



# **ADMINISTRATIVE** **PROCEDURE**

**6620**

**DESERT COMMUNITY COLLEGE DISTRICT**

## **NAMING OF BUILDINGS** **AND NAMING OPPORTUNITIES**

The Board of Trustees retains authority for naming district owned facilities and properties. This includes buildings, portion of buildings, grounds, athletic fields, college streets or roads, plazas, fountains, gardens, land, and all other areas of major assembly or activity. The Superintendent/President her/his designee shall be responsible for receiving suggestions for naming facilities and properties and may assemble an ad hoc committee, which may include community representatives, to review name suggestions. Recommendations for naming facilities and properties may only be submitted by the President/Superintendent to the Board of Trustees for consideration and/or may also be suggested by an individual Board member. The naming of facilities and properties requires the approval of the Board of Trustees.

### **General Naming Conventions**

- Each campus or satellite location will adopt a clear and consistent naming scheme to clearly identify buildings and common areas.
- A uniform system of signage should be adopted by location.
- Buildings and areas should have names that reflect their primary function

### **Duration of Names**

When a building or area has been named, the District will continue to use the name so long as the building or area remains in use and serves its original function.

In the event of demolition or renovation of facilities, existing names will not automatically be transferred to a new or renovated facility. In such cases, the District reserves the right to assign a new name to the facility, or to solicit donations for naming opportunities.

### **Criteria**

Each proposal for naming a facility of property shall be considered on its own merits. No commitment for naming shall be made prior to approval by the Board of Trustees of the proposed name. A name for a College of the Desert facility or property should meet one or more of the following criteria:

- Designates major buildings or facilities by location and function
- Reflects a traditional theme of the District

- Honors an individual, family, organization or partner
- Honors a culture represented to the District

### **Procedural Intent**

The name of any District facility, assembly, or activity implies no continuing obligation to the named individual, group, or family being honored other than to maintain the commemorative identification of the facility, assembly, or activity.

The naming of any District facility does not imply nor constitutes legal ownership.

### **Gifts to the District**

Procedures governing approval of gift naming proposals are set forth below supplemented by such operational guidelines as the Superintendent/President may adopt from time to time. Exceptions from procedures must be authorized by the official responsible for named gift approval in advance of completion of a gift.

College signatory authority for these agreements will be determined in accordance with the College contract approval and signatory authority policy. No naming commitments shall be made to donors or other parties before final approval is granted by Board of Trustees. All such agreements must stipulate the College has final jurisdiction per donor gift agreement as to the use of gifted funds, i.e., construction, equipping, endowing for maintenance and operations, etc. A sample agreement format appears in Appendix A to the procedure.

The Executive Director College of the Desert (COD) Foundation, in consultation with the Vice President, Administrative Services, is responsible for overseeing compliance with these Policy requirements, including completing all necessary consultations and approvals and securing signature on gift agreements by authorized representatives of the College. To ensure an accurate historical record, both the Office of Administrative Services and the Office of the Executive Director COD Foundation shall maintain records relative to all naming endeavors completed under this procedure.

The Office of the Superintendent/President, in consultation with the Executive Director COD Foundation, will generally be responsible for groundbreaking and dedication ceremonies relating to named gifts.

An appropriately worded and designed plaque or other commemoration shall be affixed to a place proximate to the building, facility or other location of a named gift. Plaques will be of generally uniform design and contain the name of the honoree and the date on which the project was substantially completed (or the date of the naming ceremony in the absence of a project). All major construction or renovation projects should include an appropriate contingency budget for plaques. The Executive Director COD Foundation, in consultation with the Vice President, Administrative Services, is responsible for implementing the requirements relating to plaques.

Donations associated with naming proposals can be made by the donor in cash or appreciated property to the Foundation, through legally binding pledges fulfilled within no more than five years, or by the creation of an endowment. All combinations of gifts, pledges, and irrevocable planned gifts are acceptable forms of philanthropy to support naming commitments. With

respect to deferred gifts, while the naming commitment may be immediate, the required amount may be set higher because of the delay in receiving the gift. Individual donors may gift a portion of their contribution through an irrevocable trust or a contractual bequest mechanism. The Superintendent/President reserves the right to remove a College naming opportunity when pledges remain unpaid beyond the agreed upon period. Should this occur, the Superintendent/President may, if he or she chooses, recommend another naming opportunity to the Board of Trustees, or seek another donation of the magnitude that is deemed substantial. Donations made through irrevocable deferred gift techniques (including, but not limited to charitable gift annuities, deferred pledge agreements, or wills) shall generally not be accepted in instances when private funds are needed to pay for substantial gifts for remodeling, renovation and/or construction as defined in this section. A naming opportunity may, however, be accepted for existing, unnamed opportunities not requiring major remodeling or renovation as long as the irrevocable deferred gift technique(s) have been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.

