

ICCTA

Illinois Community College Trustees Association

QUICK SURVEY RESULTS

Naming Rights

February 5, 2021

A total of 14 colleges/districts responded to ICCTA's Quick Survey on *NAMING RIGHTS*.

1. WHAT ARE SAMPLE COSTS FOR NAMING RIGHTS ON YOUR CAMPUS?

- Danville: The following list of Naming Opportunities is intended only as a guide and allows for flexibility on a case-by-case basis:

Campus Buildings	\$ 1,000,000
Gymnasium	\$ 750,000
Theater	\$ 500,000
Science and Technology Laboratories	\$ 250,000
Area in the Library	\$ 250,000
Classrooms	\$ 100,000
Landscaping Area	\$ 100,000
Conference Rooms	\$ 50,000
Faculty Endowed Chairs	\$ 10,000 and up
Endowed Scholarships	\$ 10,000 and up
Equipment (based on need and cost)	Varies

- Elgin: They range from \$10,000 for small rooms and offices up to \$5,000,000 for entire buildings and complexes. We also have naming rights for chairs, bricks, and other miscellanea that can range from \$50 to \$1,000.

- Harper: The Naming policy purpose is to recognize private donors who provide significant support to Harper College. One of the ways in which this recognition may be given is by naming College facilities and programs for major donors (above \$25,000). The naming of College facilities and programs is solely within the discretion of the governing boards of the College and the Foundation.

Samples of spaces included for naming

\$ 25,000 level - classrooms
\$ 50,000 level - lecture halls
\$ 100,000 level - Labs, or large gathering spaces (black box theater, outdoor pavilion, or rotunda)
\$ 1,000,000 level – buildings

- Highland: \$25,000

- Illinois Valley: Minimum is \$25,000; average is between \$100,000 and \$250,000.

- John Wood: Amounts are relative to the total project cost. For a recent center renovation project, sponsorship naming opportunities ranged from \$5,000 to \$20,000.

- Joliet: Guidelines for Naming Based on Monetary Contributions

Facility Commemoration Opportunities	Gift Minimums and Ranges
New Building	Minimum \$1,000,000
Existing Building	Minimum \$500,000
Library	\$250,000 to \$500,000
Classroom or Laboratory	Range of \$25,000 to \$100,000
Entrance hall, lobby, student/staff lounge	Range of \$25,000 to \$100,000
Recreation Facility	\$20,000 to \$250,000
Endowed Chair or Faculty member	Minimum \$250,000
Conference room, Division Offices or Departments	\$10,000 to \$50,000
Outdoor areas, commemorative table/bench*	Range of \$1,000 to \$25,000
Fountain, bell tower, other architectural*	Range of \$15,000 to \$200,000
Pavers, bricks, tiles, sidewalk/concrete available etched names, etc. *	Range of \$100 to \$5,000

**Naming opportunities for benches, tables, sculptures or architectural pieces, pavers or bricks, or other non-building items under \$25,000 do not require Board approval.*

- Kankakee: Our menu of opportunities is extensive. Spaces like a small computer lab are \$5,000, while new buildings are \$2 million. We've tried to build in flexibility and a wide array of tiers to appeal to many potential donors.
- Lake Land: Our donation level for naming rights of buildings is driven by square footage of the facility, as follows:

Building Size:	Donation Value
50,000+ sq. ft.	2,500,000
25,000 to 49,999 sq. ft.	2,000,000
10,000 to 24,999 sq. ft.	1,500,000
2,500 to 9,999 sq. ft.	1,000,000

For specific spaces or rooms within buildings, the donation level would range from \$500,000 for a large and frequently used space like the Theatre or gym, to \$200,000-\$350,000 for various lab spaces, and \$40,000-\$100,000 for other specific rooms on campus.

