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4 NAMING OF BUILDINGS AND OTHER PROPERTIES
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6 This procedure serves as a guideline for the San Bernardino Community College District with the
7 naming of facilities. It is established to assure an appropriate reflection of the history of the
8 District as well as consistency, fairness, fitting recognition and good value in exchange for the
9 honor or privilege of name association with a program, fund, or physical aspect of the District. As
10 gifts can encourage others to give, this procedure is intended only as a guide and allows for
11 flexibility on a case by case basis.
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13 San Bernardino Community College District (hereafter referred to as "the District"), the
14 Chancellor, College Presidents and Board of Trustees, seek private funds to enhance the
15 District's ability to meet the higher education needs of its community, particular toward a level of
16 excellence that would otherwise not be possible given state funding levels and restraints on
17 student tuition and fees. To that end, the District seeks to provide appropriate recognition to
18 donors for their generosity. Although such recognition may take many forms, this procedure
19 seeks to establish guidelines for the naming of facilities, campus spaces and programs as donor
20 recognition.
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22 This procedure is to establish the criteria to guide the process for naming facilities at the District.
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24 **A. Guidelines for Naming**
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- 26 1. A significant monetary contribution to the actual construction cost, if for new
27 construction; a major portion of the replacement or major renovation cost, if for
28 an existing building or facility; or the fundraising goal.
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30 The donation may be made in cash or a legally binding pledge and can be paid
31 over time, usually within five years of naming the facility, unless other
32 arrangements are made.
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- 34 a. A portion of the gift may be in the form of an irrevocable trust or planned
35 gift.
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37 b. Qualified contributions are receipted by the District and intended by the
38 original donor for the District or students.
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40 c. The San Bernardino Community College District Board of Trustees
41 reserves the right to remove names from facilities when the gift remains
42 unpaid beyond the five-year limit or the agreed upon date.
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- 44 2. Specific contribution levels may be established with either fixed or minimum
45 dollar amounts for sponsorship of other physical property.
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- 47 a. Such property may include, but is not limited to hardscape, benches,
48 fountains, gardens, walls, equipment, and outdoor plazas, etc.
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50 b. Amounts for these naming opportunities shall be reviewed periodically by
51 the District.
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- 53 3. A temporary naming (a minimum of 3 years) in recognition of distinguished
54 service may honor a gift of time or talent that has had a significant positive
55 impact on the institution over an extended period of years. This honor is usually

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reserved for extraordinary positive leadership. A naming associated with a donation will replace a temporary naming following the minimum three-year period.

- a. A period of not less than one year shall lapse between the end of the individual's service to the District and consideration for naming.
 - b. The Chancellor or a shared governance committee designated by the Board of Trustees will determine whether the person proposed is worthy of the honor, as well as the degree of internal and external support for the proposed naming, prior to submitting the name for approval.
4. Generally there will be no named buildings for living political figures or for current employees of the District.

B. Guidelines for Naming Based on Monetary Contributions

Facility Commemoration Opportunities	Gift Minimums and Ranges
New Building	\$2,000,000 to \$5,000,000
Existing Building	\$1,000,000 minimum
Classroom or Laboratory	\$25,000 to \$100,000
Entrance hall, lobby, student/staff lounge	\$50,000 to \$150,000
Athletic Facilities (or parts of)	\$50,000 to \$500,000
Endowed Chair or Faculty member	\$250,000 minimum
Conference room, Division Offices or Departments	\$25,000 to \$100,000
Outdoor areas, commemorative table/bench	\$1,000 to \$25,000
Pavers, bricks, tiles, sidewalk/concrete etched names etc.	\$250 - \$5,000
Faculty/Other Offices	\$2,500 minimum

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C. Permanency of Names

- 1. When a gift is received for a naming, a facility receives a designation that shall last the lifetime of the facility, subject to paragraph 3 of this rule.
 - a. Demolition or significant renovation shall terminate the designation.
 - b. The individual, family, corporation, foundation (donor) involved in the initial naming may be offered an opportunity to retain the naming before any other naming gifts are considered.
- 2. When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility.
- 3. Any legal impropriety or other act which brings dishonor to the District on the part of the donor or a corporate donor who is no longer in existence shall make the gift and naming subject to reconsideration by the college.

D. Responsibility

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1. Prior to approval, the District Board of Trustees shall have reasonable assurance that:
 - a. The proposed name shall bring additional honor and distinction to the District.
 - b. Any philanthropic commitments connected with the naming shall be realized.
2. The Chancellor has the right to:
 - a. Determine content, timing, location and frequency of any public announcements associated with the gift.
 - b. Approve the color, design, and size of any physical marker that provides information about the designee or donor and/or the nature of the gift or honor.
 - c. Determine and carry out the exact nature of any ongoing care and maintenance of any memorial or tribute gifts or their physical markers.
3. The final authority of any naming, memorial or tribute decision rests with the Chancellor of the San Bernardino Community College District and the elected Board of Trustees.
4. The guidelines set forth in this procedure statement shall not be deemed all-inclusive. Flexibility and donor centeredness is a key to successful philanthropic naming opportunities.
5. The Chancellor and Board of Trustees reserve the right to consider any and all factors regarding the privilege of name association with the program, fund or physical aspect of San Bernardino Community College District as particular acts and circumstances warrant. Decisions will be made consistent with the stated mission of the District.