

ADMINISTRATIVE PROCEDURES

Title: NAMING OF INSTITUTIONAL FACILITIES	Identification:	2.07
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	Effective Date:	07/23/19
Authority:	Signature/Approval:	
FS 1001.64; 1001.65	Dr. Ken Atwater	

PURPOSE

Hillsborough Community College (HCC) seeks to provide appropriate recognition to donors for their generosity as well as to recognize the contributions of individuals to the institution. These procedural guidelines outline how donors and those who have made contributions can be recognized.

PROCEDURE

HCC has many valuable tangible and intangible assets, which may have an impact in building resources for the institution. Significant funds are required to enable the College to continue to construct and renovate its facilities to ensure student access and the delivery of a high quality teaching and educational programs. Private donors' contributions play an important role in receiving these necessary resources.

These naming guidelines are intended to ensure that a naming is consistent with the College's mission, vision, values and strategic directions.

These guidelines will provide for an appropriate reflection of the history of the College as well as provide consistency, fairness, fitting recognition and good value in exchange for the honor or privilege of name association with a program, fund, or physical aspect of the College, while also intended to allow for flexibility on a case-by-case basis.

I. CATEGORIES OF NAMING

- A. Gift-Related Naming—A gift-related naming occurs when a donor makes a charitable contribution to the College or the Foundation and is recognized with a naming.
- B. Honorific Naming—An honorific naming may be made in recognition of the dedication or meritorious contribution of a person or entity. A person or entity being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the institution, must have an established relationship with the institution, and must have contributed measurably to the good of the HCC community.

- ### **II. NAMING OPPORTUNITIES AND NECESSARY APPROVAL GUIDELINES**—Naming opportunities can be for both tangible and intangible assets. Tangible assets include, but are not limited to: Campuses, centers, buildings, outdoor facilities (ex. courtyards, parking lots, walkways, structural components of outdoor settings of the College) laboratories, classrooms, and conference rooms. Intangible assets include, but are not limited to: Departments, academic chairs and scholarship funds.

The Executive Director of the Foundation will recommend the naming of facilities or programs of the College in recognition and acknowledgment of philanthropic gifts from individuals and other entities. The President and Board of Trustees must approve the naming of parts or buildings and programs.

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All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the President and the Executive Director of the Foundation.

III. NAMING GUIDELINES IN RECOGNITION OF A CONTRIBUTION TO THE COLLEGE—The Executive Director of the Foundation will be responsible for recommending minimum gift amounts required for naming of each type of asset subject to approval by the President and Board of Trustees. Event sponsorships, bricks, and special artistic, entertainment or educational public programs do not fall under these guidelines.

- A. Relevance—A gift-related naming opportunity requires that the gift amount significantly advance the College, endowments, scholarships or other projects or must be reasonably related to the facility, place, position or item being named.
- B. Determination of Current Value—For the purposes of the Naming Guidelines, the current value of buildings and other major facilities and of donated real property shall be determined by the College.
- C. Gifts of Monies, Securities, Real Estate, Personal Property and Other Types of Gifts—The President will determine whether it is in the best interest of the college to accept or reject a gift. Various types of gift arrangements other than cash, securities, real estate and personal property can be gifted in consideration of a naming with approval by the President and by the Board of Trustees. These arrangements may include, but are not limited to, charitable trusts, charitable gift annuities, life estate gifts, life insurance, irrevocable beneficiary designations and gifts of less than the entire interest in a property.

IV. DONOR RECOGNITION

- A. Designation—The designation of a naming shall not be publicly announced until final approval has been obtained by the Board of Trustees. An acceptable purpose for naming facilities, positions, or programs for persons or entities is to honor living or deceased persons who meet one or more of the following criteria:
 - 1) A current or former member of the Board of Trustees or HCC Foundation member who has made an outstanding contribution to the College.
 - 2) A current or former employee who has made an outstanding contribution to the College.
 - 3) A citizen or entity who has made a substantial monetary or personal service contribution to the College and/or the HCC Foundation.

Absent exceptional circumstances, if the request is to honor a deceased individual, the request should not be submitted for at least one year following their death. The college may make a determination on a case-by-case basis.

- B. Process to Nominate—Individuals or groups inside or outside the College, including the HCC Foundation, may initiate a request to name a facility, position or program of the College.

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C. All requests will include the following:

- 1) A rationale for requesting the naming of the facility, position, or program. Such rationale must include evidence of broad-based support for the naming of the facility, position or program.
- 2) A biography of the person for whom the facility, position, or program is to be named or an historical overview of the entity for which the facility, position, or program is to be named.

Proposals for the naming of any facility, position, or program must be directed to the Executive Director of the Foundation.

- V. **DURATION OF A NAMING/PERMANENCY OF A NAMING**—A naming in recognition of a gift shall be for the life of the building, other facility, program or endowment, or item being named unless otherwise agreed to in the gift agreement. Where a building or part thereof has been named and a gift from an individual, family, organization or foundation is involved, a facility receives a designation that shall last the lifetime of the facility, unless otherwise stipulated in a written, signed Memorandum of Understanding (MOU), at the time of gift acceptance, subject to the provisions specified below. Cancellation of a program, termination of a chair, relocation or closure of a facility, demolition of a building or a similar event may result in the termination of named recognition. If appropriate, the President may recommend that an alternative form of recognition be extended.
- VI. **FUNDRAISING, DEVELOPMENT CAMPAIGNS, AND MARKETING OF NAMING OPPORTUNITIES**—All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the President and the Executive Director of the Foundation. The President shall be responsible for obtaining required approvals from the Board of Trustees related to naming when required.
- VII. **APPROVAL AUTHORITY**—No commitment regarding naming for gifts will be made to a donor or honoree prior to approval by the President and the Board of Trustees. A gift agreement stating the terms of the gift-related naming must be signed by all parties. However, the President may recommend to the Board a naming opportunity that does not fall within these guidelines.

History: New