

Introduction

The Foundation for Reading Area Community College seeks private funds to enhance the College's ability to meet the higher education needs of the community, particularly important as the institution works toward a level of excellence that would otherwise not be possible given public funding levels and restraints on student tuition and fees. To that end, the College seeks to provide appropriate recognition to donors for their generosity. Although such recognition may take many forms, this policy seeks to establish guidelines for the naming of facilities and programs as a form of donor recognition.

The opportunity to place the name of an individual, family or corporation on a building, room, center, institute or professorship at a college or university is a time-honored tradition among institutions of higher education in the United States. Generally, the naming of facilities and academic programs recognizes an individual's high scholarly distinction, devotion, distinguished service, or a generous gift. The Board of Trustees is responsible for providing guidelines for the permanent naming of facilities, programs and support funds. These guidelines are designed to accommodate unpredictable situations and meet donor expectations while keeping the best interest of the College foremost.

All naming opportunities are negotiable and the Foundation recognizes that notwithstanding this policy, the Board of Trustees of the College retains its discretion to make exceptions or alter criteria or conditions as appropriate to the circumstances. There are innumerable ways the College may recognize the contributions of individuals, families and corporations, just as there are many forms these contributions can take. Some general principles are:

- The naming of any physical facility, campus grounds or academic program is usually only appropriate when a *significant* gift is received.
- The merits of naming any physical facility, space, professorship, institute, academic program or professorship should be determined by carefully weighing one's high scholarship, devotion or distinguished service, and should be able to stand the test of time.
- All naming requests should support that the honoree or donor meets the highest values and societal standards.

Types of Gifts for Naming Commitments

Any and all combinations of gifts, pledges, and irrevocable deferred gift arrangements are acceptable for naming commitments.

Guidelines for Naming Physical Facilities

1. Buildings, campus grounds, or other campus facilities will generally not be named for individuals currently employed by the college, unless a donor(s) provides a sufficient gift in honor of that individual.
2. Naming a building, wing, room, or lecture hall can be difficult, depending on size, age of the building, perceived prestige, location, original cost, etc. However, general rules of thumb are:
 - Older existing facilities (more than 10 years old) funded with public money should be named only in exchange for gift commitments of at least 20 percent of the building's current value or replacement cost. Total costs include: architectural, planning, and construction; fees; site clearance and landscaping; furnishing; and equipment.
 - Newer existing facilities (less than 10 years old) funded with public money should be named only in exchange for gift commitments of at least 25 percent of the building's current value or replacement cost. Total costs include: architectural, planning, and construction; fees; site clearance and landscaping; furnishing; and equipment.
 - Unscheduled or unplanned facilities that a donor wishes to have constructed will require approval by the Board of Trustees who will consider whether construction and operation of the proposed facility is in the College's best interest, a 100 percent gift commitment, plus an endowed maintenance fund.
 - The minimum gift for a "naming commitment" should be approximately \$25,000 for small physical spaces such as classrooms, offices and seminar rooms.

Guidelines for Naming Programs

In order to name a Center, Institute, Program, or Academic Unit, the gift should be proportional to the amount of endowment (principal x estimated annual payout based on the Foundations investment policy) that would be necessary to sustain or propel the program to new heights on a permanent basis. For example, it would require at least \$2.5 million to permanently name a program needing \$125,000 in annual expenditures. However, if an academic program is being named for someone of unparalleled scholarly distinction, that name should bring great honor as well as "promise" to the program so that the naming enhancement is a value-added act of good will and thoughtfulness, as well as a magnet for additional financial resources.

Approval Process for Naming of Facilities or Programs

All permanently named facilities and programs should be reviewed and approved by the President of the College and College Board of Trustees upon the recommendation of the College Foundation, where appropriate, and ultimately subject to the approval requirements listed below.

The following principles shall be fully adhered to in the naming process:

- All proposed names for buildings and other facilities should be held in confidence during the review and approval process. There should be a minimum of communication about the proposed naming before appropriate approval has been granted.
- The naming of buildings or grounds or endowed in recognition of a donor or honoree implies a promise to that donor or honoree that the space, site, facility, endowment fund and other forms of tangible recognition will be permanently maintained, or if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
- The College shall be responsible for maintaining a record of named rooms, buildings, grounds, and other spaces in addition to endowed funds.
- Naming commitments and, in fact, all major gifts, whether recognized by naming rights or not, are reflections on the ideals and reputation of the Reading Area Community College and the Foundation for RACC. Accordingly, each gift and naming commitment should be reviewed carefully for full compliance with applicable laws and ethical principles. This is especially true where there is some direct or indirect business or other continuing relationship between the donor and the college or the Foundation, its officers or employees. Any questions about the applicability of state or federal laws on conflicts of interest and other ethical considerations should be referred to appropriate legal counsel.
- Approval of a named gift of any type is based on good faith interpretation of information and assurances offered by the donor(s) in requesting Board action. Should facts or circumstances subsequently arise that materially alter the facts of the naming, the Board of Trustees reserves the right to reverse the naming action for due cause.

SOURCE/LEGAL REFERENCE: E-17-22

RELATED POLICIES/REGULATIONS:

BOARD OF TRUSTEES HAS REVIEWED AND REAFFIRMS: 6/13/18

SUPERCEDES: E-15-06 DATE: 11/11/15