishes the reputation of the District or college, the named person or corporate entity is no longer in good standing with the District or college, or an agreed-upon length of time for naming has expired.

Criteria

1. Notwithstanding the forgoing, in addition to following the process outlined above, no Major Facility may be named without some appropriate monetary gift, as specified below:
 - a. A Major Facility may be named for an individual(s) or organization(s) or their designee, responsible for a "major gift" benefiting the District or a college. The term "major gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount, but consideration may be given when the donor makes a "major gift" of no less than ten percent (10%) of the total cost of construction of the building or the then market value of the facility where the naming of a Major Facility is appropriate.
 - b. The District's interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions or personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift size of the Major Facility, relation of the gift to the completion and enhancement of the Major Facility, urgency and need for project funds reputation of the individual or corporate entity to the District or colleges. However, the ten percent (10%) minimum threshold shall be a significant factor in considering whether to name a Major Facility either partially or fully after a donor for a specified period of years to be set at the initial naming of the facility.
 - c. Monetary gifts may be fulfilled over time but must be paid in full prior to opening or dedication of the building or Major Facility, unless otherwise stipulated by the donor agreement. Such Major Facilities will not be named for persons making gifts of property (real or personal) until the gift is converted to liquid assets. Under extraordinary circumstances, this requirement may be waived.
2. Notwithstanding the forgoing, in addition to following the process outlined above, gifts for Minor Facilities related to small outdoor areas or portions thereof (fountains, landscape, structures) will in most instances require a gift to cover the entire cost of the project as well as maintenance for long-term preservation. The Board shall have the discretion to waive the entire cost requirement and require an agreed-upon Gift consisting of a percentage of construction and maintenance costs following a proposal from the Chancellor.
3. Gifts naming a corporate entity shall avoid the appearance of corporate influence or conflict of interest. The Board shall exercise due diligence in the approval of recommending the approval of naming any Facility that involves the name of the corporation or stems entirely from corporate funding. The naming of any Facility shall limit the size, design, or logos of any corporation to avoid the appearance of advertising.

4. The Board shall have the right to waive or modify monetary requirements for the naming of any Facility. If, at the Board's discretion, the Board determines the monetary requirement should be waived or modified for any Facility, it will require a two-thirds (2/3) vote of the Board.
5. The College Presidents, in consultation with the Chancellor, shall be authorized to develop criteria and set contribution amounts to be paid for approval of temporary and permanent signage to be placed on any district property, including without limitation, electronic billboards, banners, digital or virtual signs websites or recordings.
6. The Chancellor, in consultation with the College Presidents, shall be authorized to set the amount of contributions required to receive the naming rights of a program of the district, similar to the criteria and contributions requirements for buildings.

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