

POLICY: 8.01

Policy Owner: Vice President of Community Relations

Naming of College Facilities, Positions, and Programs

POLICY STATEMENT

Naming of facilities and programs is a way to honor distinguished alumni, donors, and other friends of Yavapai College for their service. This policy is established to support a consistent methodology that ensures that all naming practices reflect the college's Mission and Values.

Authority

The final responsibility for naming any facility, position, or program at Yavapai College for a person or entity rests with the District Governing Board and will follow established administrative procedures.

Conferring Names

(A) Gift Naming

(1) Facilities: To honor donors who made a substantial gift, the President may recommend to the District Governing Board that a facility, or portion thereof, be named after that donor. To name a space for a donor, the college generally requires a gift representing half the value of the space.

(a) For common spaces and general classrooms, the costs average \$160 per square foot

(i) Example Small Classroom = $\$160/\text{sq. ft.} * 600 \text{ sq. ft.} * 50\% = \$48,000$

(ii) Example Community Room = $\$160/\text{sq. ft.} * 2200 \text{ sq. ft.} * 50\% = \$176,000$

(iii) Example Small Lecture Hall = $\$160/\text{sq. ft.} * 2700 * 50\% = \$216,000$

(iv) Classroom Building = $\$160/\text{sq. ft.} * 28,000 \text{ sq. ft.} * 50\% = \2.24M

(b) For labs and technical spaces, the costs average \$200 per square foot

(i) Example Nursing Lab = $\$200/\text{sq. ft.} * 600 \text{ sq. ft.} * 50\% = \$60,000$

(ii) Teaching Kitchen = $\$200/\text{sq. ft.} * 1800 \text{ sq. ft.} * 50\% = \$180,000$

(iii) Auto Lab = $\$200/\text{sq. ft.} * 5000 \text{ sq. ft.} * .5 = \$500,000$

(iv) Example Lab Building = $\$200/\text{sq. ft.} * 18,000 \text{ sq. ft.} * 50\% = \1.8M

(2) Non-physical assets: To honor donors who made a substantial gift, the President may recommend to the District Governing Board that a non-physical asset, such as a position (chair), institute or center, be named after that donor. In such cases, the college will consider a variety of factors before making a final recommendation:

i. Prominence of the asset;

ii. Amount needed to provide a meaningful level of support, ideally through endowment, for the maintenance and enhancement of the asset;

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.

Individual names may be sent forth at any time for considerations for honorific naming opportunities. Suggested names will be reviewed when such opportunities present themselves. Names should be sent to the President for such consideration and reviewed by the Executive Leadership Team.

(c) Duration of Names

Naming is typically considered indelible for a period of 40 years or until a facility is demolished, substantially renovated or expanded, or until a non-physical asset is substantially changed or 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.

(f) Recognition

For historical purposes, any named facility, space, department, or other opportunities, should include a plaque or similar recognition that explains the individual's significance to the College. The offices of Marketing and Communications and the YC Foundation should be consulted with for consistency across campuses.

Approval

(a) Naming approval for prominent facilities and programs, as well as all honorific names, will be conferred by the Yavapai College District Governing Board upon the recommendation of the College President.

(b) Naming approval for essential facilities and programs will be conferred by the President upon recommendation of one or more members of the President's Executive Leadership Team or Executive Director of the YC Foundation. The District Governing Board shall be notified of newly approved names at the next scheduled meeting.

Revisions to Naming Policy

Any revisions to the Naming Policy must be shared with the full Board to follow at their next scheduled meeting.

Definitions

For purposes of naming opportunities at Yavapai College, the following definitions apply:

Labs and Technical Spaces: Labs are typically hands-on teaching spaces for career technical education programs ranging from Automotive and Enology to Performing Arts and Welding. Technical Spaces are those spaces requiring higher levels of technology and infrastructure such as cafeterias, performance halls or utility plants.

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. YC Performing Arts Center, pavillions, and other major performance venues
5. Prominent exterior spaces and structures

Prominent Programs – are major academic and non-academic entities with a significant public profile. Prominent programs include, but are not limited to:

1. Centers (egs. Southwest Wine Center, Sedona Culinary Institute & Performing Arts Center)
2. Academic Schools
3. 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 academic and non-academic programs within larger units
2. Collections (art, film, music, memorabilia, etc.)

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