- Sauk Valley: See attached.
- Spoon River: Guidelines for Naming Based on Monetary Contributions

Facility Commemoration Opportunities	Gift Minimums and Ranges
New building	51% of cost of construction
Existing building	\$2,000,000 minimum
Classroom or laboratory	\$25,000 to \$250,000 a range of options is available
Entrance hall or lobby	\$100,000 to \$200,000 a range of options is available
Athletic facility	\$50,000 to \$500,000 a range of options is available
Conference Room	\$50,000 to \$100,000
Cafeteria or Bookstore	\$100,000 to \$250,000 several options are available

2. DO YOU HAVE TIME LIMITS / EXPIRATION DATES APPLIED TO NAMING RIGHTS?

Yes – 8

- Danville: Yes, if appropriate. We can negotiate the duration.
- Harper: All naming is limited a 20-year life span and can renewed.
- John Wood: In some instances, a time limit may be applied.
- Joliet: The College will negotiate term-of-years for all donor recognition in the form of naming.
- Kankakee: Duration is a factor of the cost. The longer the commitment, the higher the price tag.
- Lake Land: Generally when a building is named after an individual donor it is named into perpetuity. For corporate donors, the Policy states: "The naming of a physical facility for corporate benefactors, when authorized by the Board of Trustees, shall generally be for a period of ten years. The Board may, at its discretion, extend the ten-year period."
- Sauk Valley: Determination of Current Value: The current value of buildings and other major facilities and of real property shall be determined by the SVCC Finance Office. 75% for a 20-year duration, 50% for a 15-year duration, and 25% for a 10-year duration.
- Spoon River: Permanency of Names
 - a) When a gift from an individual or family is involved, a facility receives a designation that shall last the lifetime of the facility, subject to paragraph A) 3) d of this rule.
 - i) Demolition or significant renovation shall terminate the designation.
 - ii) The individual or family involved in the initial naming may be offered an opportunity to retain the naming before any other naming gifts are considered.
 - b) When a gift from a corporation is involved, the corporation shall be given the opportunity to purchase a naming license with a name subject to approval by the Board for a designated period of time to be negotiated between the College and the donor.
 - c) When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility.
 - d) Any legal impropriety or other act which brings dishonor to the college on the part of the donor or a corporate donor who is no longer in existence shall make the gift and naming subject to reconsideration by the College.

No -- 4

- Elgin: Not at this time, no. Naming rights are being re-examined and new policies will be suggested to the Board of Trustees and Foundation soon.
- Highland
- Illinois Valley
- Kishwaukee

3. HOW DO YOU HANDLE SITUATIONS WHERE THE ORIGINAL NAMING BUSINESS HAS BEEN MERGED INTO ANOTHER NAMED BUSINESS, OR THE ORIGINAL BUSINESS IS DEFUNCT?

- Danville: We consider the name to be affixed in Velcro and can entertain a new sponsor for naming rights.
- Elgin: We seek to ask the new entity for their preference. If the cost is excessive, we may ask for compensation to change the physical naming plates.
- Harper: The Board of Trustees has sole discretion on the removal or renaming of spaces, or buildings.

- Highland: N/A
 - Illinois Valley: Typically, we stick with the original act of recognition; however, the Board reserves the right to change its recommendation.
 - John Wood: Per Board Policy, absent a binding written contract approved by the Board, the Board reserves the right to withdraw or change any naming.
 - Kankakee: We build language into all MOUs or contracts to address this. We've only had to address it once, and it was not an issue because it was memorialized in a document.
 - Lake Land: We have not experienced this issue in the past and currently have no language in our Board policy to address this situation.
 - Sauk Valley: We do not have a policy for this, nor have we encountered this issue.
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4. DO YOU HAVE A PREVENTATIVE POLICY FOR FORFEITING NAMING RIGHTS OR AN EXIT PROVISION?

