

AP 6620 Naming of Buildings

1. Acceptance of Gifts to the District

The Board may accept gifts made to the District for the benefit of the College. Such gifts, donations, bequests, and devises may be made subject to such conditions or restrictions as the Board may prescribe. In no event should the approval of any State agency be prerequisite to acceptance of such gifts, donations, bequests or devises by the Board.

Land that was conveyed as a gift for school purposes that subsequently could not be used for school purposes may be reconveyed by the Board without consideration to the District.

2. Major Donor Recognition Procedures

As a part of the overall plan for memorials and recognition of major donors, the Ohlone College Foundation may provide “naming opportunities” as a means to recognize significant monetary contributions to the Foundation. Proposed guidelines, which follow below, require consultation with the College President/Superintendent well in advance, which will ensure compliance with the District policy.

Naming of facilities and sites shall be recommended to the President/Superintendent and then brought to the Board of Trustees for approval. The Governing Board of the Ohlone Community College District reserves the right to accept or reject any recommendation.

Value of Facilities

The relative valuing of buildings, areas and rooms within buildings, exterior areas and landscape projects on the campus will be the function of the Foundation Office and the College President/Superintendent. The Executive Director of the Foundation will involve appropriate staff in this process, such as the Vice President of Administrative Services, College Deans, faculty familiar with the facility and its programs, and so on. Those involved in the process may change according to the facility or area being valued. The Board of Trustees will annually pre-approve the plan for which projects are to be included in the valuing of facilities.

Giving Levels

Giving levels may be established with either fixed or minimum dollar amounts for physical property on campus. Amounts for these naming opportunities will be set and adjusted periodically by the Ohlone College Foundation and the President/Superintendent.

For existing buildings and facilities, dollar amounts may be established for selected number of naming opportunities based on institutional priorities set by the President/Superintendent and Board of Trustees.

Specific items to be promoted (such as benches, tiles, bricks, and so on) will be determined by the Ohlone College Foundation and the President/Superintendent.

Naming Tribute

Naming tributes generally arise from the following circumstance:

1. To recognize a person, group or business that has made a significant financial contribution to the Ohlone College Foundation. In conjunction with the giving guidelines of the Ohlone College Foundation, recommendations for any naming opportunities will be submitted by the Foundation to the President/Superintendent, and presented to the Board of Trustees.

Buildings of other property may be named for donors upon receipt of a gift of cash or other acceptable consideration, such as real property, stock, or an irrevocable trust. Exceptions to the policy, such as naming an area based on a revocable promise to pay, may be made in unusual circumstances by agreement of the Foundation Board, its Executive Director, and the College President.

Naming of buildings shall be in perpetuity and approved by the Ohlone District Board of Trustees, provided the Ohlone College Foundation receives all agreed upon donations. Buildings shall be named for donors (or designee) and shall carry prominent signage (consistent with signage plan) on the exterior wall of the designated building.

Donors will be recognized whenever appropriate, including press releases, newsletters, and annual reports. A photo of the donor and biography about the donor (approved by the donor and the Foundation) may be mounted in a place of honor in the interior of the building.

Cost of Gift Recognition

The cost of materials for donor recognition of major gifts (such as building signage, tree plantings, and so on) will be paid from the gift.

In the case of donor recognition that requires landscaping and grounds maintenance, an amount of money equal to twice the out-of-pocket cost for the initial improvements will be utilized from the gift. One half of the additional amount will then be used for the initial cost and the other half will be used for the perpetual care of the specified landscaped area.

Rights and Responsibilities

The college President/Superintendent reserves the right to make certain decisions relating to recognition naming opportunities, including the following:

- 1) Public announcements. The right to determine content, timing, location, and frequency of any announcements associated with the gift.
- 2) Signage/Markers. The right to approve the color, design, and size of any physical signage or markers that provide information about the designee or Donor.
- 3) Care and Maintenance. The right and responsibility to determine and carry out the exact nature of any ongoing care and maintenance of any recognition.

3. Memorial Recognition Policy

Naming tributes may arise from the following circumstance:

To honor a deceased person who has made a unique, extraordinary, or significant personal contribution to the college. Such proposals must be submitted to the President/Superintendent no earlier than one year following the death of the individual to be memorialized. The President/Superintendent reserves the right to make certain decisions relating to the naming of college property and will make a recommendation of the Board of Trustees.

Naming of buildings shall be in perpetuity and approved by the Ohlone District Board of Trustees.

Rights and Responsibilities:

The college President/Superintendent reserves the right to make certain decisions relating to recognition and memorial naming opportunities, including the following:

- a. Public announcements. The right to determine content, timing, location, and frequency of any announcements associated with the gift or memorial.
- b. Signage/Markers. The right to approve color, design, and size of any physical signage or markers that provide information about the designee or Donor.
- c. Care and Maintenance. The right and responsibility to determine and carry out the exact nature of any ongoing care and maintenance or any recognition or Memorial.