Stewardship requires that the College honor the expectations of donors and abide by gift agreements, including naming provisions. Naming is generally expected to last the lifetime of the building, facility, unit or program or other endeavor. There may nonetheless be extraordinary circumstances that justify cessation of the use of a name or re-naming, such as:

1. Possible name change of the corporate or single donor.
2. Possible name change of marital donors, in the case of divorce or separation.
3. Termination of named program because it no longer meets College needs.
4. If a donor's reputation changes substantially so that the continued use of the name may compromise the public trust, bringing dishonor to College of the Desert.

Other possible reasons for renaming: Changes in facility use, substantial renovation, or demolition of an existing building, facility or part thereof; major academic program changes; failure of a donor to meet the financial commitment of a gift agreement; or other situations unforeseeable at the time of the original naming. When appropriate and feasible, when a name is retired, some form of continuing recognition should be established. In all cases, the Board of Trustees upon recommendation of the Superintendent/President must approve re-naming.

## **Definitions**

Donor is defined as the individual, corporation, foundation, or other entity making the donation.

Service Contributions include contributions of an extraordinary nature in a field of endeavor or society in general. Typically, the honoree will have a significant connection with the College, as a donor or supporter, student, alumnus, faculty or staff member, or administrator, and have made outstanding contributions to the College or its larger community in education, research, the arts, civic or public life, or other areas consonant with the institutional mission and its objectives. Honorees may be individuals or corporations. In either event, honorees should be of such outstanding credentials, reputation, character and distinction that the naming honors the College as well as the individual or corporation.

Except in cases of gifts otherwise qualifying for naming opportunities under this Policy, College-affiliated individuals are generally ineligible for consideration for a naming opportunity before, or less than two years after, their direct affiliation with the College ends (such as through

retirement, resignation, graduation, or expiration of a trusteeship); while the individual is still involved with the College in any decision-making capacity; or within two years following the individual's death. The Board of Trustees may make exceptions to this rule in unusually meritorious or extraordinary circumstances.

Selection of names for a building or facility should take into account the Facilities Master Plan, and be considered in relation to the component of which it is an element as well as its place in the overall College Master Plan. Names should also generally include reference to their primary location and function (e.g., 'Smith-Aston Library');. In proposing a name, the Executive Director of the COD Foundation should undertake consultation in a manner that invites input but maintains College-wide standards and optimizes donor support. Customarily, the name should be that of an individual who has gained distinction because of an extraordinary financial or service contribution to the program or operations to which use the premises are devoted. Personal character or organizational integrity, depending upon the nature of the name proposed, will be taken into account during the review process. The history of the building or facility, including its prior uses and occupants, may also be considered. Exceptions to these criteria may be appropriate in cases of persons of notable reputation or singular contributions to the College as a whole or its larger community.

#### Naming Opportunities for Buildings

Generally, for private-funded buildings, the value of a gift affording a donor the opportunity to name a new building must be approximately 50% of the private fundraising goal. An appropriate value should be established by the Superintendent/President, in consultation with the Executive Director COD Foundation and the Vice President, Administrative Services, at the time construction plans are being developed. For public-funded buildings, the value of a gift affording a donor the opportunity to name a new building must be at least 25% of the cost of the building. In all cases a minimum contribution of \$1,000,000 is required to name a building.

Naming procedures for buildings first require the Executive Director COD Foundation to obtain from the Superintendent/President authorization to solicit or respond favorably to a gift-naming proposal. If presidential authorization is granted, the Superintendent/President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

#### Naming opportunities Within a Building

The Executive Director COD Foundation and the Vice President, Administrative Services, in consultation with the appropriate dean or director may identify naming opportunities within a building. In general, sections of a building that have a discrete function and are of significant value, such as an auditorium, conference room, special classroom, seminar room, or laboratory, may be named independently of the building. The size of the gift required to name a space must be approximately one-half of its private construction or renovation cost or 25% of its public construction or renovation cost. Space on campus is a limited resource and, to the extent possible, named spaces should be identified in a manner that permits re-allocation of space and that will not restrict the future use of the space.

The Executive Director COD Foundation (following consultation with the Vice President,

Administrative Services) will submit proposals for naming opportunities within a building to the Superintendent/President for approval. If presidential authorization is granted, the Superintendent/President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

#### Naming opportunities for Other Physical Facilities

##### *Campus Enhancements - General*

Proposals for naming opportunities for campus enhancements such as benches, fountains, art-work, gates, gardens or other plantings will be developed or reviewed by the Executive Director COD Foundation and submitted to the Superintendent/President for approval. Minimum funding requirements for campus enhancements will be based on cost, location, structure, and function. Unless otherwise authorized by the Superintendent/President, gifts must cover the entire cost the installation and, if significant ongoing costs will be incurred, an endowment sufficient to cover such costs. See Appendix A for suggested guidelines.

