

**Policy Manual**

BOT revisions 10/11/2007

**Broward  
Community  
College**

Title: Facility and Program Naming Opportunities	Number: 6Hx2-
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**NAMING POLICY**

The College Board of Trustees may from time to time choose to recognize significant contributions to the College by naming institutional buildings, facilities or programs in honor of an individual, family group, foundation or corporation. The decision to name a campus building, facility or program is the highest honor the College can bestow and should be reserved for recognition of extraordinary service and contributions to the College by individuals, foundations or companies who serve as inspiration for future generations of students, graduates, and members of the Broward Community College community. Further, by recognizing exceptional contribution to Broward Community College of to the community, the association with such extraordinary individuals, foundations or companies strengthens the College and its sense of heritage and connection to the community. The intent of this policy is to define under what circumstances and conditions a campus building, facility or program may be named.

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ENCLOSURE 1

The naming of buildings, facilities and programs is an ongoing development process. All gifts in exchange for a naming opportunity must honor and enhance the reputation of the College, the building, facility or program being named. The College Board of Trustees must be assured that any naming they approve will withstand the test of time and continue to honor the reputation, mission and role of the College in the community.

**DEVELOPING NAMING OPPORTUNITIES**

The naming of buildings, facilities and programs is an important fundraising tool which can be among the College's most significant gifts. However, it requires excellent team work to bring together the needs of the College, the desires of the potential donor, the necessary planning on the part of development officers, and the support and commitment of the President to assist in the development of the gift. The College Board of Trustees must be devoted to balancing the welfare of the College, distinguished service, and donor desires in exchange for significant funding for the College.

The key to long term success in naming for philanthropic purposes is to identify the key players who need to be involved in the fundraising process to create a named gift opportunity for the College. The players may be different in each ask but the central figures which will drive the process are the College Board of Trustees, the President, the foundation board and the development team. In order to be successful they must have both the **knowledge** and desire to take **actions** which will bring about significant funding in exchange for bestowing the College's most prestigious honor, the right to have their name permanently associated with the College.

**Required Knowledge:**

- Development officers must have a thorough **knowledge** of all campus departments and programs.
- Development officers must have **knowledge** of the College's capital improvement plan in order to speak with donors regarding matching gift opportunities through the Community College Facility

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Enhancement Challenge Grant program.

- Research capabilities are necessary in order to give development officers information and **knowledge** in identifying the capacity of current donors, retired faculty and staff, volunteers and potential donors in the community who have the ability to make major gifts to the College.
- Development officers must work with the President, members of the College Board of Trustees, foundation board members and all campus departments in order to gain **knowledge** regarding companies, individuals and families who have special relationships with the College and/or need College services. These relationships represent the best source of gifts in exchange for naming.
- Development officers must have **knowledge** regarding how to structure a naming gift which will benefit both the college and the donor. This should be a part of an ongoing training process.

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### Required Actions:

- The priority needs of the College must be identified and prioritized.
- The entire College should be sensitive to development opportunities and be willing to identify potential major donors for the College foundation.
- A plan on how to secure the gift must be worked out with all the key players.
- All proposals should be in writing and discussed with the appropriate College department(s) so that everyone is on board when the time comes to ask for the gift and/or the gift is secured. Once a gift is secured, there should be a systematic plan for announcing the gift, honoring the donor and dedicating the named entity.
- The ongoing stewardship of the donor is critical. The next best gift comes from someone who has already given and feels good about how their contribution is being utilized.

The development of a significant gift that involves a naming right must be carefully crafted so that each of the members of the team is involved at the level where they are comfortable and can achieve success. No one should be asked to do something which makes them uncomfortable as they will not be successful. For example, a trustee might identify a potential donor, and be willing to share information and set up an appointment, but not want to participate in the actual ask. Their reasons for not doing so must be respected. With the information provided, the development officer in charge should be able to put together the key people who would develop the plan and make the call to ask for the gift. Involvement of volunteers in the fundraising process does not mean they should be involved in the asking process. This should happen only where there is a desire on the part of the volunteer to do so.

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**NAMING OPPORTUNITIES**

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There are two kinds of naming opportunities:

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**Honorary**

This form of naming recognizes extraordinary and/or distinguished contributions to the College. Persons being considered for honorary naming must have been dedicated to the purpose, nature and mission of the college. Additionally, they must have achieved outstanding distinction through service to the College, community or nation.

