

Board of Trustees

BP 2800 NAMING OF BUILDINGS AND FACILITIES**References:**

No legal references

This policy is intended to establish and manage the process to ensure consistency, uniformity, fitting recognition, and good value in exchange for the honor or privilege of the name association with the District. Naming opportunities shall support the strategic goals of the District by focusing fiscal resources on its institutional values and priorities, and shall serve the District's mission. Specific selection of names should be consistent with the District's role as a public trust.

The Board of Trustees shall have the final responsibility for the naming, changing names, or removing names of buildings, facilities and grounds within the District. All recommendations for naming shall be submitted to the Board of Trustees by the Superintendent/President, following an appropriate nomination and review process. No commitment for naming shall be made to a donor or honoree prior to Board approval of the proposed naming opportunity in the form of a Board resolution.

Naming opportunities provide the District with occasion to recognize exceptional contributions to the campus and community. Such contributions enrich and strengthen the District and its sense of heritage and are significant events in the history of the institution. Therefore, it is the policy of the Board to approve names for District buildings, facilities and grounds that recognize a significant contribution(s) to the District.

Naming may be made for an individual, family, organization, non-profit foundation or corporation. No building, facility or grounds shall be named for a religious or political organization, cult, service organization or a special interest group of any type.

General Rationale

Naming a facility for an individual, organization, or corporation is one of the highest honors that the District can bestow. This recognition is a lasting and powerful affirmation of the honoree's connection to the District's mission. As such, honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity and the highest standards of personal and professional ethics.

Each proposal for naming shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that proposed names are suitable to the District. The Superintendent/President shall convene an ad hoc committee composed of appropriate representatives of the Board of Trustees, faculty, and administrative staff to review the proposed name before the Superintendent/President submits the proposal to the full Board of Trustees.

The naming of District buildings, facilities, or grounds neither implies nor constitutes legal ownership by the individual or group for whom it has been named. The naming of a District building, facility, or ground also does not imply any obligation to the named individual or group beyond the maintenance of the commemorative identification of the facility.

Naming Criteria

The Board of Trustees shall consider any of the following conditions as appropriate reason for the naming of a building, facility or grounds:

1. To designate the function of or discipline to be served by a building or facility, or the mission or purpose of a program, if applicable and permitted;
2. In honor of an individual, family, organization, non-profit foundation or corporation which has made a major, significant financial contribution to the District;
3. In recognition of an individual who has made a significant contribution of service to the District;
4. To reflect natural or local area geographic features.

In special circumstances, the Board of Trustees may waive any or all of the above criteria.

Acceptable Forms of Donations

In recognition and appreciation of an individual, family, organization, non-profit foundation or corporation for significant financial or service contributions, the District may name buildings, facilities, or grounds in honor of significant contributors of funds or service to the District according to the following guidelines:

1. Acceptable forms of gifts to result in a naming include: cash, appreciated securities, real property, and under special circumstances, life income gifts (charitable remainder trusts), gifts through estate planning, and gift-in-kind. Naming opportunities shall be available for a deferred gift if the gift is irrevocable and the District is provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable. In most cases, gifts may be made through legally binding pledges fulfilled within no more than five years.
2. In instances when private funds are needed to pay for immediate remodeling, renovation and/or construction, donations made through irrevocable deferred gift techniques shall not be accepted. A naming opportunity may, however, be accepted for an existing, unnamed facility not requiring major remodeling or renovation as long as the irrevocable deferred gift technique has been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.
3. The Board shall take into consideration the significance and amount of the proposed gift or gifts or service as either or all relate to the realization, completion or enhancement of a facility or property.

Date Adopted: April 20, 2010

(Replaces College of Marin Policy 8.0003)

Reviewed/Revised: November 14, 2017