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, 6-1-17

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 Alamo Colleges 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 Alamo Colleges
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 Alamo Colleges 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 Alamo Colleges 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 Alamo Colleges 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 Alamo Colleges Foundation are prepared for any opportunity where the naming of property may be appropriate.

The Alamo Colleges 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 Alamo Colleges 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 Alamo Colleges 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 Alamo Colleges 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

CH(LEGAL) - Site Management