



## Century College Policy and Procedure

### 6.8.1.1 Century College Naming Rights Procedure

---

#### 6.8.1.1 Century College Naming Rights Procedure

Century College desires to recognize and appreciate the individuals who have made and continue to make significant contributions to the College's success through naming opportunities for buildings, sites, common areas, centers and programs and placement of markers on college property. This procedure shall establish guidelines that includes a consultation, review and approval process for philanthropic and non-philanthropic naming opportunities referenced in Board Procedure 6.8.1.

#### **System Policy**

Naming of physical spaces, whether related to donor recognition or not, shall be recommended by the College President to the Minnesota State Colleges and Universities (Minnesota State) Chancellor. The Chancellor has authority delegated by the Board of Trustees to name physical spaces. The College President has authority to name campus centers and programs, and to approve markers. See Minnesota State Policy 6.8 Naming Buildings, Sites and Common Areas Policy.

#### **College Procedure**

##### **Part 1. Donor Recognition Naming**

The Executive Director of the Foundation and Institutional Advancement (Executive Director of the Foundation) starts the process for all donor recognition and naming requests. This process starts with a consultation with the Century College President to review the request from a donor who meets the donation minimum of (\$25,000), to gauge interest in a naming opportunity in naming opportunities within the College. Donors may be offered the opportunity to be recognized by ascribing their name to markers, physical places (buildings, facilities, and grounds), or academic and non-academic centers, areas and programs in support of the mission of Century College. No commitment to recognize a prospective donor through the naming opportunity should be made until the internal approval process is complete.

When naming is being considered in connection with donor recognition for a gift, the process may be governed by the criteria in the Minnesota State Board Procedure 6.8.1 that sets the donation threshold for naming. Additionally, this process is managed by the institutional procedure which follows:

1. The Executive Director of the Foundation completes the Donor Naming Proposals Form and engages in a preliminary discussion with the President, the Vice President for Finance, and the Vice President who has oversight of the program or space. The President's Office will conduct a review of any potential reasons that could, upon investigation, lead to a decision not to honor a donor.
2. The Executive Director of the Foundation presents the donor recognition naming proposal to the President. The decision is made to approve or disapprove the naming opportunity.
3. If a decision is made not to move the proposal forward, the reasons for not doing so should be conveyed in writing to the donor who requested the naming proposal. If a decision is made to move the proposal forward, the Executive Director of the Foundation or designee will meet, as determined by the nature of the proposal, with the relevant dean or director or respective administrator. The donor recognition naming proposal, including discussion summaries is sent to the President for review and approval. If the proposal is for a building, site, or common area, the President will determine whether to move the proposal forward as a recommendation to the Chancellor.

### **Subpart A. Philanthropic Naming Guidelines**

Philanthropic naming requires a formal Gift Instrument and full receipt of cash or assets that can be readily converted to cash. Items will not be named in return for charitable estate commitments or life insurance until the funds are received. The gift must be presented to the College prior to the conferring of the name.

1. The naming of facilities or other spaces may be recommended based on a substantial gift by a donor.
2. New construction or renovation – Naming gifts should provide a substantial portion of the cost of construction (generally at least one-third to one-half).
3. Existing facilities and programs – Gift amounts will be based on one or more of the following considerations:
  - Replacement value of the facility (generally one-third to one-half the replacement value).
  - Visibility of the facility.
  - Amount needed to provide a meaningful level of support, ideally through endowment, for the maintenance and enhancement of the facility.
  - Amount needed to support significant program improvements that will elevate the status of the program or unit to a regional or national prominence; and/or
  - For buildings recognized by historical societies, the College will honor the historical significance of names but remain mindful of opportunities to acknowledge future donors.

## **Subpart B. Donor Recognition Naming vs. Sponsorships**

1. Naming that is done in recognition of a donor is distinguished from sponsorships in two important respects. Donor recognition naming:
  - follows from tax deductible charitable contributions not from sponsorship or other contractual payments and is long lasting (for the life of the named item).
  - sponsorships are temporary; recognizes the name of the donor but does not convey promotional or advertising messages.

## **Subpart C. No Quid Pro Quo**

The decision to name or not name an item is at the sole discretion of the College. Charitable contributions cannot be made contingent upon a donor naming recognition because the quid pro quo would invalidate the charitable contribution deduction.

