
TOPIC: Naming Opportunities and Recognition – Procedures

Policy Number:
F26

These Procedures are set forth for the purpose of providing guidance to the administration, staff, volunteers and donors of Cloud County Community College in arranging for gift naming opportunities and the recognition of major monetary and non-monetary gifts to the College. This Policy is intended as a supplement to the Gift Acceptance Policies, if any, previously adopted by the College's Board of Trustees. The Foundation and the College Board of Trustees are separate legal entities with separate authority per their bylaws.

By making a significant gift to Cloud County Community College, donors may be offered the opportunity to select the name of a facility, or other purpose.

1. Minimum Gifts

The minimum gift requirement for a naming gift opportunity at Cloud County Community College will be set with the approval of the President.

2. Acceptable Gifts

Naming gifts may be made using cash, marketable securities, real estate, in-kind property or certain deferred gift arrangements.

3. Criteria for Acceptance

The College will judge the acceptability of potential naming gifts based upon one or more of the following criteria: the naming gift's usefulness and inspirational value to the student body; its physical or aesthetic enhancement of the campus; its contributions to the heritage and reputation of the College, and its compliance with the stated Capital Campaign purpose.

4. Permanence of Naming

The naming of physical space (buildings, grounds and facilities, or portions thereof) is intended to be in place for the life of the specific physical space. If, in the determination of the Board of Trustees, circumstances change so that the purpose for which the physical space was established is significantly altered or if the physical space is no longer needed or habitable, the Board of Trustees in consultation with administrative and/or academic leadership and the donor(s), if possible, will determine an appropriate way to recognize the donor's naming gift in perpetuity. If the College and the donor previously established a Gift/Pledge Agreement or other contract that provides a practicable course of action, then that action shall be followed.

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5. Removal of a Name

College naming opportunities shall bear only the name of individuals or entities that exemplify the attributes of integrity, character and leadership consistent with the values of the Cloud County Community College Board of Trustees. If those attributes and characteristics are not maintained by the donor(s), the Board of Trustees reserves the right to remove the donor/honoree's name from a physical space, college, school, department, or unit at any time.

6. Tax Deductibility

Gifts that are accorded naming opportunities and that further the College's mission will be deductible in compliance with the Internal Revenue Code and IRS guidelines. Donors should consult with their tax counsel before making a gift.

7. Costs of Implementation

Costs associated with creating donor recognition systems or plaques may be paid from either a portion of the naming donor's gift or with internal budgeted resources.

8. Flow of funds

All Capital Campaign donations will go through the Cloud County Community College Foundation. Funds will be approved by the College and will be transferred by the Foundation to a College account stipulated by the Vice President for Administrative Services. The payments from said account will be restricted to use for the stated purpose of the Capital Campaign.

Gift Agreements

Each capital or endowment gift that occasions a naming opportunity must be accompanied by a written gift/pledge agreement that has been approved and signed by the donor or the donor's designated representative. Each gift agreement will specify the purpose of the gift. If the naming gift entails a multi-year pledge payment, the schedule for such payments must also be detailed.

Timeframe for Pledged Gifts

Naming of a building or an area requires a completed Gift/Pledge Agreement and full receipt of cash or assets that can be converted to cash immediately. Generally, buildings may not be named in honor of a donor in return for an estate commitment unless approved by the Board of Trustees.

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Naming gift opportunities for non-physical assets (e.g. endowed funds, endowed laboratories, endowed chairs, endowed professorships, endowed fellowships, endowed lectureships, etc.) at Cloud County Community College may be secured by confirmation of a documented, multi-year pledge. Naming of the selected purpose will not be confirmed until the pledge is fulfilled, unless an exception is granted by the President (with advance notice provided to the Director of the Foundation and the Board of Trustees). In the event a donor's pledge is not fulfilled, the naming opportunity will be forfeited.

Pledges for named endowment gifts must be completed within five years from the initial pledge date unless approved by the Board of Trustees. For endowment pledges that do not reach the minimum funding level within the stated five-year period, the donor or their representative will be consulted to determine the most appropriate course of action, which may include a pledge extension or the transfer of the donated funds to an account stipulated by the President.

Named Gift Approval Process

1. The Cloud County Community College Board of Trustees retains final approval for all naming opportunities at the College.
2. The President shall also delegate the coordination of gift agreements and naming designations for endowed scholarships to the Director of the Foundation.
3. The President will make recommendations to the Board of Trustees with regard to any offer to name a program, scholarship, physical structure, facility or other purpose at Cloud County Community College.

Naming of Buildings and Interior Spaces

1. New Construction

Naming rights for new facilities require that naming donors contribute the minimum amount set by the Board of Trustees.

2. Renovations

Naming rights for a building requiring major renovations shall be subject to the policy of a minimum of fifty-one percent (51%) of the facility's total remodeling cost.

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3. Renaming Existing Buildings

Existing buildings that are currently named but do not recognize a particular benefactor and are not subject to earlier restrictions may be subject to renaming by action of the Board of Trustees.

4. Interior Spaces

Unnamed internal spaces within existing buildings are eligible as naming opportunities occasioned by a significant gift to the College.

Naming Opportunities for In-Kind Gifts

The Board of Trustees will approve any non-cash gifts to the College and the funds will be administered by the Director of the Foundation. Non-cash gifts include, but are not limited to real property and gifts of tangible personal property, works of art, manuscripts, literary works, boats, motor vehicles, and computer hardware. In cases where the gift is designated for a specific department, the Director of the Foundation will coordinate the gift acceptance process with the appropriate Vice President.

In keeping with the minimum gift requirements established in this Policy, the Director of the Foundation may recommend to the Board of Trustees a naming opportunity be established for the donor. Naming opportunities and recognition for the acceptance of gifts of art or artifacts will be made available based upon the appraised value of the in-kind gift and consistent with the minimum amounts established in elsewhere in this Policy.

For gifts of art and artifacts, the College will not guarantee that such items will be displayed publicly, either permanently or for shorter periods of time.

Naming Designations for Non-monetary Recognition

The President may make a recommendation to the Trustees to name a program, building, physical structure, etc., for the purpose of recognizing special service or other non-monetary contributions to the College. The above approval process, standards, and procedures will apply, as appropriate.