The President will make decisions regarding such proposals in consultation with the Executive Director COD Foundation and the Vice President, Administrative Services. The Superintendent/President may also consult with, or obtain approval from, the Board of Trustees in the exercise of his/her own discretion, provided that all proposals relating to the naming of athletic fields and other College real property must be submitted to the Board for approval. Once the Board approves the proposal, authorized representatives of the donor and the College will execute a gift agreement.

##### *Campus Enhancements - Academic*

An endowment fund may be established to enhance the academic resources of the College, such as its laboratories, equipment, and classrooms. The Executive Director COD Foundation will first obtain authorization from the Superintendent/President to solicit or respond favorably to a gift-naming proposal. The Superintendent/President will decide on the proposal following consultation with the Executive Director COD Foundation and the Vice President for Instruction. If Presidential approval is granted, authorized representatives of the donor and the College will execute a gift agreement.

#### Naming opportunities for Academic Units

A private gift naming of an academic unit should be at a level that will transform the nature of the unit involved, enabling the unit to reach a level of excellence. The gift must be in the form of an endowment used to sustain a margin of excellence. Eligible academic units include instructional divisions, departments, programs, centers and institutes.

The Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to an academic unit or program. If approval is granted, the President will submit the proposed gift to the Board of Trustees. Once the Board of Trustees approves -the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

### Naming opportunities for Faculty Positions and Faculty Awards

An endowment for faculty position(s) will provide opportunities for funding a faculty position in areas of critical need.

The Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to the designations described in this section. The President in consultation with the Vice President for Instruction will establish minimum requirements for endowments. If presidential authorization is granted, the President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

### Naming opportunities for Lectureships and Lecture Series

A presidential lecture series brings to the College a variety of outstanding individuals of broad experience and expertise whose presentations will have College-wide and interdisciplinary appeal. Earnings from the endowed fund will provide for honoraria, travel expenses, and other costs associated with presenting such speakers.

Regarding opportunities described in this section, the Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to the designations described in this section. If presidential authorization is granted, the President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

### Naming, opportunities for Athletic Coaching Positions

The College has a fine tradition of scholar-athletes. Endowment of coaching positions assists the College in enhancing its athletic programs for the benefit of the students and the enjoyment of the community.

A gift creating a named endowment for a head coaching position may be established upon approval of the President following consideration of the recommendations of the Executive Director COD Foundation, the President, and the Vice President for Instruction, the last of whom will also consult with the Athletics Director.

The Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to endowment of assistant coaching positions. The President will make decisions on such proposals, including the minimum necessary endowment, following consideration of the recommendations of the Executive Director COD Foundation and the Vice President for Instruction, the last of whom will also consult with the Athletics Director. If presidential authorization is granted, the President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

## Additional Naming Opportunities

A fund for excellence may be established in support of the library, gallery, department, academic discipline, or other College program of interest to the donor. Earnings from these endowments may be used to enhance the selected endeavor in a variety of ways, including support for faculty development or travel, or for other educational enrichment activities.

Funds designated for teaching, service, research, and staff awards will be used to recognize outstanding performance in classroom teaching, research, or service by faculty, professional, or support staff members in the specified academic unit or College operation. Criteria for eligibility for such awards may be established in consultation with the donor. The President and Vice President for Instruction typically will choose award recipients.

Regarding opportunities described in this section and proposals not otherwise expressly covered in this Policy, the Executive Director COD Foundation will seek approval from the President and the appropriate Vice President. The President will determine the minimum endowment necessary to sustain the chosen objective. The President shall also determine whether to seek the approval of the Board if not otherwise required by the Board of Trustees or institutional policy. Once final approval is obtained, authorized representatives of the donor and the College will execute a gift agreement.

### Naming Opportunities Other than Total Buildings

The following is a list of the potential naming opportunities. This list is not comprehensive and may be changed by the Vice President, Administrative Services and the Executive Director, COD Foundation based on donor request and changes in campus needs. Gift amounts may also be changed to meet the objectives described above. Final approval is required by the Superintendent/President.