**Philanthropic**

In consideration for a substantial gift or gifts, the College may choose to name a College building, facility or program in recognition of the donor. These naming opportunities must be consistent with the College's mission and role as a public trust and should enhance the public reputation of the College. Naming opportunities associated with company donors should be strictly scrutinized to ensure that the reputation and characteristics of the company are consistent with the interests of the College. Naming opportunities of this type should be based on the eminence of the donor and the donor's relationship to the College and the entity being named. No building, facility, or program should be named until the gift is complete.

The naming process is developed by identifying individuals, foundations, or companies who have a deep interest and association with the entity being named. Donor names will be permanently associated with whatever is being named, and must present the highest standards for emulation that can be achieved.

In the case of philanthropic giving, the contributions being given should benefit and support whatever is being named. Except as it relates to certain state matching gift program requirements, contributions should be in the form of endowments so that the support being given will continue to benefit the named building, facility or program throughout the years. Requiring gifts to be gifts of endowment is a common practice in colleges and universities. This is based on the idea that since the naming is permanent the purpose should also be permanent.

**NAMING AUTHORITY**

Any member of the campus community may suggest a naming opportunity, however, only the President of the College has the authority and responsibility for recommending to the College Board of Trustees for their approval, all naming of campus buildings, facilities and programs; provided, however, any naming request submitted directly to the Screening Committee (described below) by a member of the College Board of Trustees shall be forward by the Screening Committee, if the Screening Committee decides to recommend such naming request, directly to the College Board of Trustees for consideration. All naming must be in accordance with applicable laws and rules of the State of Florida.

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The President of the College may choose to appoint a Screening Committee where necessary to review and provide recommendations regarding naming opportunities. The President shall delegate to the Executive Director of the Foundation (Vice President for Development) the responsibility for overseeing naming requests to be sure there are no conflicts with current gift opportunities and that all necessary forms and background information are provided. Once received, these requests may continue to be handled by the Foundation Executive Director (Vice President for Development) or turned over to the screening committee at the request of the President.

The Foundation Executive Director (Vice President for Development) and the development staff are responsible for developing gift naming opportunities that will financially benefit the College. All required gift levels for any naming opportunity must be approved by the President before being forwarded to the College Board of Trustees for their approval.

The approval of the College Board of Trustees is the required and final step in the naming process.

**DEFINITIONS**

**Buildings**

All buildings owned by the State of Florida and under the control of Broward Community College. These include but are not limited to all administrative, academic, student services, museums, libraries and accessory buildings (planetarium).

**Facilities**

Class rooms, laboratories, lounges, exhibition spaces, athletic facilities, parks, green spaces, plazas and parking lots owned by the State of Florida and under the control of Broward Community College.

**Programs**

Any academic or support programs of the College including special programs or institutes under the control of the College (i.e. the English Department, the Nursing Program, the Honors Institute, the Police Academy, etc.).

**Honorary Naming**

This form of naming opportunity recognizes extraordinary contributions to the College. Persons being considered for honorary naming must have been dedicated to the purpose, nature and mission of the college. Additionally, they must have achieved outstanding distinction through service to the College, community or nation.

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## Extraordinary

This defines individuals, foundations or companies who have provided outstanding service above and beyond the call of duty to the College. Service may include excellence as an employee, volunteer, or one who has made scholarly contributions or significant monetary or in-kind contributions to the College.

## Outstanding Distinction

This refers to the reputation in the local area or elsewhere with a record of substantial contributions to the College and or society.

## Substantial Gift

Gifts for naming buildings should be at a level established in the procedure for naming rights included in the Broward Community College Procedure manual. Facilities and programs may be named according to minimum standards set by the College policy on gift naming opportunities for facilities and programs.

## Revocation of Gift

The College Board of Trustees shall retain, solely and absolutely, the right to revoke a naming where, in the opinion of the Board of Trustees, retention of the name would be prejudicial to the College's reputation. Authority to revoke a naming is vested in the Board of Trustees and shall be contingent on fulfillment of the obligation of due diligence. In the event that a naming is revoked, the College shall not be required to return the gift associated with the naming. These conditions must be spelled out in the original gift agreement that is signed by the donor. (A standard clause should be in every gift agreement).

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