BP 2800  NAMING OF BUILDINGS AND FACILITIES

References:
No references

This policy is intended to establish and manage the process to ensure consistency, uniformity, fitting recognition, and good value in exchange for the honor or privilege of the name association with the District. Naming opportunities shall support the strategic goals of the District by focusing fiscal resources on its institutional values and priorities, and shall serve the District’s mission. Specific selection of names should be consistent with the District’s role as a public trust.

The Board of Trustees shall have the final responsibility for the naming of buildings, facilities, grounds and programs within the District. All recommendations for naming shall be submitted to the Board of Trustees by the Superintendent/President, following an appropriate nomination and review process. No commitment for naming shall be made to a donor or honoree prior to Board approval of the proposed naming opportunity in the form of a Board resolution.

Naming opportunities provide the District with occasion to recognize exceptional contributions to the campus and community. Such contributions enrich and strengthen the District and its sense of heritage and are significant events in the history of the institution. Therefore, it is the policy of the Board to approve names for District buildings, facilities, grounds, and programs that recognize a significant contribution(s) to the District.

Naming may be made for an individual, family, organization, non-profit foundation or corporation. No building, facility, grounds, or program shall be named for a religious or political organization, cult, service organization or a special interest group of any type.

General Rationale
Naming a facility or program for an individual, organization, or corporation is one of the highest honors that the District can bestow. This recognition is a lasting and powerful affirmation of the honoree’s connection to the District’s mission. As such, honorees shall have exemplary character, an unqualified reputation for
honesty, personal integrity and the highest standards of personal and professional ethics.

Each proposal for naming shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that proposed names are suitable to the District. The Superintendent/President shall convene an ad hoc committee composed of appropriate representatives of the Board of Trustees, faculty, and administrative staff to review the proposed name before submission to the full Board of Trustees by the Superintendent/President.

The naming of District facilities, grounds or program neither implies nor constitutes legal ownership by the individual or group for whom it has been named. The naming of a District facility also does not imply any obligation to the named individual or group beyond the maintenance of the commemorative identification of the facility.

**Naming Criteria**
The Board of Trustees shall consider any of the following conditions as appropriate reason for the naming of a facility, grounds, or program:

1. To designate the function of or discipline to be served by a building or facility, or the mission or purpose of a program;

2. In honor of an individual, family, organization, non-profit foundation or corporation which has made a major, significant financial contribution to the District;

3. In recognition of an individual who has made a significant contribution of service to the District;

4. To reflect natural or local area geographic features.

In special circumstances, the Board of Trustees may waive any or all of the above criteria.

**Acceptable Forms of Donations**
In recognition and appreciation of an individual, family, organization, non-profit foundation or corporation for significant financial or service contributions, the District may name facilities, grounds or programs in honor of significant contributors of funds or service to the District according to the following guidelines:

1. Acceptable forms of gifts to result in a naming include: cash, appreciated securities, real property, and under special circumstances, life income gifts (charitable remainder trusts), gifts through estate planning, and gift-in-kind. Naming opportunities shall be available for a deferred gift if the gift is irrevocable.
and the **District** is provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable. In most cases, gifts may be made through legally binding pledges fulfilled within no more than five years.

2. In instances when private funds are needed to pay for immediate remodeling, renovation and/or construction, donations made through irrevocable deferred gift techniques shall not be accepted. A naming opportunity may, however, be accepted for an existing, unnamed facility not requiring major remodeling or renovation as long as the irrevocable deferred gift technique has been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.

3. The Board shall take into consideration the significance and amount of the proposed gift or gifts or service as either or both relate to the realization, completion or enhancement of a facility or property.

- From current College of Marin Policy 8.0003 titled Naming of College and District Buildings or Facilities

The Board of Trustees has the responsibility of approving the names of any building or facility on any campus of the District and to commemorate such action with a standardized plaque funded by the District.

The Board establishes the following criteria as appropriate for naming a building or part of a building or facility in the District:

- To honor living or deceased persons who have contributed to the District in an exceptional way through service or monetary contributions.

  1. To designate the function of the building or facility.

  2. To reflect natural and geographical features.

  3. To reflect a traditional theme of the College or the District, such as recognition of California Native American tribes or nations.

  4. The naming of a building, part of a building or facility shall be in perpetuity.

The Superintendent/President shall establish and maintain procedures to be followed by individuals or groups in requesting a name for a building.

The Board shall specify procedures for implementation for each project which shall include accounting of all contributions pledged and received.

**NOTE:** The wording in *black ink* is from current College of Marin Policy 8.0003 titled Naming of College and District Buildings or Facilities adopted on 11/10/92 and revised on 3/13/01. The
information in purple ink reflects recommended revisions by the Superintendent/President. Reviewed and recommended by Board Policy Committee 2/14/10. Reviewed as Info. Item by BP/AP Task Force 3/4/10.

Date Adopted:
(Replaces current College of Marin Policy 8.0003)