


# PROCEDURE MANUAL

 <p>LOUISIANA <b>DELTA</b> COMMUNITY COLLEGE</p>		Procedure FN_105	
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Section		Subject	Title College Property Naming

## **PURPOSE**

Louisiana Delta Community College (“College”) seeks to recognize the efforts and contributions of individuals by the naming of buildings, portions of buildings, rooms, gardens, trees, open spaces, fields, streets, equipment, endowed chairs, or other initiatives collectively referred to hereafter as "property" and establishes guidelines and procedures to create a uniform and consistent process to gain approval and to record names for all College property.

## **Overview**

### **Intent to a Name Building, Room, Endowed Chair, Initiative or Property**

The primary intent of the property naming process is to allow Louisiana Delta Community College to recognize the importance and/or efforts of an individual, a corporation, a foundation or other organization to the College or to recognize an individual, a corporation, a foundation or other organization who by deed or action exemplifies the values and ideals of the College. However, the property’s use, history, and present and past purposes will be considered as part of the deliberations. As a general rule, a building name holds more importance or represents greater College recognition than the naming of a portion of the building, such as a suite of rooms or a single room. For example, it might be appropriate to name a building after a board member, chancellor, or president who was instrumental in bringing about the construction of the building. It may also be appropriate to name an individual room or area of a building in honor of a dean, department chair, faculty member or employee in recognition of dedication or meritorious service to the College.

### **Governing Authority**

The Louisiana Delta Community College Chancellor along with approval from the LCTCS Board of Supervisors has final authority for any naming, memorial or tribute opportunity.

## Definitions

- A. Gift. A “gift” is a voluntary, philanthropic transfer of assets received from an individual, a corporation, a foundation or other organization. A gift may be made through a number of vehicles, including, but not limited to cash, stock, estates, trusts, in-kind and real property.
- B. College. The term “College” in this policy refers to Louisiana Delta Community College.
- C. Naming. The term “naming” in this policy refers to the conferral of an individual’s, a corporation’s, a foundation’s or other organization’s name to a building, room, endowed chair, or another initiative or property to recognize the philanthropic support and/or distinguished contributions of that an individual, a corporation, a foundation or organization.
- D. Gift-Related Naming. A gift-related naming occurs when a donor makes a tax-deductible contribution to the college or to the Louisiana Delta Community College Foundation and is recognized with a naming.
- E. Honorific Naming. An honorific naming may be bestowed in recognition of the dedication or meritorious contribution of a person. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the college, must have an established relationship with the institution, and must have contributed measurably to the good of the college or society.

## 1. Procedures

### I. Naming of College Property

- A. Naming Opportunities and Necessary Approvals
  - 1. Buildings and Other Major Facilities. Naming of buildings and other major facilities, such as stadiums, wings of buildings, large auditoriums, concert halls and clinics, must be approved by the Board of Supervisors upon recommendation of the Chancellor. The criteria for a gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the property. The criteria for honorific naming will consider the significant contributions, generosity, service and dedication to the College.
  - 2. Areas within Buildings and Other Major Facilities. Naming of areas within buildings and other major facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories and workshops, must be approved by the Board of Supervisors upon the recommendation of the Chancellor. For gift-related naming, the Board of Supervisors must provide final approval of the naming. A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued

between 33% and 50% of the original construction, renovation, or current value of the area within the building and other major facilities. The criteria for honorific naming will consider the significant contributions, generosity, service and dedication to the College.

