



TITLE: FACILITY NAMING

DATE ADOPTED: 1/7/14

REVISIONS: 6/5/19, 5/3/22

SIGNATURE OF BOARD SECRETARY:

PURPOSE OF POLICY

To provide for donor naming of campus facilities and grounds.

Local Language

Facility namings will be administered in accordance with College policy [#5.0 – facility naming](#).

Naming of facilities, programs and endowments recognizes an individual's high scholarly distinction, devotion, distinguished service, or philanthropic support. Accordingly, Northwest Florida State College has an approved set of general guidelines that provide parameters for the permanent naming of facilities, programs and support funds. These guidelines are designed to:

- a) Provide clarity, consistency and transparency to the naming process.
- b) Ensure minimum funding levels are maintained.
- c) Serve as a reference document for the College's development staff and the Northwest Florida State College Foundation.

The College will consider the following two general categories of naming opportunities:

- a) **Honorary Naming:** The College considers the naming of a building, part of a building, or other property or asset of the College, to be among the highest levels of recognition the College can bestow. In that context, it will only be in rare circumstances that College property or other assets will be named in order to honor or memorialize someone who has made an extraordinary contribution to the College. Persons considered by the College for naming honors shall be determined by the College to have been dedicated to the purpose, nature and mission of the College. The honoree shall have achieved outstanding distinction, through civic, intellectual and/or artistic contributions, to the service to the College, to the region served by the College, or other exceptional contributions. Responsibility for the naming of a College building or asset in honor of an individual rests solely with the College.
- b) **Philanthropic Naming:** Consideration for naming of a College building, physical property or asset and endowment may be given in recognition of a major financial gift to the College. The College will seek financial gifts commensurate with the honor sought, and consistent with the reputation and compatible with the mission of the College, as determined by the College in its discretion. Consideration for naming of a College building, or asset, will be given, with respect to

major gifts that represent a significant percentage of the cost of the college asset to be named. The responsibility for the naming of College buildings and other physical and non-physical properties and assets is a collaborative effort between the College and the Foundation. All naming opportunities are negotiable and the Foundation recognizes that notwithstanding this policy, the Board of Trustees of the College retains its discretion to make exceptions or alter criteria or conditions as appropriate to the circumstances.

Such gifts for the Facilities Naming Program would be used to establish an endowment to provide the college with a monetary base for the future. On an annual basis, the Foundation would commit all unrestricted revenue of the endowment to support programs, purchase equipment and conduct activities that cannot be funded through the College's regular income sources. This, in turn, would enable the College to be more responsive to its students, faculty and the community.

Types of Gifts for Naming Commitments

Any and all combinations of monetary outright and in-kind gifts, pledges, and irrevocable deferred gift arrangements are acceptable for naming commitments.

General Guidelines for Naming Opportunities

The NWF State College Foundation, Inc. will be responsible for setting and recommending minimum gift amounts required for naming of each type of asset subject to approval by the President and final ratification by the NWF State College Board. Other guidelines include the following:

- a) A gift-related naming opportunity requires that the gift amount significantly advances the College, endowments, scholarships or other projects or must be reasonably related to the facility, place, position or item being named.
- b) For the purposes of the "Naming Guidelines," the current value of buildings and other major facilities and of donated real property shall be determined by NWF State College.
- c) The President has the authority to consider various types of gift arrangements other than cash, securities, real estate and personal property to be gifted in consideration of a naming, in accordance with gift acceptance policies established by the Foundation and recommended by the Foundation Executive Director as approved by the College's Board of Trustees. These arrangements may include, but are not limited to, charitable trusts, charitable gift annuities, life estate gifts, life insurance, irrevocable beneficiary designations and gifts of less than the entire interest in a property. The President shall determine whether it is in the best interest of the institution to accept or reject the gift.
- d) A naming in recognition of a gift shall be for the life of the building, other facility, program or endowment, or item being named unless otherwise agreed to in the gift agreement. Where a building or part thereof has been named and a gift from an individual, family, organization or Foundation is involved, a facility receives a designation that shall last the lifetime of the facility, unless otherwise stipulated in a written, signed agreement, at the time of gift acceptance, subject to the provisions specified below. Where a building or part thereof has been named and a gift from a corporation is involved, the corporation shall be given the opportunity to substitute another naming opportunity of similar value with the name subject to approval by the President

and Board of Trustees for a period of time to be negotiated between the Institution and the donor.

- e) Any legal impropriety or other act which brings dishonor or disrepute to the Institution or the community at large on the part of the donor, the individual bestowed in an honorific naming, or a corporate donor, shall make the gift and naming subject to reconsideration by the Board.
- f) All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the President and the Foundation Executive Director. The President shall be responsible for obtaining required approvals from the Board of Trustees related to naming when required. The President may delegate responsibilities to the Foundation Executive Director for coordination of fundraising and development campaign efforts to secure gifts related to naming opportunities. Upon approval by the Board of Trustees, the President and Foundation Executive Director shall maintain a college-wide naming schedule listing required gift levels for naming opportunities.
- g) Unless previously stipulated, as in the event of a capital/major gifts campaign where such solicitations are planned, the President must approve all gift-related physical facilities naming opportunities prior to solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to recommendation by the Foundation Executive Director and approval by the President and/or the Board. Each proposal shall be made in writing in accordance with the requirements of the "Naming Guidelines." A gift agreement stating the terms of the gift-related naming must be signed by both the donor and the President and Foundation Board Chair when applicable.
- h) The President may recommend to the Board a naming opportunity that does not fall within these guidelines.
- i) In the unlikely event that a donor cannot fulfill his/her pledge to name a facility or program, the College reserves the right to remove the naming right and recognition.
- j) Gifts must be complete and irrevocable to qualify as a charitable contribution, meaning that donors cannot retain any control over its use. Donors should consult their own tax advisor as to whether a gift is deductible.
- k) Where a building or part has been named, the College will continue to use the name so long as the building, part or facility remains in use and serves its original function, unless otherwise stipulated at the time of gift acceptance. When the use of a building, room, or facility is changed such that it must be demolished, substantially renovated or rebuilt, the College may discontinue or may retain the use of the name or name another comparable room or facility.
- l) 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 being consistent with this policy.
- m) Commitments made prior to adoption of this policy shall be honored.

Criteria for implementing the Facilities Naming Program

Giving levels to the College for a building, portion of a building, classroom, outdoor area or other NWFSC facility will be established by the College President. When a proposed gift is identified, a recommendation will be presented to the Foundation Board of Directors, with final approval required by

the Board of Trustees.

Buildings and facilities will not be named for non-donors, or in memorial, unless the persons wishing to name it fund the program.

Buildings will not be named on the basis of long-term pledges, but buildings will be named for persons making irrevocable deferred gifts (e.g., trusts, wills, IRAs, paid insurance policies.)

Buildings will not be named for persons making a gift of property until the property is converted into cash.

Areas that are not easily saleable may be named without commemorative funds in the honor of individuals at the discretion of the Board of Trustees, who shall have final approval of the naming of all College facilities.

All gift opportunities will be advertised with a list of the facilities and corresponding gift amount circulated among prospective donors and College personnel.

Recognition of Facilities Naming Donors

The gift must be paid in full prior to any public announcement, unless otherwise authorized by the President. All gifts will be recognized with the appropriate plaque in the building or classroom for which the gift is intended. Donor wishes are to be followed regarding unveiling memorial and commemorative gifts. Buildings and other facilities should be "unveiled" in a publicized ceremony.