



AP 6620 Naming of Buildings, Facilities, Grounds, and Programs in Appreciation and Recognition of Contributions Made

References:

ORS 341.290

Purpose of the Procedure

The purpose of this procedure is to provide standard guidelines for giving and naming opportunities related to facilities, grounds or programs at Rogue Community College (RCC).

The RCC Foundation may make donors aware of giving and naming opportunities and soliciting support accordingly. The amount of the donation required shall be based on the type, size, prominence, maintenance, and/or replacement cost of the facility, grounds, or program, and will be set and reviewed as needed by the RCC Foundation in collaboration with the Facilities Management planning and construction department. The college president will forward recommendations to the Board of Education on a case-by-case basis.

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

Criteria for Naming

1. Naming in Recognition of Distinction

From time to time the College may want to honor the extraordinary, distinguished contributions of individuals to the College.

When an area is proposed to be named for an individual associated with RCC, it is recommended that a period of not less than two years shall lapse between the end of the individual's service to RCC and a naming proposal.

If a building or significant area is to be named in recognition of outstanding service, the College President shall determine whether the person is worthy of the honor, whether the recommendation has the support of the occupants of the building or users of the area, as well as the support of the College community, before making a recommendation to the Board of Education (Board) for approval.

2. Naming in Recognition of Financial Support

For naming in recognition of financial gifts, the donor will be expected to provide all or a substantial part of the cost of the entity. "Substantial" is deemed to mean a significant portion of the cost. A guide for naming may be based on the cost of the area per square foot, with appropriate adjustments based on the visibility of the

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.

3. Naming new and remodeled facilities and properties.

The guidelines for naming new and existing unnamed facilities and properties based on monetary contributions shall be the estimated cost to build or remodel the space, making it a state-of-the-art area (new equipment). The cost per square foot will be recommended by the facilities management planning and construction department.

4. Naming existing unnamed facilities and properties.

In cases involving a gift and recommendation to name a facility or property after construction is complete, a rationale and description for the proposed use of the gift proceeds also must be part of the recommendation. The Foundation will utilize the same costing method as in item 3 above and, in consultation with the College President, determine approval of the recommendation regarding the use of the proceeds. This information will be shared with the Board of Education when the recommendation for naming is presented to the Board of Education for approval.

General Provisions

1. No naming will be approved or (once approved) sustained that may compromise the public trust or reputation of the College.
2. Names of facilities or areas should lend prestige to the College and to faculty, 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. When a building or significant area has been named, the College 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 College may retain the use of the name, name another comparable facility or discontinue the use of the name.
3. It is the responsibility of individuals negotiating on behalf of the College to advise potential benefactors that their gift may be recognized by naming, subject to approvals and decisions consistent with this procedure.

Approvals

1. The Contracts and Procurement Office will collaborate with the RCC Foundation to establish formal written agreements regarding naming in recognition of distinction or recognition of financial support.
2. Proposals for naming will be forwarded to the College President, who shall ensure that the donor meets all criteria. Following discussion with the RCC Executive Team, the College President will make recommendations to the Board.
3. The Board will consider for approval the terms of the agreement naming any 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.
4. Commitments made prior to adoption of this policy shall be honored within the parameters described in this policy.

Naming Conventions

The Following conventions apply to buildings, classrooms, spaces, and other areas of the college, with the exception of the campus itself, which shall retain its current name.

1. Plaques and signage should maintain a unified style that reflects and supports the established campus atmosphere.
2. Buildings and areas should have names that include their primary function:
 - a. Special use buildings or areas such as the auditorium, physical education complex, automotive shop, or such, may or may not bear the functional name separately or in combination with the person's name (e.g. "Coates Hall"). Naming should consider the possibility that buildings or areas may have a different functional use in the future.
 - b. Outdoor areas shall bear the name of the individual and a functional description (e.g. "Marjorie Holzgang Concert Bowl")
3. 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 "Coates Hall." In the case of corporations or businesses, the College should use a shortened name sufficient to recognize the business. 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

Once a building or significant area has been named, the College will continue to use that name in line with the donor agreement and after the agreed term, as long as the space remains in use and serves a similar purpose. If the building or area is demolished, substantially renovated, rebuilt, or its use significantly changes, the College may keep the name, transfer it to a comparable area, or discontinue the name. If the College discontinues the name, the previous donor will be offered the first right of refusal to support naming the new or substantially renovated facility

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.

Removal of Names

In unusual or unforeseen circumstances, the College reserves the right to remove a previously approved name. The college president will bring forth the recommendation for approval by the Board of Education. 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.

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