

BP 3950 NAMING OF FACILITIES

References:

No references

All recommendations for naming of facilities shall be submitted to the Board of Trustees by the Chancellor for action.

As designees of the Chancellor, the Facilities Recognition and Naming Committee shall develop the procedures for presenting proposed names for facilities to the Board of Trustees for consideration.

THE NAMING OF A FACILITY

Buildings and facilities shall generally be named in a manner descriptive of their basic functions. In the case of a unique, extraordinary, or significant personal contribution of someone closely associated with the District or a significant financial gift made through the RCCD Foundation, it will be proper for an individual's name to be bestowed upon a building or other facility.

Decisions to name buildings and facilities after an individual when no financial gift is involved shall be made under circumstances free from emotion and transitory pressures. Therefore, when a nomination involves service or professional contributions to the institution, a proposal shall not be submitted to the Facilities Recognition and Naming Committee until the individual has been retired or deceased at least one year.

In addition to facilities, plaques, memorials and monuments, superior campus events-- such as athletics, fine arts, lectures--and other activities may be eligible under this policy.

DISCONTINUING THE NAME OF A FACILITY

The District recognizes that the name conferred on a District or campus facility or location, in recognition of an individual or group, is an important factor in the public image of the institution.

Accordingly, the Board of Trustees may discontinue an approved name when the Board determines that it is no longer appropriate for the District to retain the name previously assigned to the facility, location or area.

Date Adopted: August 18, 2009
(Replaces RCCD Policy 7070)

AP 3950 NAMING OF FACILITIES

- I. The Board of Trustees retains authority for naming all buildings, structures, facilities, programs, or other areas within the District. The Board delegates to the Chancellor the process of evaluating and making the recommendation for naming buildings and facilities. To aid the Chancellor in this process, an established committee, the Facilities Recognition Committee, will gather the requests, other required data, and make a recommendation to the Chancellor for any suggested namings. The Facilities Recognition and Naming Committee shall have an administrative co-chair and a faculty co-chair, and include faculty, staff, management, one RCCD Foundation representative and the student trustee. Each College shall have at least one faculty and one staff representative serving on the committee.
- II. Each proposal for naming a District facility shall be considered on its own merits. No commitment for naming shall be made prior to Board of Trustees' approval of the proposed name.
- III. General Guidelines
 - A. Individual or group requests are to be submitted in writing to the Strategic Communications and Relations Office. A "PRESENTATION OF A CANDIDATE FOR RECOGNITION" Form must be completed as required by the Facilities Recognition Committee.
 - B. Individuals or groups making application should be prepared to make a presentation to the Facilities Recognition Committee with supporting materials and additional information. The committee will keep the requesting individual informed on the application's progress.
 - C. The Facilities Recognition Committee will review the information and, if applicable, forward the written information with the recommendation to the Office of the District Chancellor.
 - D. An appropriate relationship between the use of the facility or its function and the person for whom it will be named should exist. When possible, a building name should include the function of that facility in its title.

E. In addition, plaques, memorials or any form of recognition to be affixed to any building, structure or facility of the District shall be subject to the aforementioned procedure for approval.

IV. A name for a District facility must meet one or more of the following criteria:

A. It must designate the function of a facility.

B. It must reflect natural or geographic features.

C. It must reflect a traditional theme of a college or university.

D. It must honor an individual:

1. When no gift is involved:

a. It must honor a person who has achieved unique distinction in higher education or other areas of public service.

b. It must honor a person who has served the District in an academic capacity and has earned a reputation as a scholar.

c. It must honor a person who has served the District and made extraordinary contributions to the District.

d. When a proposal for naming in honor of an individual involves service in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least one year.

V. Naming a building, structure, facility or area of recognition for a significant gift to the District.

A building, structure, facility, or area may also be named for a benefactor or an individual nominated by a benefactor for a significant gift to the District.

For an amount to be considered significant, it shall either:

1. Fund the total cost of the facility to be named;
2. Provide funding for that portion of the total cost, which would not have been available from other sources; or
3. Fit established naming opportunities presented to the Facilities Recognition and Naming Committee as part of the RCCD Foundation campaign activities.

Such facilities will not be named in return for revocable deferred gifts. Irrevocable gifts of property (real or personal) will be considered.

VI. Duration of Naming Recognition

Naming of District property may be granted by the Board of Trustees as either permanent or for a defined period of time. The recommendation to the Board shall include the recommended duration of the recognition.

VII. Transferability of Naming Recognition

Naming of a designated piece of District property may not survive the named property's existence. Should the named property be removed, renovated or redesigned for another use, the naming recognition shall not automatically be assigned to its replacement or any other like property without the express authorization of the Board of Trustees. A recommendation for the transfer of the naming rights may be presented to the Board for consideration at any time within the originally defined recognition period. In the event that a naming designation will be either transferred or discontinued, the district will attempt to contact and inform any living heirs.

VIII. Signage

Buildings to be named should normally bear the last name of the person for whom it is to be named and the building name. For instance, "The Doe Memorial". The sign should be in a typeface and style consistent with campus signage. The wording of the nameplate must be approved by the Chancellor or President, (or designees), depending on whether the building is a District or campus facility.

Lecture halls, classrooms, and labs named may also be identified with a plaque of appropriate materials and design mounted on the wall directly outside the main entrance to the facility.

All areas where students, staff, and the public gather, including walkways, benches, and gardens, may also be identified with a plaque or acknowledgement plate of appropriate materials and design mounted near the area. The plaque or acknowledgement plate design should be consistent with the design of the facility and easily maintained.

Office of Primary Responsibility: Associate Vice Chancellor, Strategic
Communications and Relations;
Director, RCCD Foundation and Alumni Affairs

Administrative Approval: August 16, 2011
(Replaces current Riverside CCD
Regulation 7070)