POLICY #     IX-006 (Page 1 of 4)
TITLE         Naming of Buildings

TYPE          Buildings and Grounds
RATIONALE     Jefferson College (the “College”) is committed to the minimization of its
dependence upon state funding, and the creation of its own wealth to
maximize its autonomy, and enable the full achievement of the objectives
of its Institutional Strategic Plan. To this end, the College will seek gifts
compatible both with the honor sought and the dignity and reputation of the
College. A gift must normally fully fund the project or activity envisaged.

APPROVED      June 12, 2014

POLICY

It shall be the policy of the Board of Trustees to retain the right to name buildings in the College
and that where buildings are named after people or business organizations, such buildings will be
named after people or business organizations that have made an outstanding contribution to
Jefferson College.

Principal Policy Objectives

1. Encourage significant financial contributions to the College.
2. Ensure that the financial contribution is compatible with the purpose for which it is intended,
   and is therefore in the College’s interest.
3. Ensure appropriate recognition of an outstanding and/or significant contribution to the
   College.

Application of Policies

Jefferson College’s Board of Trustees hereby establishes the following Policies applicable to the
naming of facilities including buildings and structures, interior/exterior spaces, landscapes, roads
or programs at Jefferson College. The decision to construct or renovate a building or create a
program is to be taken on the basis of established academic and other operational criteria and
approved in keeping with the College’s established practices and academic mission. Naming will
be independent of all appointment, admission and curriculum decisions which the College will
continue to make in keeping with its established practices and academic mission. The Board of
Trustees retains the right to review all requests for naming opportunities for facilities, spaces and
programs based on these Policies to ensure the appropriateness of the honor.

General Criteria for Selection of Honorees

Naming a facility, space or program for an individual, business or organization is one of the highest
honors that the College can bestow. It is a rare and high honor and a request to do so should be
considered carefully before a recommendation is made. Alternative recognitions such as
appropriate plaques/photos should be initially considered.
This recognition is a lasting and powerful affirmation of the honoree’s connection to the College’s mission. As such, honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity and the highest standards of personal and professional ethics. The Board of Trustees reserve the right, at their sole discretion, to terminate Naming Rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary for the good of the College.

Honorees Demonstrating Extraordinary College Service

An honoree who has been employed by the College, or who has served as a member of the Board of Trustees, or who has given extraordinary service to the institution in teaching or administration may be considered for naming recognition. Honorees may not be in active service at the College or hold elected office at the time of the naming, unless the circumstances are exceptional.

Honorees Providing Private Financial Support

Any individual, whether or not he/she has served as a College employee or Trustee, and any business organization may be considered for naming recognition if the individual or entity has made a significant financial contribution to the Foundation related to the naming opportunity. Decisions regarding such recognition are made on a case-by-case basis in accordance with the approval process contained in these Policies and any applicable Foundation policies and procedures and shall also take into consideration the total cost of the project, the availability of other funds and the level of financial contribution. A bequest or legacy gift from a donor who is still alive will not normally be considered for a naming opportunity unless the gift instrument is irrevocable. Items for which naming rights may be awarded:

Physical Spaces

Naming Rights may be awarded for whole buildings, spaces within buildings, or for outside areas such as:

- Reception area/atriums/foyers
- Theater
- Libraries
- Common rooms
- Laboratories
- Offices
- Gardens/Walks
- Roads
- Open spaces (i.e., lawns)
- Etc.
Events and Activities

Naming Rights may be granted in respect of events and activities such as:

- Ceremonies
- Concerts
- Dramatic performances

Request for Approval

Any individual associated with the Foundation or the College such as a member of the Board of Trustees, an alumnus, faculty member or administrator may initiate requests under these Policies. All requests for naming portable items, collections or tribute markers shall be directed to the Executive Director of the Foundation who will make the determination in accordance with these Policies and other applicable procedures established by the Foundation. All requests for naming a facility, space or program shall be directed to the President of the College, who in turn will forward them to the Board of Trustees, if deemed appropriate in light of the mission and purpose of the College and the requirements set forth in these Policies. Any such request involving private financial support must be accompanied by a statement of the Executive Director of the Foundation setting forth the details of the proposed private financial support.

Final Approval

The Board of Trustees shall have final approval on any and all recommendations for the naming of any facility, space or program. Approval for naming portable items, collections or tribute markers is granted to the Executive Director of the Foundation.

Confidentiality

In the best interest of the College and prospective honorees, information relating to any naming request or plan should remain confidential until appropriate approvals have been obtained.

Duration of Name

Naming of facilities, spaces, gifts and programs in honor of individuals is generally expected to last the lifetime of the facility, space or program. Naming of facilities, spaces and programs in honor of corporations or other organizations will have a set number of years attached to the naming which will be determined on a case-by-case basis and listed in the signed gift agreement. Naming associated with a particular facility, space or program will not preclude further naming within the facility, space or program.
Publicity of Named Facilities, Spaces and Programs

The College and Foundation will publicly acknowledge the naming of facility, space or program as appropriate and only to the extent of the donor(s) and/or family member(s) wish. If private financial support is involved, such publicity will occur only after the Foundation receives the funds in full, unless the Executive Director of the Foundation approves an exception. Such an exception may be made for publicity before the funds are received in full if the donor signs a written pledge agreement stating the terms and conditions that are acceptable to the College and the Foundation and 50% of the funds have been received by the Foundation.

Gift Policies and Procedures

The Foundation’s Board of Directors establishes policies and procedures for establishing named gift funds, including minimum levels for gifts depending on the purpose for which the individual endowed fund is established. The Board of Trustees will review and approve the naming of gifts pursuant to its policies and procedures.

Pre-Approved Naming Opportunities

The College and the Foundation may, from time to time, establish a list of naming opportunities for facilities and spaces in conjunction with a capital project. The President of the College and the Executive Director of the Foundation, on a case-by-case basis, will establish such a list in accordance with the project specifications and these policies. The list will be presented to the Board of Trustees for review and approval. As part of its statement of approval, the Board of Trustees may delegate to the President of the College or the Executive Director of the Foundation final approval of the names to be placed on some or all of the listed opportunities. Any final approval retained by the Board of Trustees shall follow the procedures set forth in these Policies.

BOARD MONITORING

The President of the College shall implement and monitor this policy.

Attest:  

Community College District of  
Jefferson County, Missouri

By:  
Chairperson, Board of Trustees

Secretary, Board of Trustees