



3620 - Naming of Facilities

Policy

The final approval for the naming of any building or facility on any campus of the Yosemite Community College District rests with the Board of Trustees. The following purposes are appropriate for naming any facility within the District:

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.
4. To reflect a major financial contribution of a donor.
5. To recognize individuals who have made significant educational contributions to the District.

Adopted June 28, 2004

Procedure

- I. The purpose of these procedures is to provide standard guidelines for Yosemite Community College District in naming buildings, sites, and common areas. Naming opportunities may be granted in recognition of financial support and/or in recognition of distinctive service to the Colleges the District and/or the community. Revenues generated from this will help all our students, programs, and the community.
- II. Criteria for Naming
 - A. Financial Support
 1. A building, site, or common area may be named for monetary and deferred gifts such as wills, IRAs and insurance policies. Gifts should be considered non-revocable.
 2. Long-term pledges can be considered (not to exceed 10 years) if 50% of the amount is initially given. Other, considerations can be given on an individual basis.
 3. Generally, a facility will not be named for an individual making a property gift until the property is converted, unless determined otherwise by the Board of Trustees.
 - B. Distinction
 1. From time to time the District may want to honor the extraordinary, distinguished contributions to the Colleges and/or the District.
 2. Prior to naming a building, site, or common area, the College President or the Chancellor shall determine whether the person is worthy of the honor.
 3. The College President or the Chancellor will make the recommendations to the Board of Trustees for their consideration.
 - C. General

1. Names of facilities or areas should lend prestige to the college and to staff, students and community. The credentials, character, and reputation of each individual, organization or corporation for the naming being considered shall be carefully scrutinize and evaluated. Nominations submitted for consideration must be accompanied by supporting documentation.
2. When a building or significant area has been named, the District will continue to use the name so long as the building or area remains in use and serves its original function. When the use has changed such that it must be demolished, substantially renovated or rebuilt, the District may retain the use of the name, name another comparable room or facility, or discontinue the use of the name.
3. It is the responsibility of individuals negotiating on behalf of the District to advise potential benefactors that their gift may be recognized by naming, subject to approvals and decisions consistent with Board Policy 3620.
4. All naming opportunities will be recognized with an appropriate plaque outside the room, building or area. On behalf of the Board of Trustees and the Foundation, the College President or Chancellor will forward a letter of appreciation to the donor or honoree. The College President or Chancellor will arrange for the unveiling of buildings and other facilities in a publicized ceremony.

D. Approvals

1. All proposals for naming will be forwarded to the College President or Chancellor, who shall make a determination if the naming is appropriate and will then forward the recommendations to the Board of Trustees for final approval.

E. Naming

1. A uniform system of signage should be adopted by location.
2. Buildings and areas should have names that include their primary function.
3. Outdoor areas shall bear the name and a functional description.
4. The naming opportunity to honor an individual should use the surname only and in case of corporations or business the shortened name should be used. The reason for this is to ensure that the use of the new name becomes commonplace, minimize exterior lettering, listings in directories, mailing addresses, and the like.

F. Non-Exclusive

1. Non-exclusive is defined as having non-exclusive naming rights, as it relates to a building or campus. Thus, rooms/space within a building can be named. If a campus is non-exclusively names, buildings/rooms/space within the campus can be otherwise named.

Procedure Last Revised: 04/11/07