

BP 4400 NAMING OF FACILITIES, EVENTS AND PROGRAMS

Reference:

California Code of Regulations Title 5 Section 53200 subdivision (c)(4)

All recommendations for naming of facilities, events and programs shall be submitted for decision to the Board of Trustees by the Chancellor.

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

THE NAMING OF A FACILITY, EVENT OR PROGRAM

Facilities, events and programs 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 facility, event or program. All proposed names for facilities, events and programs shall be consistent with the principles and mission of the District.

In addition to facilities, plaques, memorials and monuments, selected events – such as athletics, fine arts, lectures – and other activities and programs will be eligible under this policy.

Decisions to name facilities, events or programs 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.

DISCONTINUING THE NAME OF A FACILITY, EVENT OR PROGRAM

The District recognizes that the name conferred on a facility, event or program 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, event, or program.

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

Date Revised: May 21, 2019

Date Revised: December 14, 2021

Formerly: 3950

**Institutional Advancement &
Economic Development**

AP 4400 NAMING OF FACILITIES, EVENTS AND PROGRAMS

References:

- I. The Board of Trustees retains authority for naming all facilities, events, programs, or other aspects within the District. The Board delegates to the Chancellor the process of evaluating and making the recommendation for naming facilities, events and programs. To aid in this process, an established committee, the Facilities Recognition and Naming Committee ("Committee"), will gather the request and other required data, and make a recommendation to the Chancellor for any suggested naming.
- II. The Facilities Recognition and Naming Committee shall be comprised of: one member of the faculty from each College in the District, as determined by the College President in consultation with the Academic Senate; one member of the staff union, as determined by the CSEA; one member of management from each College in the District, as determined by the College President in consultation with the MLA; one member of the Board of Directors of the RCCD Foundation, as determined by their Executive Committee; the President of the District Academic Senate; the Associate Vice Chancellor, Facilities Planning and Development; the Vice Chancellor, Institutional Advancement and Economic Development or Designee; one member of the public solely for each specific naming situation if and as determined by the pertinent College President; and the student trustee.

Whenever a naming situation involves an academic program, the current District Discipline Facilitator, or designee, for the academic area concerned shall be included on the Committee for that matter. When naming involves academic programs, the Board shall rely primarily on the advice of the Committee's faculty, consistent with Title 5.

The Committee shall have a faculty co-chair and an administrative co-chair. The faculty co-chair shall be a faculty Committee member as determined by consensus of the faculty Committee members. The administrative co-chair shall be the Executive Director of the RCCD Foundation. Once selected, members will continue on the Committee until they resign, they no longer fill the role through which they were placed on the Committee, or they are replaced with someone else through the applicable determination process.

- III. 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.

IV. General Guidelines

- A. Individual or group requests are to be submitted in writing to the RCCD Foundation. A "PRESENTATION OF A CANDIDATE FOR RECOGNITION" Form must be completed as required by the Committee.
- B. Individuals or groups submitting applications should be prepared to make a presentation to the Committee with supporting materials and additional information. The Committee will keep the requesting individual or group informed on the application's progress.
- C. The Committee will seek input from pertinent operational experts to ensure there are no functional limitations on requests for placement. Preliminary input will be obtained from the College directly involved. The Committee will then review all information obtained and provide a written recommendation forwarded to the President of the College directly involved. Once approved by the College President, any recommendation will be then forwarded to the District Chancellor for approval before being brought to the Board of Trustees.
- 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.
- F. Any event associated with a naming opportunity will be managed between the RCCD Foundation and the pertinent College President's Office. The RCCD Foundation will have primary responsibility where a gift is connected to the naming; the pertinent College President's Office will have primary responsibility where the naming is for honorary purposes.
- G. Any academic program associated with a naming opportunity will be judged according to the fit between the suggested name and the program. All naming requests should reflect a logical and meaningful relationship between themselves and the program and shall reflect the mission and values of the District.

V. 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.

- D. It must reflect the mission and values of the District.
- E. 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; or
 - b. It must honor a person who has served the District in an academic capacity and has earned a reputation as a scholar; or
 - 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.
 - 2. When a significant gift is involved:
 - a. A facility, event or program may also be named for a benefactor or an individual nominated by a benefactor for a significant gift to the District.
 - b. For an amount to be considered significant, it shall either:
 - Fund the total cost of the facility, event or program to be named; or
 - Provide funding for that portion of the total cost which would not have been available from other sources; or
 - Fit established naming opportunities presented to the Facilities Recognition and Naming Committee as part of the RCCD Foundation fundraising activities.

Such facilities, events or programs 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 facilities, events or programs 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 through this Committee process. 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 College signage. The wording of the nameplate must be approved by the Chancellor and pertinent College President (or designees). The cost of signage will be borne by the associated gift, or by the District when the naming is solely for honorary purposes. The RCCD Foundation will work with the appropriate College President's Office to manage the accomplishment of proper signage.

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, or in a position otherwise most appropriate under specific circumstances.

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: Office of the Chancellor

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

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