

1.3 NAMING POLICY

POLICY

This policy serves as a guideline for the Brunswick Community College Trustees, the President, the Directors of the BCC Foundation (hereafter referred to as “the Foundation”), and other staff, volunteers, and outside advisors who assist in the solicitation of gifts. 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 or do the opposite, this policy is intended only as a guide and allows for flexibility on a case-by-case basis.

Philanthropy at Brunswick Community College

Brunswick Community College (hereafter referred to as “the College”) Trustees and President, as well as the Directors of the Brunswick Community College Foundation, Inc., and the Executive Director of the Foundation 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 (thank you letters, press conferences, etc.), this policy seeks to establish guidelines for the naming of facilities and programs as donor recognition.

PROCEDURES

Naming Tributes

Two circumstances generally give rise to a naming tribute:

1. Naming in Recognition of Distinguished Service may honor a gift of time or talent that has had a significant positive impact on the College over an extended period of years. Such honor will typically be recommended no less than five years following the end of the individual’s service to the College. The President of the College, or a committee appointed by the President, is charged with determining 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 to the Board of Trustees for approval.
2. A gift of monetary value appropriate to the facility, program or fund being named. Such gifts must comprise a substantial portion of the cost (“substantial” meaning a contribution, while not a majority, is integral to project completion).

Donors

Donors to be honored with naming opportunities may reflect individuals, families, organizations, foundations or corporations.

Endowments for Programs and Scholarships

Endowed funds established for a variety of purposes may also bear the donor's or designee's name. These funds are generally coordinated by the Foundation in accordance with their Investment and Gift Acceptance policies. Endowment minimums are established by the Foundation and are regularly reviewed for currency and appropriateness.

Physical Property

Sponsorship of physical property on campus through monetary gifts may occur:

1. To pay for all or part of a new campus facility or improvement.
2. In conjunction with fundraising efforts on the part of the College or the Foundation.

Giving levels for the naming of physical property should be established through consultation among the College Trustees, Foundation Directors, and President. Some general guidelines include:

1. New construction, buildings or improvements may be named for a donor who has made a substantial monetary gift toward the cost of the project.
2. For existing buildings and facilities, dollar amounts will be established for a selected number of naming opportunities based on institutional priorities set by the President and the College Board of Trustees.
3. Giving levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property on campus. Such property may include but is not limited to pavers, benches, planters, fountains, gardens, equipment, musical instruments, meeting rooms, lounges, theaters, artwork, recreational facilities, and outdoor plazas. Amounts for these naming opportunities will be set and adjusted periodically by the President in consultation with the Trustees and the Executive Committee of the Foundation.

Rights and Responsibilities

The College President, in consultation with the donor, Foundation, or other appropriate parties shall make decisions related to naming, memorial and tribute gifts, including but not limited to the following:

1. Public announcement: the right to determine content, timing, location and frequency of any announcements associated with the gift.
2. Physical markers: the right to 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.
3. Care and maintenance: the right and responsibility to determine and carry out the exact nature of any ongoing care and maintenance of any memorial or tribute gifts or their physical markers.

General Provisions

1. Naming recognition should enhance the reputation and prestige of the College and the donor.
2. Where a building or part has been named, the College will continue to use the name so long as the building, part or facility remains in use and serves its original function, unless otherwise stipulated at the time of gift acceptance. When the use of a building, room, or facility is changed such that it must be demolished, substantially renovated or rebuilt, the College may retain the use of the name or name another comparable room or facility.
3. It is the responsibility of individuals negotiating on behalf of the College to advise potential benefactors that their gift may be recognized by naming, subject to approvals and decisions being consistent with this policy.
4. Commitments made prior to adoption of this policy shall be honored.

Final Authority

The final authority for any naming, memorial or tribute rests with the President and the College Board of Trustees. The guidelines set forth in this policy statement are not to be deemed all-inclusive. 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 Brunswick Community College as particular acts and circumstances warrant. The College President, upon advice and consent from the College Board, may require that a background check be performed on a donor (living or deceased) or designee based upon particular facts and circumstances. If a background check is determined to be necessary, the donor (donor's executor) or designee shall be required to sign an authorization allowing the background check. The College President and/or College Board of Trustees reserves the right to withdraw the privilege of name association with Brunswick Community College should future particular acts and circumstances warrant.

Approved by Brunswick Community College Board of Trustees

March 18, 1992

February 21, 2007

April 15, 2009

June 20, 2014