

### **Facilities Naming Opportunities Policy Policy Statement**

The purpose of this policy is to provide standard guidelines for the College Board, the Laurel Ridge Community College Educational Foundation, and all departments of Laurel Ridge Community College in naming buildings and other campus facilities.

The intent of the policy is also to preserve the integrity of the College, ensuring that if facilities are named, they are done so in a manner consistent with the College mission, vision, values, and strategic direction and with consideration of the appropriateness of the value to the College and/or the Laurel Ridge Community College Educational Foundation.

This policy is aligned with the mission and values of Laurel Ridge Community College.

This policy is in accordance with the policy of the Virginia Community College System (*VCCS Policy Manual Section 2A.9.D.3.h.c*).

This policy aligns with the SACSCOC Standard Section 13: Financial and Physical Resources

#### **1. Definitions**

*Facilities:* This policy applies to physical structures, also referred to as tangible assets, on college property and Foundation property used by the College. Examples include but are not limited to buildings; portions of buildings (e.g., classrooms, labs, foyers, meeting rooms); collections of buildings; and outdoor areas (monuments, fields, trails, ponds, open air courtyards).

*Prominent common areas:* include any indoor or outdoor public area, sidewalk, plaza and roadway that is accessible to all students.

#### **2. Procedures**

The naming of college facilities requires the final approval of the College Board. The naming of a college or campuses requires a recommendation of the College Board followed by final approval by the State Board for Community Colleges.

Facility names in existence at the time of this policy adoption shall not be affected unless a name change has been proposed.

The guidelines set forth in this policy shall not be deemed to be all inclusive. The College Board reserves the right to consider any and all factors regarding the privilege of a named facility at the College.

The Laurel Ridge Community College Educational Foundation is responsible for maintaining a record of funds, named buildings, classrooms and prominent common areas.

Upon receipt of a donor gift, a formal recommendation is forwarded by the Foundation Board to the College President for approval. The recommendation should include the exact space to be named, name to be used, type of designation, and public recognition to be generated. The college president shall present the proposal to the College Board.

### **Confidentiality**

A facility naming recommendation will be made to the College Board during Executive Session. The fact that the Board is considering a naming will be considered confidential.

### **Permanency of Names**

A named facility will generally retain that name as long as the facility exists. However, this does not assure that the name will remain beyond the useful life of the facility.

The closure of a facility, demolition of a building, renovation of a space, change in the use of the space, or similar circumstances may result in the termination of a named recognition. Should this occur, an alternate form of recognition may be provided.

If a corporation or organization is no longer in existence, then its named recognition will be removed.

The removal of a name is also subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.

Any legal impropriety or other act which brings dishonor or disrepute to the College on the part of the individual, group, or organization for whom a facility is named shall make the naming subject to reconsideration by the President and the College Board.

When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility. In the event of unusual or compelling circumstances, the College reserves the right to remove a name or rename a facility at all times.

In the event of a name removal, the College shall have no financial responsibility, despite anything that may be stated or implied to the contrary.

## **Naming Conventions**

A uniform system of signage should be adopted by location. Plaques and signage should be consistent with other campus signage.

To lessen confusion, duplication of names should be avoided as a general rule. No facility should be named for a person whose surname has already been assigned to another facility.

## **Publicity and Maintenance**

The College Board authorizes the College President and the Laurel Ridge Educational Foundation Executive Director, when applicable, to:

- Determine the content, timing, location, and frequency of any public announcements associated with the gift,
- Approve the design of any physical marker that provides information about the designee and the nature of the gift or honor,
- Determine and delegate the requirements of any ongoing care and maintenance of the named facilities and their physical markers.

## **3. Responsible Office**

### **Gift Related Naming**

The College Board authorizes the Board of the Laurel Ridge Community College Educational Foundation, as its direct support organization, to recommend the naming of facilities in recognition of philanthropic gifts or corporate licensing agreements. The Laurel Ridge Community College Educational Foundation Executive Director and College President will submit the proposal to the College Board for final approval.

Recognition for private sector giving typically occurs after the gift has been received rather than on a prospective basis. A gift related naming will abide by the terms of the gift agreement and follow the requirements of the Laurel Ridge Community College Educational Foundation's gift acceptance and donor recognition policies.

The Laurel Ridge Community College Educational Foundation's gift acceptance and donor recognition policies will be reviewed by the Foundation annually and shared with the College Board.

### **Honorific Naming**

While most named facilities are the result of private sector giving, an honorific naming may be bestowed to recognize extraordinary leadership, service or other contributions of time or talent over an extended period of time resulting in a significant and positive impact on the College.

The merits of an honorific naming must be evaluated carefully, be consistent with the mission and vision of the College and bring honor and distinction to the College.

When an individual or family is considered for an honorific naming, a proposal shall be submitted to the College President, reviewed by the President's Leadership Team and recommended by the College President prior to being submitted to the College Board for final review and approval.

Individuals are not eligible for an honorific naming if they are currently employed at the College or elsewhere within the Virginia Community College System or are serving on the College Board, Laurel Ridge Community College Educational Foundation Board, or State Board for Community Colleges. A separation from such employment or service of at least one month is a prerequisite for naming consideration.

The provision requiring separation from employment or service does not apply in situations where a gift stipulates the naming in accordance with the Foundation's gift acceptance policy.

While not required, a fundraising campaign may be developed as part of an honorific naming and shall follow the criteria developed by the Laurel Ridge Community College Educational Foundation.

In compliance with the Acts of the Virginia General Assembly, "no state-funded institution, building, park, road, bridge or other structure shall be named after a sitting member of the General Assembly."

The Foundation Board and College Board must adhere to this policy when reviewing, granting or rejecting approval of a named facility.

#### **4. Compliance, Reporting and Review**

A copy of this policy is provided to the Office of Facilities Management Services.

The policy shall be reviewed by the College Board on a biennial basis to ensure compliance with college policy, VCCS policy and Acts of the General Assembly.

Authority for interpretation of this policy rests with the Vice President of Financial and Administrative Services.

#### **5. Other Information**

The Financial and Administrative Services Policy Committee developed this policy based on policy in effect.

***Document History:***

*Approved: President John J. Sygielski, April 2008*

*Revised and approved: President Kim Blosser, August 2022*