

**WESTERN NEBRASKA COMMUNITY COLLEGE  
POLICIES AND PROCEDURES**

SECTION: College Organization           200.0000.12  
SUBSECTION: College Facilities        235.0000.16

*Naming of College Facilities*  
**Policy Number: 235.0100.17**

**POLICY**

235.0100.17 Naming of College Facilities

Naming of facilities and programs is a way to honor distinguished alumni, donors, and friends of Western Nebraska Community College (hereinafter “College”). This policy is established to support a consistent methodology that ensures all naming practices reflect the College’s purpose and mission.

**Conferring Names**

**1. Gift Naming**

The naming of facilities and other programs may be recommended based on a substantial gift by a donor.

- a) *New construction or renovation:* Naming gifts should provide a substantial portion of the cost of construction (generally at least one-third to one-half)
- b) *Existing facilities and programs:* Gift amounts will be based on one or more of the following considerations:
  - i. Replacement value of the facility (generally one-third to one-half the replacement value);
  - ii. Visibility of the facility;
  - iii. Amount needed to provide meaningful level of support, ideally through endowment, for the maintenance and enhancement of the facility;
  - iv. Amount needed to support significant program improvements that will elevate the status of the program or unit to a level of regional or national prominence;
  - v. For buildings recognized by historical societies, the college will honor the historical significance of names but remain mindful of opportunities to acknowledge future donors.

The gift should have been presented to the College prior to conferring the name.

**2. Honorific Naming**

- a) Facilities and programs may be named for an individual who provided exemplary, meritorious or philanthropic support or service to the College.
- b) Individual names may be sent forth at any time for consideration for honorific naming opportunities. Suggested names will be reviewed when such opportunities present themselves. Names should be sent to the Executive Director of the Foundation for review.
- c) Except for naming a Facility in honor of individuals designated by donors qualifying under subsections 1(a) and/or 1(b)(i) of Section 1, Facilities should not be named for individuals currently employed by the College or elected officials. Unless expressly waived by the Board of Governors, a Facility shall not be named for an individual not otherwise qualifying under the exceptions in subsections 1(a) and/or 1(b)(i) earlier than five years following the departure, death, or retirement of the person from the College or the end of the elected official’s service in office.

**3. Due Diligence Review**

- a) There shall be a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to the College, whether the name is and will continue to be a positive reflection on the institution and whether the name comports with the purpose and mission of the College. Such due diligence shall include the following:
  - 1) Review of any potential conflicts of interest affecting the College;
  - 2) Review of the potential impact, if any, upon the autonomy of the College;
  - 3) Evaluation of the impact on future giving by the donor or other potential donors;

- 4) Consultation with College legal counsel to ensure compliance with applicable policies, regulations and laws; and
- 5) Consultation with College bond counsel to determine any potential impact on existing or future bonds.

#### **4. Commercial Names**

- a) In order to avoid any appearance of commercial influence or conflict of interest, additional due diligence shall be undertaken before recommending the naming of any Facility that includes the name of a commercial enterprise. A Facility may be assigned a name that includes a commercial enterprise only if the proposed name (i) is appropriate in the educational and public setting of the College, (ii) will not detract from the College's use of the Facility or the College's reputation as a public institution of higher education, and (iii) will not result in impermissible commercial endorsement or advertising benefitting the commercial enterprise.

#### **5. Duration of Names**

- a) Naming is considered permanent until or unless a facility is demolished, substantially renovated or expanded, or an academic unit or other program is discontinued.
- b) In the event of demolition or renovation of major facilities (intentionally, through accident or act of nature), existing names will not automatically be transferred to a new or renovated facility. In such cases the College reserves the right to assign a name to the new or renovated facility by:
  - i. Transferring the existing name to the new or renovated facility (usually a prominent or historically significant name that the College wishes to continue to honor).
  - ii. Asking the previous donor to make a new naming gift. If the donor declines, the College may offer the naming opportunity to a new donor. It may be appropriate to name part of the new building for the previous donor or to include a plaque to indicate that the new facility occupies the site of a building previously known by another name.
- c) *Academic Unit or other Program:* If a department, center, institute, program or other unit is discontinued, the College will consider alternative recognition, especially where the naming is supported by an endowment gift. Appropriate recognition will be determined by the redesigned use of the endowment fund.
- d) The naming of a Facility in honor of a commercial enterprise will have a set number of years attached to the naming, which will be determined on a case-by-case basis and included in a signed gift agreement associated with the naming of the Facility. Typically, the duration of a commercial enterprise name should not exceed twenty-five (25) years.

#### **6. Name Changes**

In matters of corporate names, the College will work with the corporation to ensure that any change to the corporation's name is considered by the College. Similarly, for individual name changes, the College will work with the individual to appropriately address changes in name in a manner that is appropriate for the donor and the College.

#### **7. Removal of Names**

In unusual or unforeseen circumstances, the College reserves the right to remove a previously approved name. The President of the College will bring forth the recommendation for approval by the Executive Council. Examples of such situations include, but are not limited to:

- a) Donor does not fulfill a commitment upon which the name was approved.
- b) Continuation of the name may compromise the public trust or reputation of the College.

#### **8. Recognition**

For historical purposes, the name of a facility, space, department or other naming opportunities should include a plaque or similar recognition that explains the individual's significance to the College. The offices of Public Relations and Marketing should be consulted for consistency across campus.

#### **9. Authority / Approval for Naming**

- a) No commitment for naming programs and facilities shall be made prior to the approval of the proposed name in accordance with this policy.
- b) Naming approval for prominent facilities and programs shall be ratified by the College Board of Governors upon the recommendation of the Board Policy Committee, the President, and Executive Director of the Foundation.
- c) Naming approval for less prominent facilities and programs (e.g. the naming of a room or a small campus

feature) shall be authorized by the President upon recommendation of one or more members of the President's Cabinet (after review by Public Relations and Marketing and the Executive Director of the Foundation). The Board of Governors shall be notified of newly approved names at the next scheduled meeting.

## **DEFINITIONS**

N/A

## **APPLICABILITY**

N/A

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**Revision Date (and Board of Governors' Minutes Item Number):**

**Prior Policy/Procedure Number:**

**Schedule for Review:**

**Divisions/Department Responsible for Review and Update:**

**Sponsoring Division/Department:**

**Rescinded Date:**

**Cross Reference:**

**Procedure(s) for Policy:**

**Related Policies/References:**