



Jamestown Community College
Policies and Procedures

Policy Title	Naming of Facilities, Spaces, and Programs	Policy Number	322
Section	Financial Affairs and Development	Approval Date	4/16/2019
Subsection	Development	Effective Date	4/16/2019
Responsible Office	JCC Foundation	Review Date	12/21/2004; 4/16/2019

1.0 Purpose

1.1 The purpose of this document is to establish policies and procedures of the JCC Board of Trustees regarding the naming of college facilities, grounds, buildings and portions of buildings, and academic programs. The Board of Trustees has the sole authority to provide for the naming of such facilities, spaces, and programs.

The goal of this policy is to enhance the ability of Jamestown Community College to promote and pursue contributions that support organizational goals, and to ensure college-wide uniformity and clarity to the process of naming college facilities and programs.

1.2 Scope: This policy applies to the naming of current or future facilities, major areas (such as auditoriums, classrooms, and rooms with substantial public use) within existing or future facilities, existing facilities which have undergone major renovations, or outdoor spaces on college grounds for which a naming opportunity exists. The board also reserves the right to approve the naming of academic programs, including departments, centers, institutes, and academies. The naming of scholarships, donor-specified endowments, and charitable funds within the JCC Foundation does not require approval of the Board of Trustees.

2.0 Policy

2.1 Once a new building, expansion, or renovation has been approved by the college, the value of associated naming gifts will be determined by the Foundation, in consultation with the College President. Similarly, the value of associated naming gifts for existing college spaces will be determined by the Foundation, in consultation with the President. In both cases, a recommendation will be made to the Board of Trustees by the Foundation and the College President along with detailed justification for the proposed action.

2.2 Naming of Academic Programs: A naming opportunity for an academic program associated with Jamestown Community College will be considered by the Foundation, in consultation with the College President, whereupon a recommendation will be made to the Board of Trustees along with detailed justification for the proposed action.

2.3 Nature of Gifts: Gifts may be in cash or a legally-binding pledge, payable within five years of the naming of the facility or program. The Board reserves the right to remove names from facilities or programs when the gift remains substantially unpaid beyond the five-year limit.

2.4 Duration: The name of a facility, space or program remains with the facility/program for life, unless otherwise determined by the Board of Trustees. In the event that a named facility/space is razed or removed, the Board may elect to retire the name or move it to another space.

2.5 Capital Campaigns: In the event of a major capital campaign, the Board of Trustees will require of the JCC Foundation a list of recommended naming opportunities and costs to be approved prior to the public phase of the campaign. The JCC President and Foundation personnel will then have the discretion to offer donors specific naming opportunities without seeking subsequent approval of the Board of Trustees, so long as the offers remain within the pre-approved guidelines.

2.6 Criteria to be Considered in a Naming Recommendation:

- a. In the case of new construction or renovation, the naming gift should provide for a substantial portion of the cost of construction.
- b. In the case of existing programs or facilities, gift amounts will be based on one or more of the following considerations:
 - a. Replacement value of the facility
 - b. Visibility of the facility
 - c. Amount needed to provide a meaningful level of support, ideally through endowment, for the maintenance and enhancement of the facility

2.7 Naming for Current Employees or Board members: No facility or program will be named for persons currently employed by the college, serving on the college's Board of Trustees or Foundation Board, or currently holding public office.

In order for a former employee, Board member, or public servant to be honored, a minimum of one year must have passed since the person held office or had any formal association with the college.

3.0 Procedures

3.1 Submissions: In submitting requests for the naming of facilities or academic programs to the Board of Trustees, the following must be submitted:

- a. A detailed request, citing the facility or program in question.
- b. The proposed name.
- c. Justification, including any relevant information as to the nature and duration of the person's association with the college, and an indication of whether the naming is a stipulation of a gift.
- d. A program budget, if the naming is for a program.
- e. A copy of the gift agreement, pledge, or gift history, as appropriate.
- f. If no gift, a substantive rationale for waiving the policy should be provided.
- g. The naming of scholarships, donor-specified endowments, and charitable funds within the JCC Foundation does not require approval of the Board of Trustees. These naming opportunities will be left to the discretion of the JCC Foundation staff and directors.

- h. Small honorary, commemorative, or memorial signs may be sited and minor outdoor changes/additions may be made without approval of the Board of Trustees. This could include hanging recognition plaques, memorial portraits, placement of an outdoor bench, etc.
- i. The Executive Director of the Foundation will present the JCC President with an annual report listing the naming of all scholarships, endowments, and other funds established during the prior 12-month period that did not require approval of the Board of Trustees. This will be reported to the Board of Trustees.

4.0 Definitions

4.1 Gift In-Kind: a gift of goods or services.

5.0 References