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**EFFECTIVE DATE:** July 1, 2013

Policy No.9.1003

### **POLICY STATEMENT**

The Baton Rouge Community College (BRCC) naming policy exists as a guideline for those soliciting major gifts to benefit the college, to help protect both the college and its donors, and to preserve the college's history and purpose. As solely a guideline, this policy allows for flexibility on a case-by-case basis. BRCC recognizes the potential for requests and/or need to name college properties, academic and non-academic programs, and facilities in honor of persons or entities. The College is committed to serving the public where practicable, according to their needs. The College has a long-standing tradition of naming college properties, academic and non-academic programs, and facilities in honor of persons or entities that have made significant contributions to enable the teaching, learning, and public service mission of the College. In consequence therefrom, all naming recognizing an honoree must be consistent with the College's role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related College policies and guidelines.

### **NAMING TRIBUTES**

BRCC recognizes the following two general categories of naming opportunities:

1. Distinguished service of time and talent that has had significant positive impact on BRCC over an extended period of time. Such an honor will typically be recommended no less than five years following the end of the individual's service to the College. The Chancellor is responsible for determining whether the person proposed is worthy of the honor.
2. A gift of monetary value appropriate to the facility, program or fund being named.

### **GOVERNING AUTHORITY**

BRCC has developed this policy in accordance with the Louisiana Community and Technical College System (LCTCS) Board policy and state law. Only the LCTCS Board of Supervisors, upon recommendation of the President of the LCTCS, has the final right of approval for the naming of a building or portion of a building at an LCTCS college campus.

### **POLICY GUIDELINES**

BRCC, under the authority and upon approval of the LCTCS Board of Supervisors:

1. May provide a naming tribute for a campus building or any section, division, or other area of campus buildings and facilities.
2. Shall determine how the facility or portion of a facility will be marked. This includes the right to approve the color, design, and size of any physical marker that provides information about the designee or donor and/or the nature of the gift or honor.
3. Shall determine how a donor will be recognized for their gift. This includes determining the content, timing, location and frequency of any announcement associated with a gift.



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4. Shall determine how to resolve donor dispute once a facility or portion of a facility has been named in his/her recognition. If the name originally designated and used on any BRCC facility later becomes discredited so as to embarrass the College, the Chancellor upon approval by the Board of Supervisors reserves the right to remove the name from the designated facility.
5. May provide additional naming opportunities. Naming associated with a particular facility, space, endowment or program will not preclude further naming within the facility, space, endowment or program.
6. Shall determine the renaming of facilities that have been demolished or substantially rebuilt due to natural disasters, change of function or building dilapidation. When a building has been previously named and the facility must subsequently be demolished or substantially rebuilt, the name on the demolished facility may be moved to another appropriate place as determined by the Chancellor and approved by the Board of Supervisors.
7. Shall determine the use and reservation of a named facility or portion thereof.

### **OPPORTUNITIES**

Naming Opportunities exist in the form of:

1. Facilities/Portions of Facilities-newly constructed buildings, existing buildings or portions of facilities may be named in honor or memory of an individual or organization, which has made a substantial monetary gift toward the cost of the project or provided significant financial support to the college.
2. Endowments-endowed funds established for a variety of purposes may also bear the donor's name.
3. Scholarships/Programs-scholarships and programs may be established in the name of a donor for specific reasons upon approval by the Chancellor.

### **PHYSICAL PROPERTY**

Sponsorship of physical property on campus through monetary gifts may occur to pay for all or part of a new campus facility or in conjunction with fundraising efforts on the part of the BRCC Foundation.

Giving levels for the naming of physical property should be established through consultation with the College Chancellor and the BRCC Foundation. Some general guidelines include:

1. Newly constructed buildings may be named in honor of an individual or organization with a minimum gift of not less than 51 percent of the total cost of the building. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to three consecutive years. Upon receipt of the first installment payment and a signed contract of intent for the remaining installment payments, the College will make an official announcement publicizing the investment at the discretion of the Chancellor.
2. Existing campus buildings or facilities may be named in honor of an individual or organization with a minimum gift of 51 percent of the current fair market value. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to three consecutive years.




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- 3. Upon receipt of the first installment payment and a signed contract of intent for the remaining installment payments, the College will make an official announcement publicizing the investment at the discretion of the Chancellor.
- 4. Portions of a facility or designated area may be named in honor of an individual or organization that has made a substantial contribution to the College. This may include but is not limited to, classrooms, laboratories, tutoring centers, student lounges, fountains, foyer, and hallways. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to three consecutive years. Upon receipt of the first installment payment and a signed contract of intent for the remaining installment payments, the College will make an official announcement publicizing the investment at the discretion of the Chancellor. Opportunities that do not exceed a substantial dollar amount, as determined by the Chancellor, may be submitted using a company or personal check at which time an official announcement publicizing the investment will be made at the discretion of the Chancellor.

**FINAL AUTHORITY**

The BRCC Chancellor along with the LCTCS Board has final authority for any naming, memorial or tribute opportunity. The guidelines set forth in this policy statement are not to be deemed all-inclusive. The College Chancellor and the LCTCS Board reserve the right to consider any and all factors regarding the privilege of name association with a program, fund, or physical property aspect of BRCC as particular acts and circumstances may warrant.

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| Related Policy: _____  | LCTCS Policy Reference: <u>4.003</u>                          |
| Approved by:  | LCTCS Guideline Reference: <u>N/A</u>                         |
| Chancellor <u>Andrea Lewis Miller</u>  | Date: <u>07/01/13</u>   |