- Danville: The Board will always have the ultimate authority to revoke naming rights, even those originally deemed to be permanent, if warranted, such as by the donor committing a criminal offense that would damage the College's reputation were the name to remain on the building or room.
- Elgin: No
- Harper: Currently being incorporated into a revised policy - in process.
- Highland: N/A
- Illinois Valley: The Board has the right to change its recommendation.
- John Wood: Yes
- Joliet: In the event that the named individual is convicted of a crime or engages in other conduct that may be detrimental to the reputation of JJC, the Board has the discretion to change its recommendation for naming a building, room or area without seeking approval from the person(s) making the original donation.
- Kankakee: I'm not sure what you mean. We do include language in our MOUs which give either party the right to exit the agreement if either institution behaves in a way that embarrasses or compromises the public image of the other. Some of our partners also ask for language guaranteeing first right of refusal at the conclusion of a time-bound agreement.
- Kishwaukee: "The College Board of Trustees reserves the right to withdraw the privilege of name association with Kishwaukee College. Removal of privilege will follow the same vetting process and may be implemented should future improprieties, acts of dishonor and circumstances warrant.

"Should a named facility be destroyed due to forces of nature or changed due to renovation or construction, the College Board of Trustees reserves the right to reevaluate continued recognition of the entity whose name is associated with the building or facility."
- Lake County: "No naming will be approved or (once approved) sustained that will call into question the public respect of the College."

"When a building or significant area has been named, the College will continue to use the name so long as the building or area remains in use and services its original function."

- Lake Land: Our policy states, “The Board of Trustees reserves the right to remove naming at its sole discretion if it determines that conduct of the individuals or organizations for whom the academic programs, buildings, rooms or physical components and/or entities are named would bring a loss of respect to the College if the name were maintained, or would be in conflict with the College’s values or ethical standards.”
- Sauk Valley: A. Naming recognition should enhance the reputation and prestige of the College and the donor.
B. Any legal impropriety or other act that brings dishonor to the College on the part of the donor or a corporate donor shall make the gift and naming subject to reconsideration by the College.
- Spoon River: Any legal impropriety or other act which brings dishonor to the college on the part of the donor or a corporate donor who is no longer in existence shall make the gift and naming subject to reconsideration by the College.

ADDITIONAL COMMENTS

- Danville: Naming rights can cause a problem when the honoree has a common name. For example, DACC’s founding president was named Mary Miller, after whom the College named her “favorite room,” the gymnasium. In the election this past November, our Congressional district elected a woman named Mary Miller to the U.S. Congress and she recently made inflammatory comments that would have warranted a renaming of the gym if she had been the first Mary Miller. The lesson here is that it’s safer when you name buildings after people with names like Zbigniew Brzezinski.
- Harper: Board policies are currently being updated.
- Joliet: I have attached our BOT policy/institutional procedure on Naming Rights.
- Kishwaukee: From the Kishwaukee College Policy Manual of the Board of Trustees: Chapter 4, Section No. 4.08 Facilities Naming
https://kish.edu/about/leadership/board/policy-manual/_pdfs/ch4/4.08.pdf
- Lake County: College of Lake County Policy Manual
Section 916 USE OF GRANTS OR GIFTS FROM EXTERNAL SOURCES AND THE NAMING OF COLLEGE FACILITIES AND PROPERTY
<http://dept.clcillinois.edu/pre/PolicyManual.pdf>
- Lake Land: We have a detailed Board policy on naming rights, which can be found here:
https://www.lakelandcollege.edu/wp-content/laker-documents/laker/board_policies/1110.pol.pdf
- Sauk Valley: Board policy – 505.02 Naming Rights
<https://www.svcc.edu/about/board-policy/500/505.02.html>
- Southeastern: We only name buildings after long serving employees. I have attached our policy.
- Spoon River: Attached is Spoon River College’s Naming Rights Policy, approved jointly by the SRC Board of Trustees and the SRC Foundation Board in 2015.

Illinois Community College Trustees Association

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PROCEDURES

DIVISION I. Board of Trustees	PROCEDURE NUMBER 1.90.00.00 [1]
CATEGORY 1.90.00.00 Naming of Buildings and Other Properties	DATE Adopted: 07/2012 Revised: 09/2012, 09/2015, 01/2020

The administration reserves the right to amend or otherwise revise this document as necessary to reflect future changes made to its procedures. You are responsible for reviewing this procedure periodically to ensure continued compliance with all Joliet Junior College BOT policies and institution procedures.

