

Naming of College Spaces Procedure	Procedure Number	5.5P
	Effective Date	February 20, 2015

1.0 PURPOSE

In accordance with Board Policy 5.5 Naming of College Spaces, the purpose of this procedure is to outline the process by which proposals for the naming of College spaces are developed, advanced, and ultimately granted for Laramie County Community College (LCCC) owned spaces.

2.0 REVISION HISTORY

Adopted on: 2/20/15

3.0 PERSONS AFFECTED

- A. Current and future donors to Laramie County Community College and Laramie County Community College Foundation
- B. Laramie County Community College Board of Trustees and employees.
- C. Laramie County Community College Foundation Board and employees.

4.0 DEFINITIONS

- A. *College Space* – Areas owned by LCCC which are significant to the College and/or have special status beyond the institution for some reason. These include, but are not limited to buildings, athletic facilities and interior spaces, such as theaters, auditoriums, libraries, as well as exterior spaces, such as parking lots, assembly areas, malls, and streets owned by LCCC.
- B. *Naming Tribute* – The act of affixing a name representing an individual or party to a College space in recognition of substantial contributions to the College.

5.0 PROCEDURES

LCCC recognizes the naming of Colleges spaces is a valuable method by which the institution can honor the substantial contributions of individuals or parties. These may be in recognition of significant contributions to the social, academic, scholarly, research, or student life of the College or in recognition of substantial charitable gifts to LCCC. The naming of College spaces is, and should always remain, a very special honor that must be offered only with the highest level of scrutiny to ensure LCCC does not dilute or lessen the level of recognition a naming tribute can bestow. Thus, the following considerations and processes shall be followed for the naming of College spaces.

- A. General Provisions
 - 1) No commitment regarding the naming of a College space shall be made to an individual or party prior to Board of Trustee’s approval of the related proposal for naming.

- 2) Names assigned to College spaces are intended to be enduring. When a College space is named in recognition of an individual or party, that name will generally be effective for the useful life of the space. Changes should be made only when significant adjustments occur to the space as described below.
- 3) To avoid any appearance of influence or conflict of interest, additional due diligence should be taken before recommending the naming of a College space that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.

B. Criteria for Naming of College Spaces

The College uses the following criteria to determine naming tributes; however, the LCCC Board of Trustees may, at its discretion, consider proposals for naming tributes based on additional criteria on a case-by-case basis. It is possible for naming tributes to be considered based on both criteria at the same time (e.g., an individual with distinguished service who also offers a financial contribution).

- 1) *Distinguished Service* – A gift of time or talent that has had a significant positive impact on the College over an extended period of years. A proposed individual or party shall have achieved distinction in one or more of the following ways:
 - i. While serving LCCC in an academic capacity, the individual has upheld and promoted the mission of the College through outstanding devotion to teaching, learning, and/or service to students and community;
 - ii. While serving LCCC in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of the College; and/or
 - iii. The individual has contributed in truly exceptional ways to the welfare of LCCC or achieved such unique distinction as to warrant recognition (e.g. accomplishments of an elected official or community activist, etc.).
- 2) *Financial Contribution* - A gift of monetary value to the College will be considered for a naming tribute based on one or more of the following:
 - i. The significance of the proposed gift in the total amount of the contribution;
 - ii. The significance of the proposed gift as it relates to the achievement of a goal, program or project at LCCC;
 - iii. The urgency of need for supporting funds for a program or project;
 - iv. The prominence, reputation, and/or integrity of the individual or party who is being proposed for a naming tribute:
 - v. The relationship of the individual or party who is being proposed for a naming tribute to LCCC; and/or
 - vi. The gift constitutes a significant portion of the total cost of the project to be named. The gift shall either:
 - a) Fund the total cost of constructing or renovating the College space to be named.
 - b) Provide substantial funding for that portion of the total cost which would not have been available from another source (e.g., federal funds, state appropriations, local funds, or student fees).

C. Renaming/Changes to Named College Spaces


A proposal to rename or modify the naming of a College space shall adhere to the criteria outlined above. In addition, the guidelines listed below shall be followed:

- 1) Any proposal to rename a College space or to modify existing naming shall be reviewed by the LCCC Foundation and the College President. The review shall include any documents pertaining to the original naming, as well as the documents pertaining to the proposed renaming or modification;
- 2) *When a space that has been previously named has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed according to this procedure. If possible and practical, first right of refusal to name the new or renovated space should be given to individual or entity it is currently named after;*
- 3) When a currently named College space will be renovated and/or developed for another use, the space may be renamed;
- 4) When a space is proposed for renaming, the LCCC Foundation and LCCC will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members;
- 5) *If LCCC proposes to change the function of a named space, the LCCC Foundation shall review the related gift and/or naming agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated;*
- 6) *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, or bring undue scrutiny upon the College, that name may be discontinued upon action of the LCCC Board of Trustees.*

D. Proposal Development and Approval

The following procedural sequence should be followed when developing proposals for the consideration of a naming tribute:

- 1) Working with the LCCC Foundation, individuals interested in proposing the naming of a College Space conducts a thorough analysis of proposed candidates in relation to this procedure and guidelines to determine eligibility and worthiness of the candidate. A broad consultation process is encouraged to gather appropriate data and information to support a naming tribute.
- 2) If deemed eligible and worthy, a formal proposal for the naming tribute shall be developed by the LCCC Foundation in collaboration with other interested/involved parties. This proposal shall be forwarded to the College President.
- 3) The College President evaluates the proposal, and either endorses it, denies it, or seeks additional information from the LCCC Foundation. If endorsed, the President advances it to the Board of Trustees.
 - i. The Board of Trustees may request the President conduct a background check on the donor.
 - ii. If a background check is requested, the donor must sign an authorization allowing the background check to be considered further.
- 4) *The Board of Trustees considers the proposal during one of its meetings or work sessions, and either advances it for formal Board approval at a subsequent meeting or seeks additional information.*
- 5) *The Board of Trustees will either approve or deny the recommended naming tribute.*

REQUIRED APPROVALS	NAME/SIGNATURE	DATE
Originator(s) Name(s)	Lisa Murphy, Institutional Advancement Association Vice President Tucker Stover, Corporate Development & Major Gifts Director Brenda Laird, Scholarships & Annual Giving Director	1/13/15
Approval by President's Cabinet		1/13/15
Ratified by College Council	Chad Marley, College Council Co-chair	2/20/15
Approval by President (Signature)		2/20/15