

Administrative Procedures

ADMINISTRATIVE AFFAIRS

AP 182.00 - Naming College Facilities, Programs and Events

Purpose

The purpose of this procedure is to provide guidance in the implementation of Policy 182: Naming College Facilities, Programs and Events. Naming opportunities serve an integral function in the fundraising process and also provide an opportunity for important donor recognition. This procedure shall be used to ensure there is clarity, consistency, and transparency in the naming process. The procedure provides direction to the Trustees, the College President, Foundation Staff, Foundation Board members, volunteers and outside advisors who assist the college in the cultivation of gifts. The President may determine exceptions to these procedures on a case-by-case basis when deemed necessary.

Naming Eligibility

Gift Naming

The naming of a facility, program or event may be recommended based on receipt of a substantial gift or pledge by a donor. A “substantial gift” shall be defined as a contribution that is a significant majority of the project cost (51% or more) or a contribution which, while not being a significant majority, would not have been available from another source or was in some way integral to project completion.

Honorific Naming

Facilities, programs or events may be named for an individual who has provided distinguished or meritorious service to the college. Such an honor may be considered for any individual, either alive or deceased, who has significantly and positively impacted the College in its pursuit of fulfilling its mission.

Name Removal

The Board of Trustees may vote to remove the name of a facility, program, event or designated area under the following circumstances:

- The facility or area is demolished or is no longer to be used for the benefit of the College.
- The function of the facility, program, event or area changes to the extent that the purpose for the naming is no longer relevant.
- The individual or organization for whom the facility, program, event or area is named is involved in activities that conflict with the College’s values or bring dishonor or embarrassment to the College.

Nomination Procedure for Facilities and Programs Naming

1. Recommendations for the naming of a facility, program or event are to be submitted to the Office of Institutional Advancement using the Facility/Program/Event Naming Nomination form. Nominations submitted for consideration must be accompanied by supporting documentation to provide background on the nominee and his/her history, if relevant, with Cowley College.
2. The naming advisory committee will proceed to evaluate the nominations.
3. The Office of Institutional Advancement will provide a report to the naming advisory committee on the risks and benefits associated with the potential naming of the facility, program or event. This report will include the perspectives of relevant parties.
4. The naming advisory committee will be provided a review period of *not more than* seven (7) calendar days for members to review the information provided before taking action on the recommendation.
5. If the naming nomination is approved by the naming advisory committee, the form shall be endorsed by the members of the committee and forwarded to the President for approval. The recommendation for the naming of a facility, program or event will then be submitted to the Board of Trustees by the President for consideration by the Board at a regularly scheduled meeting.
6. A naming opportunity will be considered approved by a majority vote of the members of the Board. The decision of the Board of Trustees will constitute final action on this recommendation.

Naming Advisory Committee

The purpose of the naming advisory committee is to review, screen and recommend naming nominations for initial approval by the College President. To maintain process transparency, it is important to have a nomination committee comprised of individuals representing key institutional stakeholders. The President shall pre-approve all members of the nominating committee. The committee shall be comprised of the College President, one (1) Trustee representative, the Vice President of Institutional Advancement, one (1) Foundation Board representative, one (1) faculty member, one (1) support staff member, one (1) student representative, one (1) alumnus representative and one (1) administrative council member.

General Provisions

Donations of non-cash gifts, such as art, in-kind gifts, land, stock, or any other non-cash items shall be subject to verification through independent appraisal and valuation as determined appropriate by the College. The College shall retain the absolute right to obtain independent appraisals and/or valuations of such gifts to determine the fair market value of the non-cash donations or contributions.

When establishing the objectives of a capital campaign or the like, the Office of Institutional Advancement, as the fundraising arm of the College, in consultation with the College President, will establish a schedule of naming opportunities and the level of donation required for each. The Office of Institutional Advancement will ensure that gift levels are appropriate and consistent with others on campus.

For naming opportunities of existing facilities arising outside of a fundraising campaign, the Office of Institutional Advancement, in consultation with the College President, will be permitted to assign values and formulate an appropriate level of donor contribution consistent with comparable naming opportunities on campus.

Recognition of Donor

The specific amount of a donor's proposed gift may be maintained as a confidential matter between the donor and the College to the extent allowed by Kansas law; however, the College may wish to publicly announce a gift in the interest of encouraging other prospective donors to make similar commitments. Such gift announcements will be made only after securing the permission of the donor and offering the donor an opportunity to review the announcement.

Signage used to recognize a donor shall be determined by the College and be consistent with all other College signage in use at that location and/or consistent with similar signage used throughout the campus.

All honorific naming opportunities granted for extraordinary and distinguished service shall take into account, as appropriate, the support of college faculty and staff as well as the support of the community.