1.90.00.00 **NAMING OF BUILDINGS AND OTHER PROPERTIES**

This procedure serves as a guide in the naming process for the College and applies to all campuses, centers, and extension locations that are owned by Illinois Community College District No. 525. It is established to assure an appropriate reflection of the history of the College as well as consistency, fairness, fitting recognition and good value in exchange for the honor or privilege of name association with a program, fund, or physical aspect of the College. As gifts can encourage others to give, this procedure is intended only as a guide and allows for flexibility on a case by case basis.

The College, as represented by the Board of Trustees (Board), President, and the Foundation Board of Directors, may seek private funds to enhance the College’s ability to meet the higher education needs of its community, particularly toward a level of excellence that would otherwise not be possible given state funding levels and restraints on student tuition and fees. To that end, the College seeks to provide appropriate recognition to donors for their generosity. Although such recognition may take many forms, this procedure seeks to establish guidelines for the naming of facilities, campus spaces and programs for donor recognition. The College will negotiate term-of-years for all donor recognition in the form of naming. All naming arrangements for all buildings, portions of buildings, College streets or roads; stadiums and fields; areas of major assembly, activity, or campus circulation; and other facilities and properties which are significant because of their use or visibility. Require Board vote and approval, prior to finalizing the proposed agreement. The recommendations will be sent to the Board for review prior to being placed on the Board agenda. Naming opportunities for benches, tables, sculptures or architectural pieces, pavers or bricks, or other non-building items under \$25,000 do not require Board approval.

A. Guidelines for Naming

1. A significant monetary contribution may be made to the institution as follows: to cover the actual cost or a major portion of new construction; to cover a major



PROCEDURES

DIVISION I. Board of Trustees	PROCEDURE NUMBER 1.90.00.00 [2]
CATEGORY 1.90.00.00 Naming of Buildings and Other Properties	DATE Adopted: 07/2012 Revised: 09/2012, 09/2015, 01/2020

portion of replacement or renovation cost for an existing building or facility; or to accomplish the fundraising goal.

The donation may be made in cash or a legally binding pledge and can be paid over time, usually within three years of naming the facility, unless other arrangements are made.

- a. A portion of the gift may be in the form of an irrevocable trust or planned gift.
 - b. Qualified contributions are receipted by the Foundation and intended by the original donor for the College or students.
 - c. The Board reserves the right to remove names from facilities when the gift remains unpaid beyond the three-year limit or the agreed upon date.
 - d. In the event that the named individual is convicted of a crime or engages in other conduct that may be detrimental to the reputation of JJC, the Board has the discretion to change its recommendation for naming a building, room or area without seeking approval from the person(s) making the original donation.
2. Specific contribution levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property.
 - a. Such property may include, but is not limited to hardscape, benches, fountains, gardens, walls, equipment, and outdoor plazas, etc.
 - b. Amounts for these naming opportunities shall be reviewed periodically by the College.
 3. A tribute naming in recognition of distinguished service may honor a gift of time or talent that has had a significant positive impact on the institution over an extended period of years. This honor is usually reserved for extraordinary positive leadership.
 - a. A period of not less than one year shall lapse between the end of the individual’s service to the College and consideration for naming.
 - b. The President will appoint a committee of College representatives to review a request for a tribute naming. The committee will make a



PROCEDURES

DIVISION	PROCEDURE NUMBER
I. Board of Trustees	1.90.00.00 [3]
CATEGORY	DATE
1.90.00.00 Naming of Buildings and Other Properties	Adopted: 07/2012 Revised: 09/2012, 09/2015, 01/2020

recommendation to the President and, along with the Foundation Board, will determine whether the person proposed is worthy of the honor, as well as the degree of internal and external support for the proposed naming, prior to submitting the name for approval to the Board.

- c. A naming of property may be done as a tribute following the criteria in #3 and is usually applied to property such as interior road signs, specific rooms, or pieces of equipment. The naming is permanent but is at the discretion of the Board.

- 4. Generally there will be no named buildings for living political figures or for current employees of the College.