3. Grounds, Outdoor Renovations, Gardens, Trees and Benches. Naming of grounds, outdoor renovations, gardens, trees and benches must be approved by the Board of Supervisors upon the recommendation of the Chancellor. For gift-related naming, the Board of Supervisors must provide final approval of the naming. A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued 33% and 50% of the original construction, renovation, or current value of the property. The criteria for honorific naming will consider the significant contributions, generosity, service and dedication to the College.
4. Streets. The naming of all streets located on the campus of the institution or on a property owned by the institution must be approved by the Board of Supervisors upon the recommendation of the Chancellor. The naming of a street is a rare occurrence for which there is not an established gift requirement.
5. Real Property. Naming of real property must be approved by the Board of Supervisors upon recommendation of the Chancellor. Real property given to the institution may be named in consideration of the gift of the donor's entire interest in the property.
6. Programs, Institutes, Centers and Other Organizations. Naming of programs, institutes, centers and other entities must be approved by the Board of Supervisors upon the recommendation of the Chancellor regardless of the cash value of the gift.
7. Academic Positions. Naming of academic positions must be approved by the Board of Supervisors upon the recommendation of the Chancellor. A gift-related naming will consider the value and visibility of the position and will be based on a minimum donation of \$1,500,000 for endowed chairs, \$500,000 for endowed professorships, \$250,000 for endowed faculty fellowships, and \$25,000 for all endowed scholarships (see endowment naming policy)
8. Miscellaneous Naming Opportunities. Naming opportunities that are not otherwise set forth in this policy must be approved by the Board of Supervisors upon the recommendation of the Chancellor regardless of the cash value of the gift.
9. Exceptions. Exceptions to this College Property Naming Policy are allowed only when specifically recommended by the Chancellor and approved by the Board of Supervisors

## **B. Additional Naming Guidelines**

1. Gift-Related Schedule. The following schedule shall serve as a guideline for gift-related naming.
  - a. As recognition for a donation of \$500,000 and above for a building wing or floor;
  - b. As recognition for a donation of \$100,000 and above for an auditorium, theatre, or similar major building component;
  - c. As recognition for a donation of \$50,000 and above for a major lecture hall, classroom or similar building feature;
  - d. As recognition for a donation of \$25,000 and above for a standard classroom or laboratory space;
  - e. As recognition for a donation of \$10,000 and above for a conference room or office space;
  - f. As recognition for a donation of \$500 and above for a plaque on a wall in honor in a building of the donor's choosing.
2. Timing of Honorific Naming. Naming of college property in honor of an employee or trustee of the College will occur only posthumously, or after separation from the College for at least three (3) years, or upon finding by the Board of Supervisors that the individual has contributed in an extraordinary manner, above and beyond the call of duty, to benefit the interests of the college. In any case, names on buildings shall be limited to the use of the family name, unless the naming occurs posthumously.
3. Agreement. An agreement between the College and the donor shall be prepared in writing to memorialize the conditions associated with the donation that results in the naming of College property as herein set forth. Copies of the agreement shall be maintained by the College's central facilities office.
4. Sign Design Guidelines. All interior and exterior signage on campus will conform to the Interior and Exterior Campus Sign Design Guidelines. These two guideline documents are designed to be companion documents to this naming policy. The guidelines control the location, size, materials, and text of interior and exterior campus signage. Off-campus property signage shall also have the name of the institution incorporated into the name.
5. Plaques Commemorating Naming. The text of all plaques will be forwarded by Facilities Services to the Vice Chancellor of Finance and Administration for review and approval by the Chancellor.
6. Ownership of Gifted or Purchased Items. All named property is property of Louisiana Community and Technical College System.

## **II Submissions of Requests for Naming--Confidentiality**

To respect the individual, individuals or organization recommended for naming, or who are proposing to invest in a particular naming opportunity, any recommendation that may be proposed by either the college community or the public shall be submitted

confidentially through the Vice Chancellor of Finance and Administration or the Chancellor.

In making a recommendation for the naming of any College property, any person or persons making such recommendation should exercise the utmost discretion and caution so as not to create any undue expectations on the part of a person, persons, or organization for whom the recommendation is being made.

### **III Review and Approval of Naming**

Because of the growing public scrutiny of naming, the Chancellor's Cabinet will review and advise the Chancellor of any concerns raised by any proposed naming. Individuals may not commit the College to names before formal acceptance by the Chancellor. Requests for a specific naming must be submitted as outlined in this document for review and approval. Facilities Services will forward a copy of sign and dedication requests to the Chancellor's Cabinet for review and approval as part of the recommendation to the Chancellor.

### **IV Property Located at a Site Other than a College**

For the naming of College property located at a site other than the College proper, the Chancellor shall retain the prerogative, after discussion with the Chancellor's Cabinet, for gift-related naming and the person for whom, or for which, it is proposed that the property be named to either forward, or not forward, all recommendations received to the Chancellor's Cabinet for consideration.

