

Policies for Naming College Properties, Academic and Non-Academic Programs and Facilities (Draft)

Abstract - Background, Scope, Applicability and Rational

The College of the Siskiyous Foundation (hereinafter referred to as the Foundation), a not for profit organization organized under the laws of the State of California, has accepted the responsibility for the College of the Siskiyous (hereinafter referred to as the College) to manage the naming process of College Properties, Academic and Non-Academic Programs and Facilities. The intent of these naming policies is to support the strategic goals of the College by focusing fiscal resources on its institutional values and priorities, and to serve the College’s mission. Specific selection of names will take into account the College’s master plan for future development.

These policies reflect the procedures and guidelines that the College will follow when naming, or renaming campus Properties, Programs, and Facilities as a result of Gifting. These policies are supported by the “College of the Siskiyous Naming Guidelines” (hereinafter referred to as the Guidelines) that are maintained and administered by the Foundation. The College’s Board of Trustees will be responsible for creating the naming policies for Honorees.

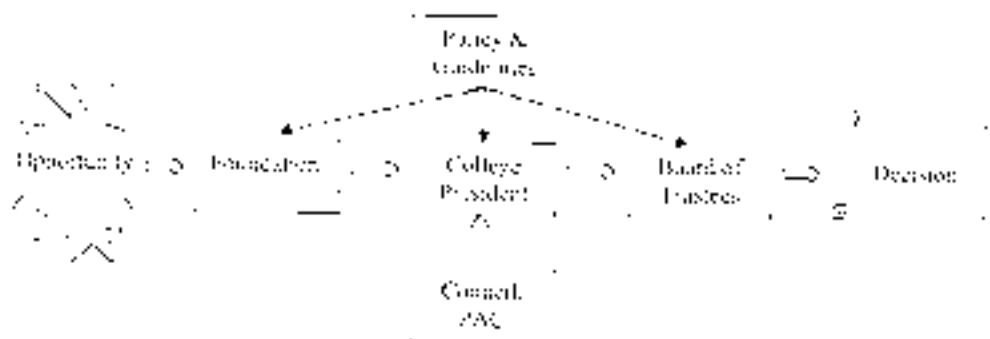
Authorization – Policies that describe the evaluation and approval process

No commitment regarding naming shall be made to a donor prior to approval of the related proposal for naming. Each proposal shall be made in writing in accordance with the Guidelines. The proposal and record of action taken shall be maintained in the permanent archives of the President’s office.

Each proposal for naming shall be considered on its merits and not only because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both long-term and short-term appropriateness of a naming.

A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.

The College’s Board of Trustees has the exclusive approval authority for all naming and re-naming decisions. The Colleges Board of Trustees will only consider naming and renaming proposals that have been recommended by the Foundation’s naming proposal process. The Foundation’s naming process is documented in the Guidelines however follows these 3 steps.



Naming Proposals and Qualifications – Policies that describe documentation and prerequisites

Proposal - A proposal for naming or re-naming will include documentation of the following:

1. A thorough analysis of the donor gift in relation to the Guidelines, as well as a financial review. In any proposal for naming in recognition of a donor, consideration should be given to ensure the means by which the gift will be sufficient to sustain the life of the facility or program, since the naming will most likely be for the life of the facility or program.
2. A consultation process to provide the benefit of the collective institutional memory and a broad campus perspective with regard to naming activities. The process shall involve the Foundation's Gift Acceptance Policy.
3. Review by Legal Council of the College as appropriate.

Qualifications – Naming Prerequisites

When a facility or area is named, that name will generally, be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to specific terms and conditions set forth in any gift agreements related to the prior naming action.

Naming

Legal Council shall review draft language for a gift agreement that includes the proposed naming of a College property, program, and/or facility in recognition of the gift.

In reviewing a request for approval of naming, consideration shall be given to:

1. The significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the College,
2. The relationship of the individual or entity to the College.
3. The eminence, reputation and integrity of the individual or entity whose name is proposed; and
4. The urgency of need related to the project or for support funds for the project.

The gift shall constitute a significant portion of the total cost of the project to be named.

The gift shall either:

1. Fund the total cost of the of the project to be named; or
2. Provide substantial funding for the portion of the total cost which would not have been available from another source (such as federal or state sources, student fees or bond issues)

To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a property, program or facility that involves the name of a corporation or corporate foundation. The name of an individual associated with a corporation should be handled as any name for an individual.

Corporate names may be used to designate individual rooms or suites of rooms (as well as endowed chairs and professorships). Plaques in public places within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express College appreciation should be modest in size and exclude logos to avoid the appearance of advertising.

When a proposed naming for an individual is accompanied by a gift other than the individual, and the individual to be honored is serving the College in an academic or Administrative capacity, or is serving the community, county, state or nation in an elected or appointed position, the naming may take effect upon approval of the Board of Trustees.

Changing Circumstances – Policies that specify the rules for flexibility and renaming of properties, programs and facilities.

Renaming – changing the name of an existing property, program or facility

A proposal to rename a property, program or facility, or to add a second name shall adhere to the criteria outlined elsewhere in this document. In addition, these principles shall be followed:

1. Any proposal to rename a property, program or facility, in recognition of a gift shall be reviewed by Legal Council. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.
2. When a facility has been renamed in recognition of a gift, has reached the end of its useful life and will be replaced or substantially renovated, the replaced, or renovated facility may be renamed in recognition of another gift.
3. When an area or portion of a structure will be developed for another use, the new facility may be renamed in recognition of a gift.
4. Appropriate recognition of earlier donors shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
5. When a property, program or facility is proposed for renaming, College representatives will make all reasonable efforts to inform in advance the original donors, or honorees or immediate family members.

Other Changes

If the College proposes to change the function of a named facility or area, it must document the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, Legal Council shall be consulted.

If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, the Legal Council of the College will consult regarding further action.

Related Policies and Documents

1. Foundation's Gift Acceptance Policy
2. College of the Siskiyous Naming Guidelines

Revision History

| <i>File Name</i> | <i>Revision</i> | <i>Author</i> | <i>Date</i> |
|----------------------------------|------------------|------------------|-------------------|
| <i>Naming_06092009_draft</i> | <i>Initial</i> | <i>G. Messer</i> | <i>06/09/2009</i> |
| <i>Naming_07062009_draft</i> | <i>Revisions</i> | <i>G. Messer</i> | <i>07/06/2009</i> |
| <i>Naming_07242009_draft</i> | <i>Revisions</i> | <i>G. Messer</i> | <i>07/24/2009</i> |
| <i>Under review as of 1/2012</i> | | | |