B. Guidelines for Naming Based on Monetary Contributions

Facility Commemoration Opportunities	Gift Minimums and Ranges
New Building	Minimum \$1,000,000
Existing Building	Minimum \$500,000
Library	\$250,000 to \$500,000
Classroom or Laboratory	Range of \$25,000 to \$100,000
Entrance hall, lobby, student/staff lounge	Range of \$25,000 to \$100,000
Recreation Facility	\$20,000 to \$250,000
Endowed Chair or Faculty member	Minimum \$250,000
Conference room, Division Offices or Departments	\$10,000 to \$50,000
Outdoor areas, commemorative table/bench*	Range of \$1,000 to \$25,000
Fountain, bell tower, other architectural*	Range of \$15,000 to \$200,000
Pavers, bricks, tiles, sidewalk/concrete available etched names, etc. *	Range of \$100 to \$5,000



PROCEDURES

DIVISION I. Board of Trustees	PROCEDURE NUMBER 1.90.00.00 [4]
CATEGORY 1.90.00.00 Naming of Buildings and Other Properties	DATE Adopted: 07/2012 Revised: 09/2012, 09/2015, 01/2020

*Naming opportunities for benches, tables, sculptures or architectural pieces, pavers or bricks, or other opportunities under \$25,000 do not require Board approval.



BOARD POLICIES

DIVISION I. Board of Trustees	POLICY NUMBER 1.90.00
CATEGORY 1.90.00 Naming of Buildings and Other Properties	DATE Adopted: 09/2012 Revised: 08/2015, 02/2017, 01/2020

1.90.00 NAMING OF BUILDINGS AND OTHER PROPERTIES

The Board of Trustees (Board) retains authority for naming College facilities and properties. This shall include buildings, portions of buildings, College streets or roads; stadiums and fields; areas of major assembly, activity, or campus circulation; and other facilities and properties which are significant because of their use or visibility. Naming opportunities for benches, tables, sculptures or architectural pieces, pavers or bricks, or other opportunities under \$25,000 do not require Board approval.

The naming of buildings and other properties will be in accordance with Procedure 1.90.00.00 Naming of Buildings and Other Properties. After review by the President and the Foundation Board, the recommendation will be submitted to the Board for action, when required. No commitment for naming shall be made prior to approval by the Board of the proposed name. The recommendation will be sent to the Board for review prior to being discussed and a vote taken.

Each proposal for naming a College facility or property shall be considered on its own merits. In all naming proposals, efforts will be made to be consistent with state, federal, and accreditation guidelines that dictate the reporting of college sites. Therefore the College will utilize types of naming conventions that align with the Illinois Community College Board Systems Manual [ICCB Section 1501.301, Definition of Terms] and the Higher Learning Commission when identifying college sites.

SAUK VALLEY COMMUNITY COLLEGE
Gift Values for Naming Opportunities

	<u>Gift Value</u>
A. Campus	
1. Baseball Field	\$50,000
2. Softball Field	\$50,000
3. Stadium	\$50,000
4. Lawns (grassy sections)	\$10,000 - \$50,000
5. Groves (wooded areas)	\$10,000 - \$50,000
6. Circle Drive	\$100,000
7. Trees	\$100 - \$1,000
B. Buildings	
1. Main Building	
a. East Mall	\$250,000
b. West Mall	\$500,000
c. 1K4	\$100,000
d. 2K2 Founders Room	\$100,000
e. 3K2 Seminar Center	\$100,000
f. Child Care Center	\$100,000
g. Chemistry Lab	\$100,000
h. Biology Lab	\$100,000
i. Electrical Lab	\$100,000
j. Gym	\$500,000 - \$1,000,000
k. Theatre	\$500,000
l. President's Office	\$50,000
m. Individual Offices	\$10,000
n. Trustees Board Room	\$100,000
o. Classrooms	\$10,000
p. LRC (Library)	\$500,000 - \$1,000,000
q. AV Center	\$250,000
r. Fitness Center	\$250,000
s. Patios	\$10,000
2. T-1	\$2,000,000 - \$4,000,000
3. T-2	\$800,000
4. Farmhouse	\$150,000
5. Observatory	\$25,000

The Board of Trustees of Southeastern Illinois College retains authority for naming all SIC facilities and properties, i.e. all buildings, major portions of buildings, college streets or roads, sports complexes and other areas of major assembly or activity, lecture halls, center, and other large areas of campus circulation and all other highly visible facilities and properties. The Board also retains the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. Each proposal for naming an SIC facility or property shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that names given are appropriate for the College. In the event that a facility or property is named by the Board of Trustees, the Board reserves the exclusive right to revoke the name of the facility or property at a later time.

