



COLLEGE POLICY

Policy Name: Naming of Buildings, Facilities, Campus Areas and non-Physical Assets	Policy Number: CP 2.13
Board Policy Reference: Naming of Buildings, Facilities, Campus Areas Events	Approvals: Executive Team 3/28/18 Navigators Council 5/7/18
Applicable WAC/RCW: n/a	Procedure Number: AP10: 3.10.01 (under revision Foundation)

Name of Buildings, Facilities, Campus Areas and non-Physical Assets

Cascadia College acknowledges the importance of, and endorses, commemorating significant contributions to the College through naming opportunities. This policy establishes uniform rules for identifying and obtaining college approval for naming college assets. The College Board of Trustees (hereby known as the “College”) and the Cascadia College Foundation (hereby known as the “Foundation”) shall jointly administer the philanthropic naming of College assets as well as any related recognition and marketing activities. The College shall administer honorary and non-philanthropic naming of College assets and their related recognition and marketing activities.

Naming opportunities serve an important role in Cascadia’s development efforts – and may represent some of its largest funding opportunities. Additionally, honorees receive the highest levels of recognition the College can bestow. It publicly associates the name of an individual or organization with Cascadia College and to qualities it considers admirable. As highly visible activities, all who are involved must treat them with discretion, thoughtfulness, and sincere care for how it will be viewed in retrospect. Such actions shall 1) be consistent with the interests of the College, 2) ensure that the value of a contribution warrants the proposed recognition and 3) maintain naming opportunity parity for eligible contributions.

Proposals for “philanthropic” naming of a College asset – be it physical, non-physical, permanent, semi-permanent, or temporary, whether existing, new, or under construction, development or proposed – shall be submitted in writing to the Foundation Board of Directors for review and initial approval. Final approval is required by the College’s Board of Trustees.

The Foundation shall execute related gift instruments and/or agreements, and shall maintain official records of all proposed and approved “philanthropic” named assets and related gift agreements.

The College shall be solely responsible for activity related to the establishment, formation, construction, improvement, and/or installation of any named asset.

Naming Guidelines

Names should be based on the eminence of the donor and/or the donor's relationship to the College. The credentials, character, and reputation of each individual being considered shall be appropriately scrutinized.

Specific name(s) or text may be reserved with a properly executed pledge agreement with the Foundation.

The proposed name should not readily lend itself to unwanted abbreviations, acronyms, or nicknames.

College assets shall not be named for individuals while they are employed by the College.

Facilities may be named for such persons no earlier than five years following the conclusion of their relationship.

Donor/Sponsor interests regarding the size, location and format of plaques, signs or other visible forms of recognition, shall be considered whenever possible.

A building may be named in its entirety. Its shell – or exterior – as well as distinct interior components may be named separately. Interior components within a building may be named with the same surname. No asset may be assigned more than one name simultaneously.

To avoid the appearance of blatant advertising, commercial influence or conflict of interest, names of corporations shall not be attached to buildings or major campus features. Corporate names may be used to designate individual rooms and public spaces within buildings. The size, design, and wording should avoid slogans, tag lines or other marketing content, and exclude corporate logos.

Building signage will typically reflect only the surname of the honoree or donor. In addition, a suitable plaque, brick, tile or other semi-permanent, low-profile sign, engraving, installation, ornamentation, or academically-related furnishing or fixture may be located in the lobby or other appropriate interior location, giving the full name and a brief biography of the person.

Equipping or furnishing a classroom, lab, or other space may be commemorated by plaque or alternative means within or adjacent to the equipment or space. Such recognition shall not constitute the "naming" of the space. When the equipment or furnishing becomes outdated, dysfunctional or is retired, the recognition shall be withdrawn.

Recognition shall conform to College policy and design standards related to campus signage, graphics and the campus master plan.

Naming of events and conferences in exchange for endorsements, sponsorships & advertising constitute exchange transactions – and as such are subject to separate college policy.

Naming Proposals and Agreements

Naming proposals and their corresponding gift agreements shall:

- Outline the merits, significant contribution(s) and/or accomplishments of the namesake,
- Provide a narrative justification as to why commemoration is warranted,
- Describe the manner and/or value of the gift, contribution, sponsorship, pledge,
- If known, propose the specific College asset(s) to be named and the official name(s) and alternate name(s) to be used,
- Provide estimates, or if known, the actual amounts of associated costs,
- Include the date when the naming will expire – if applicable,
- Include a record of applicable deliberations and Action of the College and Foundation Boards
- Be signed by the College president, Foundation executive director when appropriate, and donor(s).