## **Subpart D. Erecting Plaques, Monuments and Major Markers**

Naming opportunities in the area are not addressed in Board policy or procedure and thus reside with the college president to develop a procedure.

A plaque is a permanent, significant fixture affixed to a base, indoor or outdoor building surface or another object. Monuments or memorials can be either permanent pieces of public outdoor art, sculpture, likenesses, landscape enhancements, or other civic improvements whose primary purpose is to honor a person, group, event, or other significant contribution to the College. Examples are a plaque, bust, sculpture, likeness, statuary or fountain, a landscape feature such as a garden or grove, or a building or similar architectural feature.

Any proposals for new plaques, monuments or markers must conform to Minnesota State policy and College procedure for design standards related to campus signage and graphics, and the donor recognition standards and guidelines described in this procedure. The following plaques, monuments or markers naming approval process is employed:

1. The interested party who is a member of the campus community completes the Naming Proposals Form and submits to the Vice President for Finance (see Supporting Documents).
2. The Vice President for Finance engages in a preliminary discussion with the President and the Vice President who has the most direct college connection to the honoree's contributions about whether or not to move forward with the process.

3. A decision is made to approve or disapprove the proposal.
  - a. If a decision is made not to move the proposal forward, the reasons for not doing so and noting if any additional information would aid in the proposal approval, should be conveyed in writing to the individual(s) who submitted the naming proposal. If new information becomes available, the proposal may be resubmitted for further consideration.
  - b. If a decision is made to move the proposal forward or give a proposal further consideration, the Vice President for Finance will present the naming proposal to the President's Executive Cabinet for discussion.
  - c. The naming proposal, along with summaries of the discussions is sent to the President for approval.
  - d. Upon notification of approval, signage can be ordered with the approved name of the space. No signage can be ordered prior to all process steps being completed and approved by the College President.

### **Subpart E. Permanence of Naming**

Spaces, centers, and programs shall bear only the names of individuals or entities that exemplify attributes of integrity, character, and leadership consistent with the values of the College. If, in the sole determination of the College, those attributes are not maintained, Century College reserves the right to remove the name from the space at any time regardless of whether the naming was donor or non-donor driven. If the naming involved a gift, the Gift Instrument shall acknowledge these requirements.

Existing buildings and facilities with honorific names may be renamed after a review by the President's Executive Cabinet and approval by the President once the following has been completed:

1. History of any current name has been carefully researched, providing a clear understanding of all related College commitments for the naming and history of the relationship.
2. Rationale for re-naming is presented.
3. Former honoree and/or surviving family members of honoree are informed of the intention/plan to alter the building name before any information is made public.
4. Plans are made for recognition of the former honoree within the re-named structure, or, if appropriate, with an alternate naming opportunity.

## **Part 2. Non-Donor Related Naming--Campus Spaces, Centers, and Common Areas**

---

## **Subpart A. Consultation, Review, and Approval**

Prior to making a recommendation to the chancellor, the college or university president shall institute a process to assure broad based input into the proposed building, site, or common area name. This process shall include consultation with students, staff, community representatives, and such other representation the president deems advisable. The recommendation which must include an explanation of the consultation and review process used shall be forwarded to the College President for approval. This procedure is managed by the institution and the President shall determine if approval beyond the institutional level is required.

## **Subpart B. Criteria**

The proposed name for spaces, areas, building, site, or common areas shall meet the minimum criteria listed below:

1. Name should not readily lend itself to unwanted abbreviations, acronyms, or nicknames.
2. No name will be considered that changes the common name for the purpose of the space.
3. Naming proposals associated naming or renaming new or existing spaces, centers, or common areas require a rationale for how the proposed name is applicable or meaningful to Century College.
4. Process must include clearly defined consultation process (an informal workgroup) that includes multiple college stakeholders, including students.
5. If using the name of an individual, explain how the name meets the criteria listed on the naming proposal form.

Spaces, centers, and common areas may be named for distinguished and exceptional service to the College or community, or contributions in truly exceptional ways to the welfare of the College or having achieved such unique distinction as to warrant such recognition are also permissible.