This campus policy is intended to provide a framework for recommendations to the Board of Trustees for naming of facilities and properties as noted above. Therefore, any proposal for naming such a facility or property that is prepared and presented in accordance with these procedures and approved by the President will be ready for submission to the Trustees without additional action.

The permanent name of a Southeastern Illinois College facility or property should honor an individual or an organization.

In a rare instance, when no gift is involved:

1. It should honor a person who has served Southeastern Illinois College in an academic capacity or an administrative capacity and who made extraordinary contributions to the campus or the SIC system which warrant special recognition.
2. When proposal for naming in honor of an individual involves service to the college in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
3. No more than one (1) facility or property in the system shall be named after any one (1) individual.
4. No facility or property will be named after seated, elected, or appointed officials.

In special circumstances the Board of Trustees may waive any or all of the above criteria and reserves the sole right to name facilities at its discretion.

Major facilities:

A. Definition.

Major facilities and properties are defined as all buildings, major portions of buildings, college streets or roads, sports complexes and other areas of major assembly or activity, lecture halls,

center and other large areas of campus circulation, and all other highly visible facilities and properties.

Minor facilities and temporary naming:

A. Definitions.

1. Minor facilities and properties are defined as individual rooms, laboratories, conference rooms, offices, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor facilities and properties.
2. Temporary naming of facilities and properties are those that reflect natural or geographic features or a traditional theme of the campus.

Procedures:

Faculty, administrative personnel, support staff, students, members of the community, or groups of such persons, may submit requests to name a specific facility or property on the campus. The following procedure will be observed when submitting such a proposal for naming a Southeastern Illinois College facility or property.

The request to name a specific facility or property shall be submitted to the President of Southeastern Illinois College. Each naming request must:

1. Be submitted in a timely fashion to ensure that, if required, the Board of Trustees policy timing requirements may be met. All requests for naming that require Trustee action should be submitted to the College President ten weeks prior to the Board of Trustees meetings at which the request would be presented.
2. Demonstrate compliance with this policy.
3. Succinctly state reasons for the proposed name.
4. Name the constituent group(s) or individual(s) proposing the request and recommending that the campus President approve the request.
5. Permanent naming proposals shall include the complete biographical data about the individual or organization.
6. Ensure that all participants involved in this process remember that strict confidentiality is required.
7. Identify the “special circumstances” when requesting a waiver of policy, if any.

Upon receipt of the naming request, the President of Southeastern Illinois College will review the naming request for SIC Trustee policy compliance, consult with appropriate individuals and forward a recommendation to the Board of Trustees.

1. If the Board of Trustees approves the request for the permanent name of a major facility, required materials will be prepared by the President of Southeastern Illinois College for submission to the Board of Trustees for appropriate action.
2. Confidentiality is to be maintained on all requests submitted.

Each recommended naming request must:

1. Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
2. Demonstrate compliance with Board of Trustees' policy.
3. Succinctly state the reasons for the proposed name.
4. Name the constituent group(s) or individual(s) recommending that the Board of Trustees approve the request.
5. Include complete biographical data about the individual or organization.