Solicitation of Naming Opportunities

No Foundation or College representative shall make a commitment concerning naming opportunities except as provided in this policy.

Cancelling and Renaming Assets

The College, at its discretion may cancel and terminate a naming agreement immediately upon discovery of a violation of any term, condition, or provision of the gift agreement or College policy. Changes in a donor's reputation may call for outright cancellation, should the continued use of the name compromise the public trust, bring dishonor to the College or Foundation, or be contrary to the best interests of the College or Foundation. Names of individuals, and/or their surnames, and names of organizations subject to cancellation, shall be advised of the specific nature of the termination in writing.

Where the use or purpose of an asset is changed or the asset expires, is altered or otherwise no longer serves the purpose for which it was, at the time of the naming, established, built or procured, the College Board of Trustees, in its sole discretion, may transfer naming rights in like scope to a new or comparable asset, and instruct the Foundation to amend or terminate the naming opportunity agreement when appropriate.

In the event of a renaming, and where appropriate, recognition of prior namesakes shall be considered – including plaques or other installations adjacent to the replacement or redeveloped asset, as applicable.

The College shall not cancel and/or rename named assets established by philanthropic naming opportunity agreement without the Foundation's prior written consent. The Foundation shall have no liability for unfulfilled pledges nor financial responsibility for returning any received contributions.

Definitions

Namesake eligibility: Individuals, families, groups, businesses, corporations, etc., shall merit recognition in the eyes of the College by demonstrating a commitment to the high ideals and mission of the College; and/or have achieved prominence in their field, and/or earned special distinction through civic leadership, intellectual and/or artistic contributions to the benefit of the College, the region served by the College, the State of Washington, and/or the nation. A donor whose gift has significantly financed the creation of a College asset and/or who has significantly supported the College through one-time or cumulative contributions.

Eligible Naming Opportunities: Philanthropic naming opportunities are limited to a pre-approved list of College-owned assets. The list shall be established and maintained at the College's discretion and incorporated into the Foundation's Gift Acceptance policy. Each asset shall be available until it is named, expires, is altered or otherwise no longer serves the purpose for which it was established, built or procured, is removed, dissolved, sold, abandoned, decommissioned, surplus, or destroyed.

Other opportunities, when proposed, may – at the College's discretion – receive special consideration.

Eligible Contributions, Service, Earned Distinction: Naming is a form of donor recognition; opportunities are not intended to reflect actual or total replacement cost of an asset; nor does it

restrict where or how the subject contribution is, or contributions are, designated. Eligible gifts should not replace existing state funds allocated to the asset, service or program – and shall not burden the College with maintenance and other opportunity costs that exceed the gift's capacity, or College's willingness and/or ability, to pay for them.

All proposed gifts, contributions and pledges are subject to Cascadia College Foundation policies and procedures. Eligible contributions subject to this policy shall include:

- Major financial gifts
- Significant contribution of time, work product, and/or talent,
- Distinguished service from College employee, friend of the College or Foundation, or member of the community
- Special distinction of individual or entity with regional and/or national, favorable notoriety that merits formal commemoration by the College

One-Time and cumulative giving shall be considered when considering naming opportunities.

Donations made to develop, construct, or procure a specific asset must be realized in full within five years of the commitment. At least 20 percent of the gift amount must be received before implementation, creation, installation or groundbreaking commences. Projects shall commence only when approved by the College. If cancelled, the Foundation will work with affected donors to identify alternate purposes for their support – or facilitate a refund of contributions made.

Philanthropic Naming: Recognition of eligible gifts and/or in-kind contributions of the highest order, made to the Foundation, intended to enhance the College.

Honorary/Non-Philanthropic Naming: Commemoration of an individual, family or organization by the College Board of Trustees for efforts which merit distinction as described in this policy are allowed with Board of Trustees approval.

Physical/Permanent Asset: Structure or campus feature owned by the College; such as:

- Exterior component - building, building shell, work of art, open space, street, promenade, park, garden, or path, etc.
- Interior component - floor, hall, area, room, lab, lounge, work space, athletic facility, courtyard, etc., or academically-related equipment or furnishing permanently allocated, or work of art installed or affixed.

Non-Physical/Temporary Asset: Intended to transform the nature of a department or program by establishing an academically-related position, program of study, student service, endowment fund, scholarship, conducting special event(s) (lecture, seminar, performance, etc.), or providing small academically-related equipment and/or devices not considered permanent.