

Requires Board of Trustees approval

Policy: **FLCC/FLCC Foundation, Inc. Naming Opportunities**

Policy Number: **K-2**

Responsible for Policy: Advancement

Approval Date: May 5, 2010

Date of most recent revision (*if applicable*): _____

Policy Statement

The Finger Lakes Community College Board of Trustees has sole authority to name college facilities, space or programs to honor persons who have rendered extraordinary service or who by their personal or professional achievements have significantly enhanced the reputation of the College, or who have made significant financial contributions to FLCC and/or the FLCC Foundation, Inc.

Naming opportunities are an integral component of the fundraising process and an important part of donor recognition; therefore, the program shall be jointly coordinated by FLCC and the FLCC Foundation.

Terms of Agreement

The naming of a college facility, space or program neither implies or constitutes legal ownership of that facility, space or program by the individual, corporation, organization or group for whom it has been named. The naming of a facility, space or program also does not imply any obligation to the named individual or group beyond the maintenance of the commemorative identification of said facility, space or program.

If donor names must be removed for remodeling, renovation or rebuilding due to a natural disaster, recognition shall be replaced according to the original agreement. If the facility, space or program is removed, discontinued or purpose changed and a new facility, space or program is built, FLCC reserves the right to add to or alter the naming opportunities of the new facility, space or program. In such a case, the original naming recognition will be suitably commemorated.

Unless otherwise stated by the Finger Lakes Community College Board of Trustees, the naming of FLCC facilities, spaces or programs for individuals, families or non-profit foundations shall be in perpetuity. The naming of FLCC facilities, spaces or programs for corporate benefactors, when authorized by the Finger Lakes Community College Board of Trustees, shall be for a period not fewer than ten years.

FLCC reserves the right to remove any naming recognition as a result of non-payment of a gift or pledge, or if the donor fails to maintain the high standards of Finger Lakes Community College, or brings dishonor upon him/herself or the company. Should this step become necessary, the College President will note the reasons in the individual's file, providing copies of external documentation, i.e. press coverage, where appropriate and as inconspicuously as possible have the name removed.

Criteria for Selection of Honorees

Naming a College facility, space or program for an individual, organization or corporation is one of the highest honors FLCC can bestow. Honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity and the highest standards of personal and professional ethics.

Reason for Policy

The purpose of this policy is to provide clarification of the process for which assets are named.

Applicability of the Policy

All members of the FLCC Board of Trustees and College administration should be familiar with this policy.

Related Documents

- None

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Procedures

Review

The procedure for the designation/authorization of a college facility, space or program as a naming opportunity is:

1. Individuals or groups who have an interest in designating a facility, space or program as a naming opportunity shall communicate that interest to the college president.
2. The college president will present the proposed naming opportunity to FLCC Foundation for review and then to the FLCC Board of Trustees for final approval. The college president shall include a description of the facility, space or program to be named, the proposed gift opportunity (if any), the merits of the individual or organization to be recognized and the method of recognition.
3. The Finger Lakes Community College Board of Trustees shall approve all naming opportunities.

Affixing Values

In order to establish a coherent and organized approach to the valuing of facilities, spaces and programs, a committee consisting of the President, Vice President of Administrative Services, Vice President of Academic Student Services, Executive Director of the FLCC Foundation, Director of Facilities Management and any other staff they choose will determine the value of the facility, space or program. The actual cash value for each naming opportunity will be determined by the FLCC Foundation in accordance with sound principles and practices of fundraising and the guidelines required by this document.

Campaigns

In preparing for a major fundraising effort or campaign, the FLCC Foundation will develop a plan which lists naming criteria and funding amounts for various components of the campaign. This plan will be submitted to the Finger Lakes Community College Board of Trustees as an information item prior to approaching specific individuals or organizations for specific naming recognition.

Named Funds

Gifts establishing named funds, either endowed or current expenditure, do not require special approval unless the fund is an endowed chair or the gift exceeds \$1M. Naming opportunities for endowed chairs and gifts exceeding \$1M must be approved by the Finger Lakes Community College Board of Trustees in accordance with the procedures for facilities, spaces or programs.

Donor Recognition versus Property Naming

Donations received for classroom equipment or furniture, laboratory or work space that do not include the cost of building or renovating the space, may be given recognition through an appropriate plaque or alternate means within or adjacent to the space. This shall not constitute the "naming" of the space and thus does not fall under the jurisdiction of the naming process. When the equipment or furniture becomes outdated, dysfunctional or is retired, the recognition will be withdrawn.

Criteria for Selection of Honorees

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Extraordinary Service

Honorees who have been employed by the college or served in a volunteer capacity for a period of not fewer than ten years, shall have given extraordinary service to FLCC or the FLCC Foundation in a teaching, service, administrative, or volunteer capacity with exceptional distinction such that their contributions are widely recognized by their peers. Honorees may not be current employees, individuals in active service to the college or those holding elected office at the time of the naming, unless the circumstances are exceptional and approved by the Finger Lakes Community College Board of Trustees. There should be an appropriate relationship between the use of the facility or space or the function of the program and the person for whom it is named as an honorarium. Other individuals may be considered for naming opportunities if they have through their personal or professional life significantly enhanced the reputation of the college.

Private Financial Support

Individuals, corporations and other organizations may be considered for naming recognition if they have made significant financial contributions to the college. A bequest or revocable planned gift from a donor who is still alive will not normally be considered for a naming opportunity. Determination of what constitutes a significant financial contribution is made on a case-by-case basis taking into consideration that total cost of the project, the availability of other funds, and the following guidelines:

New facilities – 25% of new construction costs

Renovated facilities - 75% of the cost of renovating a facility

Existing facilities - 75% of fair market value

Portable items - 50% of the value of the collection

Tribute markers (i.e. trees, gardens) - 50% of the cost or value of the item

Programs – determined on a case-by-case

Forms/Online Processes

- None

Appendix

- None