### **V Property Located at a College Site**

#### **A. Campus Property Names Committee**

1. The Vice Chancellor of Finance and Administration (VCFA) of the college shall appoint a Campus Property Names Committee (Committee) to review and make recommendations to the Chancellor regarding requests to name campus property.
  - a. Committee Membership. The Campus Property Names Committee shall be comprised of the following: the Associate Vice Chancellor of Academic Affairs, the appropriate Campus Director, the instructional deans, a faculty representative, up to three at-large members, and a student representative.
    - i. The student member shall serve a one year term.
    - ii. The faculty representative and any at-large members serve two-year appointments, but may be reappointed for a maximum of three consecutive terms.
    - iii. Members are re-eligible for service after one year off the committee.

- iv. The term total may be extended to include service done to fill a vacancy of less than one year duration.
- b. The Committee will:
  - i. Ensure uniformity and consistency of names on the campuses and make suggestions for names when requested by the campus Director, Chancellor, or Board to consider names proposed and apprise interested parties of the policy for the selection of names;
  - ii. Act as the formal conduit for names to be submitted, researched, and forwarded for recommendation;
  - iii. May recommend a specific name in response to a naming opportunity;
  - iv. Receive and maintain brief biographical data and a statement as to why the person named is so honored; and
  - v. Maintain confidentiality of all naming recommendations until approved by the Board of Supervisors.
  - vi. Notify the requester of the dedication of the approval status once the Board of the Supervisors has acted upon the request.
- 2. The VCFA shall forward recommendations received to the Chancellor or the Chancellor's designated representative.
- 3. The Chancellor shall retain the prerogative, after discussion with the Cabinet and the Foundation Board of Directors for gift-related naming and the person, persons, or organization for whom property is being considered to be named, as appropriate, to either forward, or not forward, any recommendations received, to the Board of Supervisors for consideration.
- 4. The Chancellor will advise the campus from whom the recommendation came concerning the action taken on the recommendation.

**B. Process—Submission of Naming Request for Campus Property**

- 1. Any person requesting to name College district property located at a college site shall submit a *Request for the Naming of LDCC Property Form* in accordance with the confidentiality requirements.
- 2. The *Request for the Naming of LDCC Property Form* should include the following information:
  - a. A discussion of the importance of the naming to the College; the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming.
  - b. In the case of a naming representing a living person, the magnitude of gifting and meritorious activity should be well delineated.
  - c. In addition, plans for any plaque, funding, and maintenance should be identified and included in the proposal.
  - d. A resume or discussion of the individual(s) being honored should be included.
  - e. Letters of reference should be included.

- f. Petitions may also be submitted to show those in favor of the naming.
3. The VCFA shall convene the Property Names Committee.
4. The Property Names Committee will meet to discuss the merits of the request and will make a recommendation to the Chancellor.
5. The VCFA will review the request to name College property and will submit the requests on the agenda of the Cabinet for review.
6. The Cabinet will review the proposal and provide a recommendation to the Chancellor.
7. The Chancellor with the advice of the cabinet may make a recommendation for consideration and approval by the Board of Supervisors for approval pursuant to the Louisiana Community and Technical College System (LCTCS) Board policy and state law.

## **VI Ceremonies**

The Board of Supervisors, Chancellor, and the LDCC Foundation shall collaborate, as appropriate, to ensure ceremonies are held, and recognition given, when the College names property in accordance with these guidelines and procedures.

## **VII Modification, Relocation or Removal of Names**

Once a property is named to honor an individual, individuals, an organization, or other entity, the College shall not change the name of the property, except in the following cases.

1. Where the name is being transferred to a more modern, or more appropriate, property;
2. Where modifications are made to property in the best interest of the College or it becomes necessary to relocate, modify, or reallocate named college property. In this event college administrators will be involved in early planning to insure that the original purpose of the naming and the donor's wishes for gift-related naming, are preserved as appropriate.
3. Where the purpose of the property is changed and is no longer consistent with the stated intent formerly associated with name previously honored (in which case the name may be transferred to a more appropriate property);
4. Where the name assumes the characteristics of a liability for the advancement of the College, as the Chancellor or the Board of Supervisors acting as a whole may determine; or
5. Where the honoree or the honoree's assigns, and the Chancellor and the Board, acting as a whole, mutually agree on a name change.