

<b>Title:</b> Naming Buildings, Facilities, and Programs	<b>Number:</b> A6Hx2-6.38
<b>Legal Authority:</b> Fla. Statute 1001.64(4)(b)	<b>Page:</b> 1 of 7

**NAMING SUBMISSIONS**



- 1. Naming submission** – Anyone in the campus community or associated with the College may submit a naming request. These submissions must adhere to the naming policy guidelines. All submissions must provide background materials, such as resumes, honors achieved and proof of extraordinary service to the College, community and/or nation. Submission materials should be submitted to the Executive Director of the Foundation to ensure there is not an ongoing gift in process. The Executive Director of the Foundation will be responsible for bringing all naming requests to the President and/or the Screening Committee (as described below).
- 2. Screening Committee** – The College President shall appoint a Screening Committee, as needed, to review naming requests. The Screening Committee will be responsible for vetting naming requests to assure that any naming recommendation meets the highest standard of character, reputation and extraordinary service or significant contributions to the College. The Screening Committee may, at its discretion, consult with appropriate campus offices and constituencies to assure the nominee meets all stated criteria. Once the review is completed, the Screening Committee will forward strongly justified recommendations to the President of the College; provided, however, upon review of naming requests submitted to the committee directly by members of the College District Board of Trustees, the committee shall, after review, forward strongly justified recommendations directly to the College District Board of Trustees for consideration.

**Selection of Screening Committee:**

Except in the case of a recommendation by the Screening Committee of a naming request initially submitted by a member of the College District Board of Trustees, the President should be given broad latitude in recommending naming opportunities to the College District Board of Trustees. The President, after review and consideration, may or may not forward the recommendation to the College District Board of Trustees. The College District Board of Trustees is responsible for approving all naming of College buildings, facilities or programs.

The Screening Committee should include the following positions (if currently serving):

- Executive Director of the Broward College Foundation, Vice President for Advancement
- Chair, Broward College Foundation Board of Directors
- College Provost and Senior Vice President for Academic and Student Affairs
- Senior Administrative Vice President
- General Counsel, Vice President of Public Policy and Government Affairs
- Vice President of Finance and Chief Financial Officer
- Vice President of Public Affairs and Marketing
- President of the campus to which the naming opportunity would apply
- Faculty or staff member associated with the naming opportunity
- Development Officer associated with the naming opportunity

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**REQUIRED APPROVALS**

**1. Naming New or Existing Buildings:**

The naming of any building (new or existing) must be approved by:

- College President
- Chair, Foundation Board of Directors
- Board of Trustees
- State of Florida Division of Historic Resources (an agency of the Secretary of State's office) if the building is to be named for a deceased person.
- Florida Legislature (Florida Statutes 267.062) if the building is to be named in honor of a living person.

**2. Naming a Portion of a New or Existing Building:**



Such as a classroom, atrium or auditorium must be approved by the following:

- College President
- College Provost and Senior Vice President of Academic and Student Affairs
- Senior Administrative Officer
- Vice President for Advancement and Executive Director of the Broward College Foundation
- Appropriate area Vice President, Dean or Director

**3. Naming of a Division, School, Department, Center or Institute:**

Must be approved by the following:

- College President
- Broward College Board of Trustees, if applicable
- Chair, Broward College Foundation Board of Directors, if applicable
- College Provost and Senior Vice President of Academic and Student Affairs
- Senior Administrative Officer
- Vice President for Advancement and Executive Director of the Broward College Foundation
- Appropriate area Vice President, Dean or Director

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**NAMING AND RECOGNITION AND SIGNAGE**



- Naming Recognition and Signage** – All naming approved by the College District Board of Trustees must be immediately incorporated into all campus information, maps, brochures and public information releases. The names of the honorees or donors must be displayed in a consistent fashion. All naming should incorporate the functionality of the entity being named (e.g., The Bob Smith Library, The Jean Smith Department of English, The Ralph Smith Honors Program).

Signage must be in keeping with the campus facilities design requirements and must appropriately reflect what is being used on buildings, facilities and programs. The standard should be the same for named and nameless College property.

Signage plans should be developed by the campus facilities department. The Vice President of Operations, in conjunction with the Executive Director of the Broward College Foundation/Vice President of Advancement, will approve a signage plan that fits the campus design plan with review from the donor.

**DEFINITIONS**

- Types of Naming Opportunities** – There are two kinds of naming opportunities:
  - Honorary** – This form of naming recognizes extraordinary and/or distinguished contributions to the College. Persons 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, the State of Florida or the 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. Contributions should be in the form of endowments, except as they relate to certain matching gift program requirements or whereby the contributions are needed to complete the project/program, so that the support being given will continue to benefit the named building, facility or program throughout the years.

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### GIFT DESIGNATIONS

1. Gifts shall be used for construction and/or the purchase of instructional equipment. Otherwise, the gift shall be used to establish a general restricted endowment in support of the programs intended for the facility to be named or the maintenance and upkeep of the facility associated with the building or program, thus allowing Broward College to meet future needs.
2. Irrevocable deferred gift commitments will be counted at their present value toward the minimum naming amount only if the funds are not required for the construction of the facility and/or the purchase of instructional equipment. Revocable deferred gifts are not eligible to be counted toward the minimum amount required to name buildings.
3. The College may consider significant gifts of real property if the value of the property is equal to or exceeds the value of the naming opportunity. In cases of donated real estate, the donor must assume all costs associated with the gift until the College sells or decides to utilize the property.

