Approved June 4, 2009
By President's Staff

Community College of Beaver County

INSTITUTIONAL PROCEDURES
For
Naming Opportunities

Reference Procedure 4.050

Purpose

Naming opportunities exist to recognize the dedication, accomplishment, or generosity of extraordinary individuals and entities whose support is valuable to the mission and programs of CCBC. This procedure will guide the President and the CCBC Board of Trustees in establishing consistent definitions, minimum standards and general guidelines to be used in approving naming proposals.

The Board reserves the right to provide naming opportunities for individuals, agencies, companies, or organizations providing substantive financial support enabling the College to advance its attainment of CCBC's vision, mission, values and goals.

These naming rights may be applied to a complete facility, buildings within a facility, rooms within buildings, major equipment used in support of the instructional mission of the College, exterior facilities and garden or guide staff and donors in discussing naming opportunities.

Definitions

1. Gift. A "gift" is a voluntary, philanthropic transfer of assets received from an individual, a corporation, a foundation or other organizations. A gift may be made through a number of vehicles, including but not limited to cash, stock, estates, trusts, in-kind and real estate.
2. Institution. The term "institution" in this procedure refers to the CCBC main campus, and the Aviation Center campus.
3. Naming. The term "naming" in this procedure refers to the conferral of an individual's or organization's name to a building, room , or another initiative or property to honor the philanthropic support and/or distinguished contributions of that individual or organization

<u>Categories of Naming</u>

1. Gift-Related Naming
   A gift-related naming occurs when a donor makes a tax-deductible contribution to the institution or to the CCBC Foundation and is recognized with a naming.

2. Honorific Naming
   An honorific naming may be bestowed in recognition of the dedication or meritorious contribution of a person or organization. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the institution, must have an established relationship with the institution, and must have contributed measurably to the good of society. When an individual is considered for an honorific naming, the proposal shall be reviewed and approved by the Vice President of Community Relations and Development and the President prior to being submitted to the CCBC Board of Trustees for final approval. The CCBC Board of Trustees shall retain rights of final approval for all honorific naming.

Naming Opportunities and Necessary Approvals

1. Buildings and Other Major Facilities
   Naming of buildings and other major facilities, such as the Dome, wings of buildings, large auditoriums, clinics, must be approved by the CCBC Board of Trustees following the recommendations of the President. The criteria for a gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum duration valued between 33% and 50% of the original construction, renovation, or current value of the property.
2. Areas within Buildings and Other Major Facilities
   Naming of areas within buildings and other major facilities such as, but not limited to, specific rooms, lecture halls, laboratories and workshops, must be reviewed by the President upon the recommendation of the Vice President of Community Relations and Development prior to the submission to the CCBC Board of Trustees for approval . A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the area within the building and other major facility.
3. Grounds, Outdoor Renovations, Gardens, Trees and Benches
   Naming of grounds, outdoor renovations, gardens, trees and benches must be reviewed by the President upon the recommendation of the Vice President of Community Relations and Development prior to submission the CCBC Board of Trustees. A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the area within the building and other major facility.
4. Streets/Lots
   The naming of all streets/lots located on the campus of the institution or on a property owned by the institution must be reviewed by the President and Vice President of Community Relations and Development and the Vice President of Finance prior to being submitted to the CCBC Board of Trustees for final approve. The naming of a street is a rare occurrence for which there is not an established gift requirement.
5. Naming for Service to the College
   The CCBC Board of Trustees reserves the right to name College facilities and/or assets. Under normal conditions, naming of facilities under this criterion will be limited to recognition of extraordinary efforts and service enabling the College to make major advances in the attainment of its vision, mission, values and goals.

6. Other Naming Rights
   In addition to these major naming rights provisions, the College will consider naming rights to individuals, agencies, companies, and organizations interested in smaller ancillary items within the campus. Among those items:
   - furniture
   - fixtures
   - equipment
   - Small landscape areas of the College campus.

   The level of support for such initiatives will be determined on a case by case basis through consultation with the Board for the CCBC Foundation and made available to potential donors through the Office of Community Relations and Development. The final approval of all naming of such items will be the CCBC Board of Trustees.

Requests:

The CCBC Foundation will actively pursue naming donors.

Individuals, agencies, companies, or organizations interested in securing naming rights within these criteria should contact the College's Vice President for Community Relations and Development. Requests for naming facilities will be reviewed by the Board of Directors for the CCBC Foundation, and the Foundation Board will present its recommendation to the College's Board of Trustees for final approval and action.

The CCBC Board of Trustees reserves the right to decline any potential donations not perceived as compatible with the College's vision, mission, values and goals.

Living Legacy:

CCBC Board of Trustees will determine if the naming opportunity will be granted to a living individual. The Living Legacy designation will be approved by a two-thirds vote of the full board. The vote must be taken with all board members present at the time of the voting.

Corporation Legacy:

CCBC Board of Trustees will determine if the naming opportunity for a corporation will be granted based on the affiliation of the corporation with the college and the match in mission and standards to those of the college.

Plaques and Plaque Design

In order to have consistency of look and design, all plaques or signage will be handled through the CCBC Marketing Department and the design will be part of the CCBC Marketing Style Booklet.

Guidelines

1. Relevance
   A gift –related naming opportunity requires that the gift amount must be reasonably related to the facility, place, position or item being named, as approved by the President.
2. Determination of Current Value
   For the purpose of this procedure, the current value of buildings and other major facilities and of donated real property shall be determined by the CCBC Finance Office. In all other circumstances where current value is required to be determined under this procedure, the

determination shall be made by the institution through the Vice President of Finance and Operations.

3. Donor Recognition
   The designation of a naming shall not be publicly announced until final approval has been obtained as required by the CCBC Board of Trustees. Further, a donor shall not be publicly recognized in regard to a naming until the institution has received at least 33% of any gift related to the naming and the reminder must be received within five years.
4. Duration of the Naming
   A naming in recognition of a gift shall be for the life of the building, other facility, program or endowment, or item being named unless otherwise agreed to in the gift agreement.
5. Corporate Naming
   A corporate naming must be in accordance with the CCBC Board of Trustees and this procedure.
6. Fundraising, Development Campaigns and Marketing of Naming Opportunities.
   All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the Vice President of Community Relations and Development with advisement from the President. The CCBC Foundation will present all naming proposals to the CCBC Planning, Learning and Assessment committee for final presentation to the CCBC Board of Trustees.
7. Approval Authority
   The President and the CCBC Board of Trustees must approve all gift-related naming opportunities of $250,000 or more prior to solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to approval by the President, upon the recommendation of the Vice President of Community Relations and Development and approve by the CCBC Board of Trustees. Each proposal shall be made in writing in accordance with the requirements of this procedure. A gift agreement stating the terms of the gift-related naming must be signed by both the donor and approved representatives of the institution and approved CCBC Foundation representative, when applicable. The proposal and gift agreement shale be maintained by the Development Office in accordance with the CCBC records retention procedure.
8. Exceptions
   Any exceptions to the above procedure must be approved by the CCBC Board of Trustees.