Sponsorship of signs on campus property:

Outside businesses and organizations shall be allowed to sponsor printed or electronic signs on the campus of Southeastern Illinois College according to the following stipulations:

1. Business or organization shall obtain written approval from Southeastern Illinois College to sponsor a sign on campus.
2. Business or organization shall purchase, erect, and maintain the sign.
3. Business or organization shall keep the sign in good repair at all times.
4. The design, manufacturer, size, and location of the sign shall be approved by Southeastern Illinois College.
5. Signs shall not display content contrary to College policy and those prohibitions listed in the College catalog.
6. Signs carrying political messages shall not be permitted.
7. Southeastern Illinois College reserves the right to use the sign to advertise and promote college programs, activities, and events.
8. Southeastern Illinois College reserves the exclusive right to remove content displayed on the sign.
9. Southeastern Illinois College reserves the exclusive right to refuse any request to sponsor a sign on campus.
10. Southeastern Illinois College reserves the exclusive right to remove the sign.
11. Southeastern Illinois College reserves the right to use signs to raise revenue from advertising businesses, so long as those businesses are not in direct competition with the sponsoring business/organization.

Adopted:
Amended: May 18, 2010
Legal Ref:

Spoon River College Campus Facility Naming Policy

A) This policy is to establish the criteria to guide the process for naming facilities at Spoon River College

1) Guidelines for Naming Tributes

- a) A significant monetary contribution to the actual construction cost, if for new construction; a major portion of the replacement or major renovation cost, if for an existing building or facility; or the fundraising goal.
- b) Specific contribution levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property on campus.
 - i) Such property may include but is not limited to pavers, benches, planters, arboretum, gardens, and outdoor plazas.
 - ii) Amounts for these naming opportunities shall be reviewed periodically by the Spoon River College Foundation and the College Board of Trustees.

2) Guidelines for Naming Based on Monetary Contributions

Facility Commemoration Opportunities	Gift Minimums and Ranges
New building	51% of cost of construction
Existing building	\$2,000,000 minimum
Classroom or laboratory	\$25,000 to \$250,000 a range of options is available
Entrance hall or lobby	\$100,000 to \$200,000 a range of options is available
Athletic facility	\$50,000 to \$500,000 a range of options is available
Conference Room	\$50,000 to \$100,000
Cafeteria or Bookstore	\$100,000 to \$250,000 several options are available

- a) This list will be reviewed for accuracy periodically.

3) Permanency of Names:

- a) When a gift from an individual or family is involved, a facility receives a designation that shall last the lifetime of the facility, subject to paragraph A) 3) d of this rule.
 - i) Demolition or significant renovation shall terminate the designation.
 - ii) The individual or family involved in the initial naming may be offered an opportunity to retain the naming before any other naming gifts are considered.
- b) When a gift from a corporation is involved, the corporation shall be given the opportunity to purchase a naming license with a name subject to approval by the Board for a designated period of time to be negotiated between the College and the donor.
- c) When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility.

- d) Any legal impropriety or other act which brings dishonor to the college on the part of the donor or a corporate donor who is no longer in existence shall make the gift and naming subject to reconsideration by the College.

4) Authority and Approvals

- a) Prior to approval, the College Board shall have reasonable assurance that:
 - i) The proposed name shall bring additional honor and distinction to the college.
 - ii) Any philanthropic commitments connected with the naming shall be realized.
- b) The College President, upon advice and consent from the College Board of Trustees, may require that a background check is performed on a donor (living or deceased) or designee based upon particular facts and circumstances.
 - i) The donor, donor's executor, or designee shall be required to sign an authorization allowing the background check, if a background check is determined to be necessary.
- c) The College President, in collaboration with the Spoon River College Foundation, has the right to:
 - i) Determine content, timing, location and frequency of any public announcements associated with the gift.
 - ii) Approve the color, design, and size of any physical marker that provides information about the designee or donor and/or the nature of the gift or honor.
 - iii) Determine and carry out the exact nature of any ongoing care and maintenance of any memorial or tribute gifts or their physical markers.
- d) The final authority for any naming, memorial or tribute decision rests with the President and the College Board of Trustees.
- e) The Guidelines set forth in this policy statement shall not be deemed all-inclusive. These Guidelines may be amended by the College President and College Board from time to time without notice.
- f) The College President and/or the College Board of Trustees reserve the right to consider any and all factors regarding the privilege of name association with the program, fund or physical aspect of Spoon River College as particular acts and circumstances warrant. Decisions will be made consistent with the stated mission of Spoon River College.

- B) This policy is effective as of the date of publication and will supersede all prior policies relating to this matter.