

### **I. Purpose**

To provide guidelines for the naming and renaming of major and minor facilities. All naming and renaming of major and minor facilities will require the approval of the Board of Trustees.

### **II. Scope**

This policy applies to major facilities to include campus buildings, parking structures, wings of buildings, fields, quadrangles, and similar facilities; and minor facilities to include halls, meeting rooms, classrooms, laboratories, interior portions of buildings, service facilities, etc.

### **III. General**

The College's Board of Trustees and President, as well as the Directors of the Lansing Community College Foundation, seek private funds to enhance the College's ability to meet the higher education needs of its community, particularly toward a level of excellence that would otherwise not be possible given state funding levels and restraints on student tuition and fees. To that end, the College seeks to provide appropriate recognition to donors for their generosity.

#### **A. Guidelines for naming tributes**

The naming and renaming of major and minor facilities is associated with, but not limited to:

1. Honoring individuals for particular achievements
2. Recognizing significant philanthropic support
3. A part of a commercial contract or agreement

#### **Honorary Naming**

The College may wish to approve a naming to honor the extraordinary distinguished contributions of its past members and others to the College.

Only in exceptional circumstances will honorary naming be approved for living or current members of the College community, Board of Trustees, or holders of political office. Such naming will require the approval of the Board of Trustees.

#### **Philanthropic Naming**

For recognition by name, it will be expected that the donor, and/or others wishing to honor a donor, will provide all or a substantial part of the cost of the major and minor facility. "Substantial" is deemed to mean either a significant majority of the cost or a contribution which, while not being a significant majority, is regarded as central to the completion of the facility.

In the establishment of objectives for a fundraising campaign, the Executive Director of the Foundation, upon approval from the College president, may establish in

advance naming opportunities and the level of donation required for each, and may advise potential donors that the contributions will be recognized by name, subject to approvals and decisions being consistent with this policy.

### **Corporate or Organization Naming**

The Foundation and the President's office must complete a detailed due diligence review of the corporation or the organization prior to any corporate or organization naming. Each corporate naming request must be analyzed to ensure that there are no conflicts of interest. Certain restrictions may also apply to any proposed naming of a major or minor facility financed with the proceeds of tax-exempt bonds.

#### **B. Duration and Modification:**

1. The duration of an honoree's name on any major or minor facility continues for as long as the facility is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, renovation, re-designation of purpose, or similar modification of a named facility, the Board of Trustees may deem that the naming period has concluded. If the corporation or the organization after which any facility ceases to exist, the Board of Trustees at its discretion may determine that the naming has concluded. The College President or their designated representative will make all reasonable efforts to inform in advance the original honorees when the naming period is deemed to have concluded. If the legal name of a corporation or organization changes after the College names a major or minor facility after the corporation or organization, the College may deem that the naming period has concluded. If the naming has exceeded 25 years, at its discretion, the College may determine that the naming has concluded, unless otherwise stipulated in the agreement between the College and the corporation or organization.
2. In the event of a philanthropic naming, unless an agreed upon time period has been stipulated in the applicable gift agreement, the naming of a major or minor facility of the College in recognition of a donor or other individual implies a commitment by the College to the donor that the major or minor facility will be maintained by the College for so long as the continued use and/or occupancy of such facility remains, in the discretion of the College, reasonable, prudent and viable under the circumstances. In the event that the College determines that a cessation of, renovation of, or other change in, the use, occupancy, and/or maintenance of such property or other asset is necessary, warranted, and/or unavoidable, the College may offer the individual or family an alternative naming opportunity. If the naming has exceeded 25 years, the Board of Trustees at its discretion may determine that the naming has concluded.

#### **C. Changed Conditions**

The Board of Trustees reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the donor or honoree. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.

If in the opinion of the Board of Trustees and College President, the reputation of an individual, family, or entity for which a facility is named changes substantially so that the continued use of that name may compromise the public trust, dishonor the College's beliefs, standards, or otherwise be contrary to the best interests of the College, the existing or pending naming may be revoked.

No name will be approved that will imply the College's endorsement of a partisan political, religious, or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.

If a donor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

#### **IV. Responsibility**

The responsibility for the interpretation and administration of this policy is delegated to the Associate Vice President of External Affairs, Development and K-12 Operations, and Senior Vice President of Business Operation or designee.

Adopted: 1/16/2007

Revised: 12/17/2018, 11/15/2021