

## Procedure 1.0801

### Naming Procedure

This procedure should be used as a guideline and therefore still allows for flexibility on a case-by-case basis. The final authority and approval for any naming rests with the College's Board of Trustees.

There may be many naming facilities, programs, or other circumstances that warrant naming tributes. The naming should enhance and convey the image, reputation, and mission of the College and align with the College's mission and core values. Generally, these circumstances revolve around gifts of monetary value tied to a "naming request and grant." Gifts must be substantial in nature and represent a significant portion of the facility or program's value. The Board will consider how this value factors into naming considerations at similar institutions in the northeast region of North Carolina. Possible donors may be individuals, families, organizations, foundations, or corporations.

Naming of any physical property or program of the College may occur (1) to pay for all or part of a new facility or improvement, (2) for existing College facilities or buildings not already named, and (3) for any College program or event that warrants naming consideration.

The College president and Board of Trustees, with input from donor and/or their representatives, shall make decisions relative to public announcements, physical markers, and the rights and responsibilities of the care and maintenance of any naming, memorial, tribute, and/or their physical recognition markers.

#### Guidelines for Naming Opportunities:

- New Building: \$500,000.00
- Existing buildings: \$300,000.00
- Wings or sections of buildings (e.g., library): \$100,000.00
- Classrooms and/or labs: \$ 10,000.00
- Other spaces and items on a case-by-case basis

### Reviewing Naming Requests

- Prospective candidates requesting naming consideration will be advised of the requirements set forth in this procedure.
- All gifts in excess of 50% of the current market value of the facility/cost of program shall be given priority consideration by the Board of Trustees.
- A thorough background and reference check will be performed on any naming candidate(s) to protect the reputation and image of the College. All naming candidates will be informed of, and comply with, this process.

## Procedure

- The College's Foundation may receive and forward naming requests to the College's Board of Trustees Property Committee and the College's President for review. If they are in agreement, the recommendation is forwarded to the full Board of Trustees.
- The College Board of Trustees reserves the right to withdraw the privilege of any name association should future acts or circumstances warrant such action.

Beaufort County Community College encourages all financial, as well as other contributions, made on behalf of the College to enhance the College and its mission. All financial contributions and other support are welcomed. The College will make every effort to align any generosity with appropriate forms of thank you recognition.

### References

**Legal References:** *Enter legal references here*

**SACSCOC References:** *Enter SACSCOC references here*

**Cross References:**

### History

**Senior Staff Review/Approval Dates:** *03/20/17*

**Board of Trustees Review/Approval Dates:** *04/04/17 (BOT approved – not an operational procedure, 6/4/2019)*

**Implementation Dates:** *Enter date(s) here*