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Owner	Rodney Jenkins: VP- Community Relations and Student Development
Area	8.0 Development

## Naming of College Facilities, Positions, and Programs, 8.01

### PURPOSE

This policy supports the Yavapai College (the College) values of integrity and equity, outlining the circumstances in which college programs and facilities may be named after donors or other individuals.

### POLICY APPLICATION

This policy applies to all facilities, positions and programs at the College.

### OPERATIONAL POLICY

Naming of facilities and programs is a way to honor distinguished alumni, donors, and other friends of the College for their service. This operational policy is established to support a consistent methodology that ensures that all naming practices reflect the College's Mission and Values.

#### I. Authority

The final authority and responsibility for naming any facility, position, or program at the College for a person or entity rests with the District Governing Board (the Board) and will follow established administrative procedures.

#### II. Conferring Names

##### A. Gift Namings

1. Facilities: To honor donors who made a substantial gift, the President may recommend to the Board that a facility, or portion thereof, be named after that donor. To name a space for a donor, the College generally requires a gift representing half the market value of the space.

2. Non-physical assets: To honor donors who made a substantial gift, the President may recommend to the Board that a non-physical asset, such as a position (chair), institute or center, be named after that donor. In such cases, the College will consider a variety of factors before making a final recommendation:
  - a. Prominence of the asset;
  - b. Amount needed to provide a meaningful level of support, ideally through endowment, for the maintenance and enhancement of the asset;
3. The gift should have been presented to the College prior to the conferring of the name.

B. Honorific Namings

Facilities and programs may be named for an individual who has provided exemplary, meritorious or philanthropic support or service to the College.

Individual names may be sent forth at any time for considerations for honorific naming opportunities. Suggested names will be reviewed when such opportunities present themselves.

Names should be sent to the President for such consideration and reviewed by the Executive Leadership Team.

C. Duration of Names

Naming is typically considered indelible for a period of 40 years or until a facility is demolished, substantially renovated or expanded, or until a non-physical asset is substantially changed or discontinued.

1. Facilities. In the event of demolition or renovation of major facilities (intentionally, through accident or act of nature), existing names will not automatically be transferred to a new or renovated facility. In such cases the College reserves the right to assign a name to the new or renovated facility by:
  - a. Transferring the existing name to the new or renovated facility (usually a prominent or historically significant name that the College wishes to continue to honor).
  - b. Asking the previous donor to make a new naming gift. If the donor declines, the College may offer the naming opportunity to a new donor. It may be appropriate to name part of the new building for the previous donor or to include a plaque to indicate that the new facility occupies the site of a building previously known by another name.
2. Academic Unit or Other Program. If a department, center, institute, program, or other unit is discontinued, the College will consider alternative recognition, especially where the naming is supported by an endowment gift. Appropriate recognition will be determined by the redesigned use of the

endowment fund.

D. Name Changes

In matters of corporate names, the College will work with the corporation to ensure that any change to the corporation's name is considered by the College. Similarly, for individual name changes, the College will work with the individual to appropriately address changes in name in a manner that is appropriate for the donor and the College.

E. Removal of Names

In unusual or unforeseen circumstances, the College reserves the right to remove a previously approved name. The President will bring forth the recommendation for approval by the Executive Committee of the Board. Examples of such situations include, but are not limited to:

1. Donor does not fulfill a commitment upon which the naming was approved.
2. Continuation of the name may compromise the public trust or reputation of the College.

F. Recognition

For historical purposes, any named facility, space, department, or other opportunities, should include a plaque or similar recognition that explains the individual's significance to the College.

The offices of Marketing and Communications and the Yavapai College Foundation (the Foundation) should be consulted for consistency across campuses.

### III. Approval

- A. Naming approval for prominent facilities and programs, as well as all honorific names, will be conferred by the Board upon the recommendation of the President.
- B. Naming approval for *essential* facilities and programs will be conferred by the President upon recommendation of one or more members of the President's Executive Leadership Team or Executive Director of the Foundation. The Board shall be notified of newly approved names at the next scheduled meeting.

### IV. Policy Revisions

Any revisions to this policy must be shared with the full Board to follow at their next scheduled meeting.

## DEFINITIONS

For purposes of naming opportunities at the College, the following definitions apply:

**Prominent Facilities:** Facilities whose location and/or intended function are highly visible or have the potential for frequent public use. Such facilities include, but are not limited to:

1. Buildings and building complexes
2. Major athletic facilities

3. Major building components
4. Yavapai College Performing Arts Center, pavilions, and other major performance venues
5. Prominent exterior spaces and structures

**Prominent Programs:** Major academic and non-academic entities with a significant public profile.

Prominent programs include, but are not limited to:

1. Centers (ex: Southwest Wine Center, Sedona Culinary Institute & Yavapai College Performing Arts Center)
2. Academic Schools
3. Non-academic departments

**Public Use:** Facilities that are available for use by the community external to the College

**Public Profile:** Facilities that are well-known by the external community and with whom there is a strong association with the College.

**Essential Facilities:** Facilities that in the judgment of the President do not meet the criteria outlined for prominent facilities and, therefore, are not subject to the approval process for prominent facilities. Less prominent facilities include, but are not limited to:

1. Classrooms
2. Laboratories
3. Meeting rooms
4. Faculty and staff offices
5. Lobbies and foyers

**Essential Programs:** are those that in the judgment of the President do not meet the criteria outlined for prominent programs and, therefore, are not subject to the approval process for prominent programs.

Less prominent programs include, but are not limited to:

1. Small academic and non-academic programs within larger units
2. Collections (art, film, music, memorabilia, etc.)

**Major Building Components:** Wings, floors, conference spaces, towers, etc.

## RELATED PROCEDURES

[8.01.01 Submitting Naming Proposals to the Yavapai College Foundation](#)

## RELATED POLICIES

None

## RELATED INFORMATION

None

# POLICY HISTORY

Revised 2/18/2014

Renumbered from 6.2.2 to 8.1 on 9/27/2016

Renumbered from 8.1 to 8.01 5/04/2018 Revised 12/18/2018

Revised to "Operational" Policy and Owner Reassigned 3/5/2021

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## Approval Signatures

Step Description	Approver	Date
Final Approval	Mary Talosi	8/3/2022
Formatting and Administrative	Wyatt Brannock: HR Support Specialist	8/3/2022
Procedure Owner and Lead	Jeanne Welch	8/1/2022

