

COLLEGE PROPERTY NAMING PROCEDURES

The primary intent of the property naming policy is to allow the College to recognize the importance and/or efforts of an individual, family, business, or organization to the growth or development of Northeast Community College.

Property Naming Task Force: A nomination form shall be completed by the person who would like to make a recommendation for facility naming rights and forward the form to the Director of Development. Upon notification of the nomination by the Director of Development, the President shall then appoint a Property Naming Task Force to insure uniformity and consistency of names of College property and to make a recommendation for the President to review before forwarding to the Board of Governors. Membership to the Task Force shall consist of the following: Director of Development (Chair), Executive Director of Institutional Advancement, one representative from each of the employee groups, and a representative of the occupants of the building to be named.

Responsibilities of the Task Force are to:

1. Consider names proposed and inform interested parties of the criteria for selection of names.
2. Act as a formal conduit for names to be submitted, researched, and forwarded for recommendation.
3. Consider the recommendation of a specific name in response to a naming opportunity.
4. The Chair of the Task Force shall receive and maintain nomination forms, and maintain records of approved dedications and building names.
5. Notify the President of any concern raised by any proposed naming.
6. Notify the nominator of the approval status once the Board of Governors has acted upon the request.

Naming Categories: Categories for the naming of the college property are:

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.

To name a functional space of a facility, such as a laboratory, study area or athletic field, a minimum gift of \$250,000 will be required.

To name a high traffic area, such as a street, plaza or trail, a minimum gift of \$100,000 will be required.

To name an educational classroom, a minimum gift of \$50,000 will be required.

2. Non-Donors: appropriateness of assignment of a name shall be determined from criteria that the past president, past member of the Board of Governors, past noted faculty or staff member, retiree, and/or alumni on the basis that they have distinguished themselves 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. Combination Donor & Non-Donor: appropriateness of assignment of a name shall be determined from the criteria that an individual or entity has financially contributed substantially to the College and has also contributed through partnership as mentioned in the Non-Donor criteria above.

General Considerations: General considerations for the naming of the college property are:

1. The College property use, history and present and past occupants should be considered when deliberating upon the appropriateness of a possible name.
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. 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.
4. The Board of Governors reserves the right to withdraw the privilege of name association with Northeast Community College should future circumstances warrant.
5. If there is a need to name a facility and no nominations for naming considerations are made, the President shall have the authority to recommend an appropriate name or appoint a task force.

Original policy date: 07/11/96 (Item #7665)

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