

# Herkimer County Community College Board Policy

**TITLE:** Building/Facility Naming Policy

**POLICY #:** CF 04-23

**DATE OF BOARD OF TRUSTEES APPROVAL:** August 18, 2005

**RESOLUTION #:** 04-23

**POLICY STATEMENT:**

The Board of Trustees of Herkimer County Community College retains authority for naming campus facilities and properties; i.e., all buildings; major portions of buildings; roads; stadium, athletic fields, and other areas of major assembly or activity. The board delegates to the President the authority to name limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The President is also delegated authority to approve temporary naming for a facility or property, reflecting functional or geographic features. The President may sub-delegate this authority, as he or she deems appropriate.

This policy is intended to encourage private support through opportunities to name campus facilities and properties.

All proposed names for buildings, facilities, and other properties should be held in confidence during the review and approval process. There should be a minimum of external communication about a naming proposal before approval has been recommended by the College President and approval has been given by the Herkimer County Community College Board of Trustees.

Each proposal for naming an Herkimer County Community College facility or property shall be considered on its own merits. No commitment for naming shall be made prior to Board of Trustees approval of the proposed name.

The naming of buildings and other facilities and properties implies a promise to the donor or honoree that the space, site, facility, endowment fund, or other form 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.

All major gifts, whether recognized by naming rights or not, are a reflection of the ideals and reputation of Herkimer County Community College. Accordingly, each gift and naming commitment will be reviewed carefully for full compliance with applicable laws

and ethical principles. This is especially true where there is a direct or indirect business, or other continuing, relationship between the donor and the College, its officers or employees. Any question about the applicability of law on conflicts of interest, and other ethical considerations, will be referred to College Counsel.

The naming proposal of a Herkimer County Community College facility or property, presented for trustee approval, must honor an individual or an organization and must meet the following criteria:

**When a donor gift is involved:**

- It is desirable for Herkimer County Community College to name facilities and properties in honor of significant contributors of funds to the College.
- The Board will take into consideration the significance and amount of the proposed gift as either or both relate to the enhancement or completion of a facility or property, or its usefulness to the College.
- Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting Herkimer County Community College. The term "substantial gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and level of donor impact on the campus or community.
- A donor gift can provide funding for that portion which would not have been available from any other source (such as federal or state loans or appropriations, student fees, bond issues, etc.).

**When no donor gift is involved:**

- It should honor a person distinguished in the field of higher education or other area of public service, or who has served Herkimer County Community College in an academic or administrative capacity and has earned a significant reputation as a scholar, or administrator, or has made extraordinary contributions to Herkimer County Community College or the SUNY system which warrant special recognition.
- A naming proposal involving individual service to the College in an academic or administrative capacity shall not be made until the individual has been deceased or retired at least two years.
- No more than one facility or property in the system shall be named after any one individual.

- No facility or property will be named after elected or appointed officials who currently hold office. Such proposals shall not be made until the individual has been deceased at least two years.

In special circumstances, the Board of Trustees may waive any or all of the above criteria. For example, in the case of a retiring college president, that proposal could be made to take effect on the official date of the retirement so appropriate recognition could be made during retirement ceremonies.

**Procedure:**

The following procedure will be observed when submitting a proposal for naming a Herkimer County Community College facility or property:

Except in the case of a retiring President, the request to name a specific facility or property shall have the recommendation of the College President. The President shall forward the recommended request to the Board of Trustees for final approval.

Each naming request must:

- Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
- Demonstrate compliance with Board of Trustees' policy.
- State reasons for the naming proposal.
- Name the constituent group(s) or individual(s) proposing the request. Name the constituent group(s) or individual(s) recommending Presidential approval of the request.
- Confirm that faculty leadership has been consulted.
- Include complete biographical data about the individual or organization being proposed.
- Ensure that all participants involved in this process are reminded that strict confidentiality is required.

Document "special circumstances" when requesting a waiver of policy.

**BACKGROUND:**

To avoid operational and political ambiguities, the need for establishing clear, flexible parameters for the naming of campus buildings and facilities has been established through internal campus discussion and external correspondence with the University Administration. The goal of this policy is to provide the Herkimer County Community College Board of Trustees with guidelines that accommodate the broad range of campus naming possibilities, while offering a clear set of parameters to safeguard the institution from public controversy or criticism.