Policy 400.63 Naming Policy

Mid Michigan Community College (hereafter referred to as “the College”) Trustees and President, as well as the Directors of the Mid Michigan 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. Although such recognition may take many forms (thank you letters, press conferences, etc.), this policy seeks to establish guidelines for the naming of facilities and programs as donor recognition.

Purpose
This policy serves as a guideline for the Mid Michigan Community College Trustees, the President, the Directors of the MMCC Foundation (hereafter referred to as “the Foundation”), and other staff, volunteers, and outside advisors who assist in the solicitation of gifts. It is established to assure an appropriate reflection of the history of the College as well as consistency, fairness, fitting recognition, and good value in exchange for the honor or privilege of name association with a program, fund, or physical aspect of the College. As gifts can encourage or discourage others to give, this policy is intended only as a guide and allows for flexibility on a case-by-case basis.

Naming Tributes
Two circumstances generally give rise to a naming tribute:

1. Naming in Recognition of Distinguished Service may honor a gift of time or talent that has had a significant positive impact on the College over an extended period of years. Such honor will typically be recommended no less than two years following the end of the individual’s service to the College. The President of the College, or a committee appointed by the President, is charged with determining 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 to the Board of Trustees for approval.

2. Naming may also recognize a gift of monetary value appropriate to the facility, program or fund being named. Such gifts must comprise a substantial portion of the cost. A substantial portion will be defined as 51% of the cost or a contribution, while not a majority, that is integral to the completion of the project.

Donors
Donors to be honored with naming opportunities may reflect individuals, families, organizations, foundations, or corporations.

Endowments for Programs and Scholarships
Endowed funds established for a variety of purposes may also bear the donor’s or designee’s name. These funds are generally coordinated and approved by the Foundation. Endowment minimums are established by the Foundation and are regularly reviewed for currency and appropriateness.

**Physical Property**

Sponsorship of physical property on campus through monetary gifts may occur:

1. To pay for all or part of a new campus facility or improvement;
2. In conjunction with fundraising efforts on the part of the College or the Foundation.

Giving levels for the naming of physical property should be established through consultation among the College Trustees, Foundation Directors, and President. Some general guidelines include:

1. New construction, buildings or improvements may be named for a donor who has made a substantial monetary gift toward the cost of the project.
2. For existing buildings and facilities, dollar amounts will be established for a selected number of naming opportunities based on institutional priorities set by the President and the College Board of Trustees.
3. Giving levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property on campus. Such property may include but is not limited to pavers, benches, planters, fountains, gardens, equipment, musical instruments, meeting rooms, lounges, theaters, artwork, recreational facilities, and outdoor plazas. Amounts for these naming opportunities will be set and adjusted periodically by the President in consultation with the Trustees and the Foundation.

**Rights and Responsibilities**

The College President, in consultation with the donor, Foundation, or other appropriate parties shall make decisions related to naming, memorial and tribute gifts, including but not limited to the following:

1. **Public announcements**: the right to determine content, timing, location, and frequency of any announcements associated with the gift.
2. **Physical markers**: the right to 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.
3. **Care and maintenance**: the right and responsibility to determine and carry out the exact nature of any ongoing care and maintenance of any memorial or tribute gifts or their physical markers.

**General Provisions**

1. Naming recognition should enhance the reputation and prestige of the College and the donor.
2. Any legal impropriety or other act which brings dishonor to the College on the part of the donor or a corporate donor which is no longer in existence shall make the gift and naming subject to reconsideration by the College.
3. Where a building or part has been named, the College will continue to use the name so long as the building, part or facility remains in use and serves its original function, unless otherwise stipulated at the time of gift acceptance. When the use of a building, room, or facility is changed such that it must be demolished, substantially renovated or rebuilt, the naming shall be reconsidered for its appropriateness and continuation by the College.
4. It is the responsibility of individuals negotiating on behalf of the College to advise potential benefactors that their gift may be recognized by naming, subject to approvals and decisions being consistent with this policy.
5. Commitments made prior to adoption of this policy shall be honored.
Final Authority
The final authority for any naming, memorial, or tribute decision rests with the College Board of Trustees. The guidelines set forth in this policy statement are not to be deemed all-inclusive. The College Board of Trustees reserves the right to consider any and all factors regarding the privilege of name association with the program, fund, or physical aspect of Mid Michigan Community College as particular acts and circumstances warrant.