#### Academic Program:

- Requires a minimum of \$500,000 unrestricted contribution to the College for an academic program

#### Specialty Unit with an Academic Program:

- Requires a minimum of \$500,000 unrestricted contribution to the College for a specialty unit within an Academic Program

#### Trustee Board Room:

- Requires a minimum of \$1,000,000 unrestricted contribution to the College for the Trustee Board Room

#### Large Lecture/Lab:

- Requires a minimum of \$250,000 unrestricted contribution to the College for a large lecture/lab

#### Standard Size Lecture/Lab:

- Requires a minimum of \$150,000 unrestricted contribution to the College for a standard size lecture/lab

Classrooms:

- Requires a minimum of \$250,000 unrestricted contribution to the College for a large classroom
- Requires a minimum of \$150,000 unrestricted contribution to the College for a standard size classroom

Conference Room:

- Requires a minimum of \$100,000 unrestricted contribution to the College for a standard size conference room

Office:

- Requires a minimum of \$50,000 unrestricted contribution to the College for an office

Stadium:

- Requires a minimum of \$5,000,000 unrestricted contribution to the College for a stadium

Scoreboard:

- Requires a minimum of \$1,500,000 unrestricted contribution to the College for a new stadium scoreboard

Library Collection:

- Requires a minimum of \$500,000 unrestricted contribution to the College for a library collection

Large Tree and Plaque:

- Requires a minimum of \$10,000/large tree and \$500/plaque unrestricted contribution to the College for a large tree and plaque

Small Tree and Plaque:

- Requires a minimum of \$5,000/small tree and \$500/plaque unrestricted contribution to the College for a small tree and plaque

Bench and Plaque:

- Requires a minimum of \$5,000/bench and \$500/plaque unrestricted contribution to the College for a bench and plaque

Sitting Area and Plaque:

- Requires a minimum of \$5,000/sitting area and \$1,500/plaque unrestricted contribution to the College for a sitting area and plaque

Landscape Garden and Plaque:

- Requires a minimum of \$10,000/landscape garden and \$2,500/plaque unrestricted contribution to the College for a landscape garden and plaque

Landscape Quad:

- Requires a minimum of \$500,000 unrestricted contribution to the College for a landscape quad



Entrances and Landscaping:

- Requires a minimum \$1,000,000 unrestricted contribution to the College for an entrance and landscaping

Green Space:

- Requires a minimum of \$500,000 unrestricted contribution to the College for green space

Fountain:

- Requires a minimum of \$1,000,000 unrestricted contribution to the College for a fountain

Black Box Theater:

- Requires a minimum of \$500,000 unrestricted contribution to the College for a black box theater

Multi-Use Art Building Theater:

- Requires a minimum of \$1,000,000 unrestricted contribution to the College for a large theater

APPENDIX A

MEMORANDUM OF UNDERSTANDING  
NAME GIFTING OPPORTUNITY FOR THE \_\_\_\_\_  
COLLEGE OF THE DESERT

This memorandum sets forth the terms and conditions of naming the (building name) on the (location) Campus of the College of the Desert.

Whereas, the College of the Desert (COD) is in process of developing plans and specifications for the construction of a new \_\_\_\_\_ Building and the renovation of the existing \_\_\_\_\_, and

Whereas, (Donor) is donating \$X (\$ \_\_\_\_\_) for the naming rights of the \_\_\_\_\_.

The College shall:

1. Upon full receipt of naming gift and upon the completion of the new \_\_\_\_\_ Building and the renovation of the existing Building, name the \_\_\_\_\_ after the donor's and/or spouse's name(s). Estimated completion time is \_\_\_\_\_ months.
2. The placement, size, material and color of the name(s) on the \_\_\_\_\_ shall follow the College's Facilities Master Plan and Signage Master Plan.
3. Not rename the \_\_\_\_\_ until \_\_\_\_\_.

The Donor shall:

1. Make the donation of the \$X (\$ \_\_\_\_\_) to the College of the Desert Foundation for ultimate transfer to the College of the Desert.
2. Understand that naming rights under this memorandum only provides the placement of designated names on the \_\_\_\_\_ Building.
3. Understand that naming rights under this memorandum does not extend privileges or rights in the operation and existence of the College of the Desert or College of the Desert Foundation.
4. Grant the College of the Desert renaming rights after the year 20\_\_.

All terms and conditions of this agreement are subject to the approval of the College of the Desert Board of Trustees.

Executed this \_\_\_\_\_ Day of \_\_\_\_\_ 20\_\_.

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Donor

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Executive Director  
College of the Desert Foundation

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Superintendent/President  
College of the Desert

**Reference: Education Code Section 70902**

Executive Cabinet Review/Approval: May 3, 2022

College Planning Council Review/Approval, 1<sup>st</sup> Reading: May 13, 2022

College Planning Council Review/Approval, 2<sup>nd</sup> Reading: May 27, 2022

Board Meeting/Information: June 16, 2022

Next Review: July 2027

Administrator: VP Administrative Services