

C.2.3.3 (Procedure) Naming of College District Property

Responsible Department: District Institutional Advancement, Vice Chancellor for
Finance and Administration

Based on Board Policy: [C.2.3](#) - Facilities and Grounds Management

Approved: 8-18-09

Last Amended: 8-22-12

Definitions

Definitions for the purpose of this procedure include:

Wings of Buildings

Wings of buildings are protrusions from the main portion of a building that normally have three sides and are used for a specific purpose. Wings may already exist as part of the building, or may be new additions to the building. An example of a wing is the children's wing of a hospital.

Functional Facilities within Buildings

Functional facilities within a building include such facilities as reading rooms, seminar rooms, departmental libraries, dining facilities, and similar functional spaces and rooms. An example for the naming of a functional facility within a building is the Frank Bryant Jr. Patient Simulation Center.

Outside Facilities or Areas

Outside facilities or areas include such facilities or areas as plazas, parks, recreation fields or areas, fountains, roadways, and similar facilities or areas. An example for the naming of an outside facility or area is the Audubon Plaza.

Property

Property shall include any complete building, wings of buildings, functional facilities within a building, outside facilities or areas, or any related permanent structure, including extension centers, that belong to the College District.

Significant Historical Association

A significant historical association is defined as prior ownership of the property being considered for naming.

Recommendations

Any individual or group of individuals, utilizing the Recommendation for the Naming of ACCD Property form ([C.2.3.3.F](#)), may initiate recommendations for the naming of any College District property as defined in this procedure. Such property includes, but is not necessarily limited to, complete buildings, wings of buildings, functional facilities within a building, outside facilities or areas, roadways, bricks, walls, furniture, or any related structure or component, including extension or satellite centers not contiguous to another College District property.

To respect the individual, individuals, or organization who may be recommended for naming, or who are proposing to invest in a particular naming opportunity, any recommendation that may be proposed by either the college community or the public shall be submitted confidentially through the President of the college to the Chancellor

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for review and possible recommendation to an ad hoc committee of the Board. Naming opportunities recommended by the ad hoc committee will be presented to the full Board for consideration.

Any individual or group of individuals whose recommendation for naming College District property has been accepted and approved by the Board shall raise a contributed amount equal to an assessed contribution value assigned to the property for naming purposes, or alternatively justify a naming opportunity that is so significant that a donation is determined by the Board to be unnecessary in accordance Policy [C.2.3](#).

Property Located at a College Site

Any person making suggestions for the naming of College District property located at a college site shall submit proposals to the President of the college. The President shall forward recommendations received, with the President's own recommendation, to the Chancellor or the Chancellor's designated representative. The Chancellor shall retain the prerogative, after discussion with the ACCD Foundation Board of Directors and the person, persons, or organization for whom property is being considered to be named, as appropriate, to either forward, or not forward, any recommendations received, to the Board for consideration. The Chancellor will advise the President from whom the recommendation came concerning the action taken on the recommendation.

Property Located at a Site Other than at a College

For the naming of College District property located at a site other than at a college, the Chancellor shall retain the prerogative, after discussion with the ACCD Foundation Board of Directors and the person, persons, or organization for whom, or for which, it is proposed that the property be named, to either forward, or not forward, all recommendations received to the Board for consideration.

Valuation of Property for Naming Purposes

Where property is being considered for naming based on the consideration of funds or other resources generated for the benefit of the College District, the College District shall base the selection of such property on an assessed contribution value of the property. This procedure creates a presumption that the assessed contribution value of a property amounts to no more than 25 percent of the reconstruction cost modified by factors of location, prominence and functionality of the property to be named. The College District Office of Institutional Advancement, working with the College District facilities, purchasing, finance, and other departments shall coordinate assignment of assessed contribution values to determine a fair contribution value for each property.

The ACCD Foundation Board of Directors and the College District Office of Institutional Advancement shall maintain a comprehensive and current list of all College District properties with associated contribution values. The ACCD Foundation Board of Directors and the College District Office of Institutional Advancement shall also maintain a current and complete list of all existing named College District properties. Each college's office of institutional advancement shall maintain complete and current sub-listings for its respective college.

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The ACCD Foundation Board of Directors, the College District Office of Institutional Advancement, and each college's office of institutional advancement shall review these listings annually by November 1 of each year, and make any updates required to ensure that the College District and ACCD Foundation are prepared for any opportunity where the naming of property may be appropriate.

The ACCD Foundation Board of Directors, the College District Office of Institutional Advancement, and each college's office of institutional advancement shall collaborate to present the consolidated listing of all College District properties with associated contribution values to the Board annually for approval at the regular December Board meeting.

Continuance of Naming Honors

Once a property is named to honor an individual, individuals, an organization, or other entity, the College District shall not change the name of the property, except in the following cases:

1. Where the name is being transferred to a more modern, or more appropriate, property;
2. Where the purpose of the property is changed and is no longer consistent with the stated intent formerly associated with the name previously honored (in which case the name may be transferred to a more appropriate property);
3. Where the name assumes the characteristics of a liability for the advancement of the College District, as the Chancellor, the Board, and the ACCD Foundation Board of Directors, acting as a whole may determine; or
4. Where the honoree or the honoree's assigns, and the Chancellor, Board, and the ACCD Foundation Board of Directors acting as a whole, mutually agree on a name change.

The College District shall obtain the right to use as it deems appropriate for recognition purposes the logos and/or emblems that may be associated with, and permitted by, the donor.

Ceremonies

The ACCD Foundation shall collaborate with the college Presidents, Chancellor, and Board, as appropriate, to ensure ceremonies are held, and recognition given, when the College District names property in accordance with these procedures.

C.2.3.3.F (Form) Recommendation for the Naming of ACCD Property