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## **POLICY**

Brunswick Community College (hereafter referred to as “the College”) trustees and president, as well as the directors of the Brunswick Community College Foundation, Inc. (hereafter called “the Foundation”) 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. To that end, the College seeks to provide appropriate recognition to donors for their generosity. This policy seeks to establish procedures for the naming of campus facilities, academic chairs, and programs as a form of donor recognition.

This policy exists 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. Receipt of gifts to the College must be managed by the Foundation and shall be governed by the College’s Gift Acceptance and Solicitation of Gifts Policies. Consideration and recommendation of a naming shall be initiated and approved by the BCC Foundation board of directors who shall, upon majority vote of approval, forward the naming to the BCC board of trustees for consideration.

## **PROCEDURES**

### ***Naming Tributes***

The circumstances generally giving rise to a naming tribute include the following:

1. A contribution of cash in an amount consistent with established naming levels.
2. A gift of an asset with monetary value in an amount consistent with established naming levels.
3. A gift of time or talent that has had a significant positive impact on the College over an extended period of years.

The Board of Trustees shall receive and act upon requests of the Foundation to designate and name a given building, room, physical space or campus location, program, chairmanship or other asset for, or on behalf of, a donor/benefactor. Donors to be honored with naming opportunities may reflect individuals, families, organizations, foundations or corporations. The naming must be approved by a majority vote of the Board of Trustees.

Giving levels for the naming of physical property are established through consultation among the College’s Trustees, Foundation’s Directors, and the President of the College. The minimum giving levels shall be reviewed regularly, but no less than every five years.

### ***Rights and Responsibilities***

The College’s 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 the June 19, 2020 adoption of this policy shall be honored.

**Final Authority**

The final authority for any naming, memorial or tribute rests with the current President and the College’s Board of Trustees. The guidelines set forth in this policy are not to be deemed all-inclusive. The College’s President and/or College’s Board of Trustees reserve the right to withdraw the privilege of name association with Brunswick Community College.

**Naming Opportunity Guidelines**

(adopted June 4, 2020 by the BCC Foundation Board of Directors)

<b>Opportunity *</b>	<b>Minimum Contribution</b>
Buildings	\$500,000 - \$1,000,000
Library	\$250,000
Cafeteria	\$100,000
Awards and Student Enrichment Programs, Academic Chairs	\$100,000
Baseball Stadium Seating or Basketball Court	\$100,000
Swimming Pool	\$75,000
Labs (Health, Sciences, Trades)	\$50,000
Teaching Auditoriums, Outdoor Learning Classroom	\$35,000
Classrooms, Art Studios, Lobby Area	\$25,000
Conference Rooms, Office Suites, President’s Conference Room	\$25,000
Greenhouse	\$15,000
Gardens, Ponds, Paths, Trails, Outdoor Spaces	\$10,000 - \$50,000

\*This list of naming opportunities will be used as minimum contribution guidelines in discussions with donors; however, possible available campus naming opportunities may not be limited to the items listed.