

HARTNELL COMMUNITY COLLEGE DISTRICT

AP 6620 Naming of Facilities and Properties

Naming in Recognition of Financial Support

Donors may be individuals, families, organizations, foundations or corporations.

For naming in recognition of financial gifts, the donor will be expected to provide all or a substantial part of the cost of the building, creating an endowment for programs or providing seed funding for operations. "Substantial" is deemed to mean either a significant majority of the cost (51%) or a contribution which, while not being a significant majority, would not have been available from another source or was in some way integral to project completion, including furnishings, equipment, technology or operations. A guide for naming may be based on cost of area per square foot with appropriate adjustments based on visibility of space to be named and other considerations. Cost of area per square foot will be the primary guide used in instances where private or corporate philanthropy significantly supports the completion or seeds the operations of a project initially and substantially launched by public funding, including those resulting from bond measures.

The following proposed conventions for naming opportunities based on square footage will be consistently applied in all facilities where bond funding is used to pay for building construction or renovation, and private philanthropy gifts are leveraged to seed programs and services inside those buildings.

Naming of an Entire Building based on square footage

<u>Square Footage</u>	<u>Naming Gift</u>
10,000-14,999 Square Feet	\$ 1,000,000
14,999-19,999 Square Feet	\$ 1,500,000
20,000-24,999 Square Feet	\$ 2,000,000
25,000-29,999 Square Feet	\$ 2,500,000
30,000-34,999 Square Feet	\$ 3,000,000
35,000-39,999 Square Feet	\$ 3,500,000
40,000-44,999 Square Feet	\$ 4,000,000
45,000-49,999 Square Feet	\$ 4,500,000
50,000-54,999 Square Feet	\$ 5,000,000
55,000-59,999 Square Feet	\$ 5,500,000
60,000-64,999 Square Feet	\$ 6,000,000
65,000-69,999 Square Feet	\$ 6,500,000
70,000-74,999 Square Feet	\$ 7,000,000
75,000-79,999 Square Feet	\$ 7,500,000
80,000-84,999 Square Feet	\$ 8,000,000
85,000-89,999 Square Feet	\$ 8,500,000
90,000-94,999 Square Feet	\$ 9,000,000
95,000-99,999 Square Feet	\$ 9,500,000

100,000 Square Feet \$10,000,000

Naming of an Entire Wing or Floor based on square footage

5,000-15,000 \$500,000-\$1,500,000

Other key areas based on square footage

Classrooms

500-1500 Square Feet \$50,000-\$150,000

Lecture Halls

Labs

1,000-2,500 Square Feet \$100,000-\$250,000

Community Rooms

1,000-2,500 Square Feet \$100,000-\$250,000

Lobbies

500-2,000 Square Feet \$50,000-\$200,000

Administrative Offices

100-300 Square Feet \$10,000-\$30,000

Student Success Areas

500-2,000 Square Feet \$50,000-\$200,000

In establishing objectives for a fundraising campaign, the VP of Advancement, in consultation with the district superintendent/president and the Hartnell Community College Foundation, will establish a schedule of naming opportunities and the level of donation required for each.

General Provisions

1. No naming will be approved or (once approved) sustained that will call into serious question the public respect of the District.
2. Names of facilities or areas should honor the reputation of the college, staff, students and community. The credentials, character and reputation of each individual, organization or corporation for whom the naming of a building is being considered shall be carefully scrutinized and evaluated. Nominations submitted for consideration must be accompanied by supporting documentation.
3. It is the responsibility of individuals negotiating on behalf of the District to advise potential benefactors that their gift may be recognized by naming, subject to approvals and decisions consistent with this policy.

Approvals

1. All proposals for naming will be forwarded to the superintendent/president, who shall make a determination whether the proposed naming conforms to this policy, is otherwise appropriate, and is of sufficient merit.
2. The Hartnell Community College Board of Trustees will consider for approval the naming of buildings, substantial areas or significant landscape features. The Board will also approve the schedule of naming opportunities and the level of donation required for each upon the launching of a capital campaign on campus.

Naming Conventions

1. Campus, satellite campuses, extension, or educational centers shall retain the name of the community where they are located (i.e. King City, Soledad, Alisal, North County/Castroville).
2. The Following conventions apply to buildings, classrooms, spaces and other areas of the college with the exception of the campus themselves, which shall retain the name of the community where they are located as mentioned above.
3. A uniform system of signage should be adopted by location.
4. Buildings and areas should have names that include their primary function:
 - a. Special use buildings or areas such as an auditorium, physical education center, health center, or such, may bear the functional name separately or in combination with the person's name (e.g. "Gunderson Health Center," "Rivera Gallery")
 - b. Outdoor areas shall bear the name of the individual and a functional description (e.g. "Parnell Drive")
5. Plaques and signage should be tasteful, discreet and consistent with other campus signage.
6. The naming of a building to honor an individual should use the first and last name without any prefix or suffix; in the case of a family, it shall use the surname only, as in "Martinez Hall" and "Rodda Hall." In the case of corporations or businesses, the District should use a shortened name sufficient to recognize the business (as in "Hynix Hall"). The reason for this convention is to ensure that the use of the new name becomes commonplace within the lexicon of the College and minimize exterior lettering, listings in directories, mailing addresses and the like.

Duration of Names

1. When a building or significant area has been named, the District will continue to use the name so long as the building or area remains in use and serves its original function. When the use has changed such that it must be demolished, substantially renovated or rebuilt, the District may retain the use of the name, name another comparable room or facility or discontinue the use of the name.
2. **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 District 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 District wishes to continue to honor).

- b. Asking the previous donor to make a new naming gift. If the donor declines, the District 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.
3. **Academic Unit or Other Program.** If a department, center, institute, program, or other unit is discontinued, the District 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.

Name Changes

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

Removal of Names

In unusual or unforeseen circumstances, the District reserves the right to remove a previously approved name. The superintendent/president will bring forth the recommendation for approval by the Board of Trustees. 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 District.

Approved by the Superintendent/President: June 2, 2020
See BP 6620