### CONSIDERATIONS

1. **Naming Consideration** – The President of the College must have broad flexibility in deciding the appropriate level of gift in exchange for a naming opportunity. Because the President of the College has the unique perspective in knowing what will most benefit the College, the President must be given latitude to recommend or not recommend a naming opportunity.
2. **Timeline for Naming** – The naming shall occur upon execution of the gift agreement and receipt of first payment. In the case of an irrevocable gift or bequest, when a building or facility will be named and the funds are not required for construction or renovation, the naming may occur upon the execution a legal document indicating intent.
3. **State Matching Funds** – The State of Florida does not assure matching funds for projects or programs, therefore the minimum gift level required for naming must be achieved through philanthropic contributions only. Any matching funds received as a result of a donor’s gift will be applied to the program/purpose of the gift as described in the gift agreement.
4. **Types of eligible honorees** – Buildings, facilities, programs may be named in honor of persons, living or deceased, or entities such as businesses and foundations, including:
  - Alumni
  - Distinguished Broward County residents or Floridians

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- Persons who have made outstanding contributions to fields of study, Broward College, the community, the State of Florida, the nation or the world
- Donors who have made significant contributions to the College
- Former College employees who are now deceased or who have ended their Broward College employment at least two years previously. Current Broward College employees are ineligible for naming opportunities. Under unusual circumstances, exceptions to this rule may be made by the President, with the approval of the Board of Trustees.
- Names affiliated with businesses. These require a thorough degree of due diligence to avoid any appearance of commercial influence or conflict of interest.
- No one serving in a political capacity may be considered as for a naming opportunity while in office.

5. **Due Diligence Review** – Before proceeding with any naming, all circumstances surrounding the naming must be carefully considered, including the overall benefit to the College, whether the name is and will continue to be a positive reflection on the College, and whether the name comports well with the purpose and mission of Broward College.

The College will conduct a thorough “due diligence” review of each proposed individual, group or organization to be honored through naming. This will include, at a minimum:

- Review of any potential conflict of interest issues affecting the College or the Board of Trustees.
  - Evaluation of the impact on future giving by the proposed honoree.
  - Consultation with Broward College legal counsel to ensure compliance with applicable laws and regulations.
  - Background information regarding the individual, foundation or corporation.
6. **Rescinding name recognition** – Any legal impropriety on the part of the donor will make the gift and name subject to reconsideration by the College. The College District Board of Trustees shall retain, in their sole and absolute discretion, the right to revoke a naming where, in the opinion of the College District Board of Trustees, retention of the name would be prejudicial to the College’s reputation. As such, the College District Board of Trustees shall have the right to conduct a full background check on the donor at any time during the period that the naming opportunity is effective. This right shall be spelled out in the original gift agreement that is signed by the donor. Authority to revoke a naming is vested in the College District 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.



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7. **Duration of Naming** – When a facility or area is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the building, facility or the designated use of the area. If a building, facility or program is eliminated, or is substantially changed from its previous form, the President reserves the right to pursue alternative methods of recognizing the donor whose name was on the previous building, facility or program. Naming of a building, facility or program does not entitle the donor to continued naming of the building, facilities or programs after a building or facility has been demolished or substantially changed or changed ownership, or after a program has ceased to exist in its previous form. The exception to this would be if the College determines that a program is substantially the same, but with a revised focus or name. In cases where this determination is made, the President may choose to retain the donor’s name on the program. In all instances, decisions to change a named building, facility or program rests with the President and the College District Board of Trustees.

8. **Transfer of Names:**

- a. The function of structures on any College campus is fluid, depending on many factors. If the named structure has reached its life expectancy, the name will generally not be transferred. At the time of replacement, the original donor, successor or family will have first right of refusal to provide a new gift to continue the naming opportunity.
- b. If the use of a facility is changed, and the original donation was related to the previous use, the donor (if alive) may be given the opportunity to have the name retained on some portion of the same facility or they may be offered an alternative method of recognition. If the donor is no longer alive, the College will make a good faith effort to contact any immediate heirs of the donor to act on the donor’s behalf in determining what the donor would have preferred. If the use of a building or facility changes, but the naming was not related to the previous use, the name will remain on the building or facility.
- c. If the academic unit for the named faculty or student support endowment ceases to exist, the appropriate Dean and a representative of the Office of Advancement will work with the original donor, successor or family to find an appropriate place for the endowment that meets the donor’s desires and institutional goals. If the building or facility is significantly changed from its previous form, the President and the Board of Trustees reserve the right to provide recognition in a manner relative to the proportion of the original building or facility to the new building or facility. The exact type of recognition or signage may, however, not be the same as the original, depending on the building or facility design and layout.

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### EXCEPTIONS


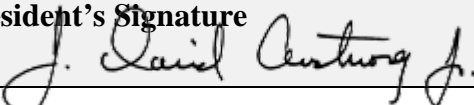
1. All requests for exceptions to this policy that pertain to significant philanthropic gifts must be submitted through the approval process for naming opportunities set forth in Section titled "Require Approvals."
2. The naming of benches, donor walls, fountains, outdoor gardens, other structures, and spaces shall be addressed on a case-by-case basis as an exception to the aforementioned approval process. Gifts must cover the entire cost of construction, installation or replacement and, if necessary, an endowment sufficient to cover all reoccurring maintenance costs.

### IMPLEMENTATION and OVERSIGHT

The Vice President of Advancement and the Vice President of Operations have the responsibility for the implementation and oversight of this procedure, including the investigation of any alleged procedural violations.

### VIOLATION OF PROCEDURE

All individuals in violation of these established procedures may be subject to disciplinary action, up to and including termination.

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