



BP 6620 NAMING OF BUILDINGS, FACILITIES, GROUNDS, AND PROGRAMS IN APPRECIATION AND RECOGNITION FOR CONTRIBUTIONS MADE

References:

No specific references

This policy is intended to establish and manage the process to ensure consistency, uniformity, fitting recognition, and good value in exchange for the honor or privilege of name association with the District. Naming opportunities shall support the strategic goals of the District by focusing fiscal resources on its institutional values and priorities, and shall serve the District's mission. Specific selection of names should be consistent with the District's role as a public trust.

The Board of Trustees shall have the final responsibility for the naming of buildings, facilities, grounds, and programs within the District in appreciation and recognition for contributions made. All recommendations for naming shall be submitted to the Board of Trustees by the Superintendent/President, following an appropriate nomination and review process. No commitment for naming shall be made to a donor or honoree prior to Board approval of the proposed naming opportunity in the form of a Board resolution.

Naming opportunities provide the District with occasion to recognize exceptional contributions to the campus and community. Such contributions enrich and strengthen the District and its sense of heritage and are significant events in the history of the institution. Therefore, the Board shall approve names for District buildings, facilities, grounds, and programs that recognize a significant contribution(s) to the District.

Naming may be made for an individual, family, organization, non-profit foundation, or corporation. No building, facility, grounds, or program shall be named for a religious or political organization, cult, or a special interest group of any type.

General Rationale

Naming a facility or program for an individual, organization, or corporation is one of the highest honors that the District can bestow. This recognition is a lasting and powerful affirmation of the honoree's connection to the District's mission. As such, honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity and the highest standards of personal and professional ethics.

Each proposal for naming shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that proposed names are suitable to the District. The Superintendent/President shall convene an ad hoc committee composed of appropriate representatives of the Foundation, Board of Trustees, faculty, and administrative staff to review the proposed name before submission to the full Board of Trustees by the Superintendent/President.



The naming of District buildings, facilities, grounds, or programs neither implies nor constitutes legal ownership by the individual, organization, or group for whom it has been named. The naming of a District facility also does not imply any obligation to the named individual, organization, or group beyond the maintenance of the commemorative identification of the facility.

Applicability

This policy encompasses opportunities for the naming of:

1. buildings and definable portions of buildings, facilities including but not limited to foyers, wings, classrooms, conference rooms, labs, offices, studios, auditoria, theatres, and dining commons;
2. grounds or landscaping improvements, including but not limited to plazas, courtyards, quads and gardens; architectural features such as fountains, bell or clock towers, gates and art work; athletic fields and facilities; overlooks and other natural landmarks; campus entries; and roads; trees and other plantings; benches, plaques, bricks or tiles in donor recognition walkways and walls; and
3. schools, centers, institutes and departments; endowed funds for programs; academic chairs; faculty positions including athletic coaching positions; lectureships and lecture series; fellowships; faculty, staff and student awards; artist-in-residence positions; and collections.

This policy and associated administrative procedures apply to all District personnel, including the Board of Trustees, the Superintendent/President, the Directors and staff of the Foundation for Santa Barbara City College, and all other staff of the District, volunteers, and outside advisors who assist in the solicitation of gifts.

Unless otherwise stated by the Board of Trustees, the naming of District buildings or facilities for individuals, families, organizations, or non-profit foundations shall be effective during the useful life of the facility. The naming of District facilities for corporate benefactors, when authorized by the Board of Trustees, shall have a set number of years attached to the naming, to be determined on a case-by-case basis and noted in the signed gift agreement. Naming of District programs, as defined above, shall extend for a period of years as established by the Board of Trustees at the time the naming is approved, and may extend for the anticipated lifetime of the academic entity.

Naming associated with a particular facility or space shall not preclude further naming within the facility or space.

District buildings or facilities shall not be named for a person currently serving on the Board of Trustees, the faculty, or the staff. Buildings or major facilities may be named for a former member of the Board of Trustees, the faculty, or the staff, no sooner than five years after the person, so honored, has served on the Board, the faculty, or the staff. Portions of facilities (such as museums, galleries, auditoriums, rooms, lounges) may be named for former members of the Board of Trustees, or the faculty, or the staff, no sooner than one year after the person, so honored, has served on the Board, the faculty, or the staff.



Flexibility

The guidelines set forth in this policy all-inclusive. The Superintendent/President and/or Board of Trustees reserve the right to consider any and all factors regarding the privilege of name association with either the physical aspect of the District or any of its programs, as particular acts and circumstances warrant.

The Board of Trustees delegates to the Superintendent/President the authority and responsibility to develop procedures to implement this policy.

Adopted: December 3, 2015
(Replaces SBCC Policy 6620)