If the proposal meets one or more of the criteria, the informal workgroup will develop a recommended consultation plan as required by Minnesota State Board Procedure 6.8.1 for the President's consideration. These efforts may include, but are not limited to, personal email communications, broad based College email communications, surveys, staff meetings, or other outreach initiatives.

Once complete, the following non-donor approval process is employed:

1. The interested party who is a member of the campus community completes the Naming Proposals Form.
2. Routes the form to the supervisor and division Vice President and Vice President of Finance and Administration (Vice President of Finance).
3. The Vice President of Finance engages in a preliminary discussion with the President and the Vice President who has oversight of the program or space about whether or not to move forward with the process.
4. A decision is made either to approve or disapprove the proposal
  - a. If a decision is made not to move the proposal forward, the reasons for not doing, should be conveyed in writing to the individual(s) who submitted the naming proposal. If new information becomes available, the proposal may be resubmitted for further consideration.
  - b. If a decision is made to move the proposal forward or if more information is required to move the forward for consideration, the Vice-President of Finance may convene a meeting to include the (Director of Facilities, Information Technology representative, each bargaining unit, and the Student Senate President).
  - c. The Vice President of Finance will present the naming proposal to the President's Executive Cabinet for discussion.
  - d. The naming proposal, along with summaries of the discussions, is sent to the President for approval.
  - e. If the proposal is for a building, site, or common area, the President will decide and determine whether to move the proposal forward as a recommendation to the Chancellor or hold the decision at the institutional level.
  - f. Upon notification of approval, signage can be ordered with the approved name of the space. No signage can be ordered prior to all process steps being completed and approved by the College President.

### **Part 3. Limitations to Naming Opportunities**

No naming opportunity shall be approved if it:

1. is likely to have a negative impact on the image or reputation of Century College; or
2. would call into serious question the public respect for the College or the Foundation and/or implies endorsement of a partisan political or ideological position. This does not preclude use of the name of an individual who has

previously held public office or the name of an individual or company that manufactures or distributes commercial products.

Major buildings, sites, and common areas will not be named for individuals while they are employed by or officially involved with the Minnesota State System no earlier than one year following the conclusion of their relationship with the system.

#### **Part 4. Record Keeping**

The Office of Finance and Administration shall maintain a list of all spaces available for naming and a record of all named spaces. If the President determines that a donor recognition naming opportunity exists for a particular area, it will be removed from the inventory of available spaces and added to the list of named spaces as a potential naming opportunity.

#### **Part 5. Roles and Responsibilities**

1. **Chancellor.** Holds the ultimate authority for approvals or denials for the naming of campus buildings, sites, or common areas.
2. **President.** With delegated authority from the Chancellor seeks broad based input through an internal, campus-based consultation process to review naming proposals according to Minnesota State procedures. Provide approvals or denials for the of campus centers, programs, or markers. Make recommendations to the Chancellor for proposed building, site, or common area names that our outside the scope of delegated authority.
3. **Executive Director of the Foundation and Institutional Advancement.** Designated Lead for Part 1 and all subparts for donor and other philanthropic related naming proposals and all subparts. Initiate discussions according to this procedure. Assure a proposed donor is vetted as early in the process as possible to prevent investment in a potential honor or donation that would not merit approval by the College President or the Chancellor. Submit documentation to the President.
4. **Vice President of Finance and Administration.** Designated Lead for Part 2 and all non-donor and employee related naming campus spaces, programs, and centers. Initiate discussions according to this procedure outlined in Part B. Vet against criteria in Board procedure 6.8.1 where applicable and submit the corresponding documentation to the College President for their review and approval.

#### **Related Documents and References**

Minnesota State Colleges and Universities Board Policy [6.8 Naming Buildings, Sites and Common Areas](#)

Minnesota State Colleges and Universities System Procedure [6.8.1 Naming Buildings, Sites and Common Areas](#)

## Applicable Forms

### **Policy/Procedure History:**

**Policy Owner/Lead:** Owner: College President; Lead: Executive Director of Foundation and Institutional Advancement; Vice President of Finance & Administration

**Date Originally Proposed:** 3/7/2022

**Date Approved:** 5/5/2022

**Date Implemented:** 5/5/2022

**Date Last Reviewed:** 5/5/2022

**Date & Subject of Revision:**