



Pima County Community College District Administrative Procedure

<i>AP Title:</i>	Procedures for Naming Opportunities
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<i>Board Policy Title & No.:</i>	Naming Opportunities, BP 1.19
<i>Legal Reference:</i>	
<i>Cross Reference:</i>	Receipt of Gifts, BP 1.18

PURPOSE

The Board of Governors may approve the naming of buildings, facilities, academic entities or awards under its jurisdiction for the benefit of the College, providing that the naming is lawful; reflects the mission, values, and best long-term interests of the College; honors an individual, family, or organization; or recognizes a significant financial gift. This Administrative Procedure establishes guidelines and processes for naming opportunities.

SECTION 1: CRITERIA

- 1.1 A facility, academic entity, or award named in honor of a person or persons, organization or corporation is an exceptional form of recognition. A very high standard should be applied to the selection of honorees. Nominations based on professional achievements and/or long service that also are shared by other employees or volunteers should be recognized in some other, more appropriate way. The following examples shall be used as minimum criteria

in determining whether an individual, organization or corporation qualifies for nomination.

- 1.1.1 An individual or individuals, organization or corporation which has donated or pledged to donate significant funds or other resources and support for the benefit of the College.
 - 1.1.2. The individual has long demonstrated high scholarly distinction resulting in significant recognition within his/her discipline and earning a regional or national reputation (faculty).
 - 1.1.3 The individual has given long and distinguished service resulting in significant measurable benefits to the welfare of the College and in recognition from professional groups or other regional/national organizations (administrators, staff).
 - 1.1.4 While serving the College, community, state or nation in an elected or appointed position, the individual has given long and distinguished service which demonstrably benefited the purpose and mission of the College.
- 1.2 College affiliated individuals are generally ineligible for consideration for a naming opportunity until it has been at least two years since that affiliation has ended.
- 1.3 The proposed name shall reflect both the name of the individual(s), organization or corporation as well as the building's function, for example, the Jones Arts Center.

SECTION 2: HONORARY RECOGNITION

- 2.1 Candidates may be nominated by a member of the Chancellor's Cabinet, a member of the President's Cabinet from any campus, or a member of the PCC Foundation Board of Directors. The PCC Board of Governors may nominate candidates through a campus, PCC District Office, or Foundation sponsor.
- 2.2 The nominating unit shall provide a portfolio of accomplishments for a candidate which demonstrate substantial evidence for the criteria given in Section 1.
- 2.3 The portfolio will include the following:
 - 2.3.1 A dossier or curriculum vitae of the nominee

- 2.3.2 A one to two page justification for nomination including significant contributions addressing the relevant criteria
- 2.3.3 At least three letters of support from colleagues, students, administrators, other institutions, and/or community leaders
- 2.4 The PCC Foundation will appoint an ad hoc nominating committee to screen portfolios on an as-needed basis. The ad hoc committee will be composed of at least one faculty member, a staff member, the Executive Director of the PCC Foundation, a community member, a PCC Foundation board member, and a student. Finalists' portfolios will be presented to the Chancellor's Cabinet to consider whether to forward to the Board of Governors.
- 2.5 The Provost and the PCC Foundation shall collaborate to develop and periodically update a table of values and value ranges, with minimum acceptable contribution levels (monetary and non-monetary), for naming academic entities and awards.

SECTION 3: IN RECOGNITION OF FINANCIAL GIFTS AND/OR RESOURCES

- 3.1 The naming of a building or a facility in recognition of a financial gift must meet an ethical criterion in that the donor's intent for the gift must reflect the mission, values, and best interests of the College. The gift should also be consistent with the College's Facilities Master Plan.
- 3.2 The gift should also meet minimally the following financial criteria for existing buildings:
 - 3.2.1 A name proposed for an existing building or facility so as to recognize a gift to the College may be considered when the gift represents at least 25 percent of the original total cost as determined in collaboration with PCC Facilities.
 - 3.2.2 A name proposed for an existing but presently untitled facility under renovation may be considered when the gift represents 50-100 percent of the cost of an improvement or renovation (minimum gift of \$100,000), as determined in collaboration with PCC Facilities.

- 3.3 A name proposed for a new building or facility so as to recognize a gift to the College may be considered when the gift represents at least 50 percent of the total cost as determined in collaboration with PCC Facilities.
- 3.4 Multiple naming opportunities exist for common areas such as lecture halls, student lounges, sculpture gardens, among many others. The donor shall meet with the PCC Foundation to discuss details.
- 3.5 If multiple facilities are contemplated as part of a capital campaign, specific room and facility naming opportunities and values must be established and approved by the Chancellor's Cabinet.
- 3.6 Unscheduled or unplanned facilities that a donor wishes to have constructed and which is consistent with the College Strategic Plan will require a 100 percent gift commitment, plus an endowed maintenance fund.
- 3.7 In order to name a program or award, the gift should be proportional to the amount of the endowment (principal X estimated 5% annual payout) that would be necessary to sustain the program.
- 3.8 The donor shall work with the PCC Foundation and the appropriate College unit(s) to determine the appropriate use and allocation of the donation.
- 3.9 The Vice Chancellor for Facilities and the PCC Foundation shall work collaboratively to develop and periodically update a table of estimated values and value ranges for various types of facilities, including minimum acceptable contribution levels. These estimates should be re-evaluated periodically.

SECTION 4: DUE DILIGENCE

- 4.1 All nominations for naming rights shall be reviewed by College General Counsel.
- 4.2 Special care shall be exercised when a naming opportunity involves facilities currently financed with tax-exempt bonds. The Executive Vice Chancellor for Administration and Finance and the College General Counsel shall be consulted as early as possible in this process to ensure that tax-exempt bond status is not jeopardized.

- 4.3 The Pima Community College Board of Governors has final approval for naming. Once the Chancellor's Executive Leadership Team has approved (in the case of honorary naming) or the Foundation and either the VC for Facilities or the Provost (for financial naming) have approved, the original nominating unit will present the nomination at a regularly scheduled Board of Governor's meeting for their approval.