Colorado College Policy

Naming Policy: Facilities/Other Physical Property and Academic Units and Programs

Responsible Office: Advancement	**Approved By: Board of Trustees**
Responsible Party: VP of Advancement	**Approval Date: November 9, 2013**
Last Revision:	**Effective Date: November 9, 2013**
Related Policies:	
Additional References:	

Summary Statement

Naming of facilities and programs is a way to honor distinguished alumni, donors, and friends of Colorado College. This policy is established to support a consistent methodology that ensures that all naming practices reflect the college's purpose and mission.

Scope

All financial and administrative policies involving community members across campus are within the scope of this policy. If there is variance between departmental expectations and the common approach described through college policy, the college will look to the campus community to support the spirit and the objectives of college policy.

This policy applies to the college's main campus as well as to the Baca Campus.

A. POLICY

(1) <u>Authorities Delegated and Retained/Administrative Responsibility</u>

The President of the College delegates administration of the naming of facilities and programs to the Vice President of Advancement. Based on that delegation, the Vice President of Advancement is responsible for designing and implementing a program that gives a high level of consideration and due diligence to naming.

The President retains the authority to classify naming opportunities as less prominent.

(2) <u>Conferring Names</u>

(a) Gift Naming

The naming of facilities or other programs may be recommended based on a substantial gift by a donor.

1. New construction or renovation – Naming gifts should provide a substantial portion of the cost of construction (generally at least one-third to one-half)
2. Existing facilities and programs – Gift amounts will be based on one or more of the following considerations:
   a. Replacement value of the facility (generally one-third to one-half the replacement value);
   b. Visibility of the facility;
   c. Amount needed to provide a meaningful level of support, ideally through endowment, for the maintenance and enhancement of the facility;
   d. Amount needed to support significant program improvements that will elevate the status of the program or unit to a level of regional or national prominence;
   e. For buildings recognized by historical societies, the college will honor the historical significance of names but remain mindful of opportunities to acknowledge future donors.

The gift should have been presented to the college prior to the conferring of the name.

(b) Honorific Naming

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

(c) Duration of Names

Naming is considered permanent until or unless a facility is demolished, substantially renovated or expanded, or an academic unit or other program is 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 of the College will bring forth the recommendation for approval by the Executive Committee of 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 College.

(3) Approval
(a) Naming approval for prominent facilities and programs will be conferred by the Colorado College Board of Trustees upon the recommendation of the Executive Committee, the President, and Vice President of Advancement.
(b) Naming approval for less prominent facilities and programs will be conferred by the President upon recommendation of one or more members of the President's Cabinet (after review by Advancement). The Board of Trustees shall be notified of newly approved names at the next scheduled meeting.

(4) Revisions to Naming Policy
Any revisions to the Naming Policy must be reviewed and approved by the Executive Committee of the Board of Trustees with notification of the full Board to follow at the next scheduled meeting.

Board Approval –
A. This policy shall be reviewed by the Audit Committee, who in turn recommends approval by the Full Board;
B. Periodic review of this policy shall take place in accordance with the policy administration guidelines of Colorado College.

B. PROCEDURES

(1) Naming Categories
   The college has the following naming categories:
   - A. Facilities and Other Physical Property
     1. Buildings and building complexes
     2. Major building components
     3. Interior building spaces
     4. Developed outdoor spaces

   - B. Academic and Non-Academic Entities
     1. Departments
     2. Centers and institutes
     3. Programs

Definitions

Prominent Facilities – are those 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. Auditoriums, concert halls, and other major performance venues
5. Prominent exterior spaces and structures (plazas, gates, etc.)

Prominent Programs – are major academic and non-academic entities with a significant public profile. Prominent programs include, but are not limited to:
1. Centers and institutes
2. Academic and 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 – are those 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 centers and institutes
2. Small academic and non-academic programs within larger units
3. Collections (art, film, music, memorabilia, etc.)

Major Building Components – Wings, floors, conference spaces, towers, etc.

Exhibits/Forms ~ none