

BP 6620 Naming of District Facilities and Properties

The purpose of this policy is to encourage private support through offering recognition opportunities to name campus facilities and properties. All recommendations for naming, removing of names from, and renaming buildings, facilities or grounds shall be submitted to the Board of Trustees by the Superintendent/President. No commitment of naming shall be made prior to Board of Trustees' approval of the proposed name.

- * The Board of Trustees of the West Kern Community College District retains authority for naming all Taft College facilities and properties. This includes but is not limited to all buildings; portions of buildings; athletic fields; courts and facilities; and other areas of major assembly or activities including plazas and courtyards. Each proposal for naming shall be considered on its own merits and approved by the Board of Trustees.
- * All fundraising campaigns which include naming rights must be submitted to the Superintendent/President and approved by the Board of Trustees. The proposal must include the building(s) or facilities to be named, the proposed gift opportunity levels, and the method of recognition. Names of donors shall be submitted to the President and the Board of Trustees on a regular basis.
- * The West Kern Community College District may honor or memorialize individuals or organizations in recognition of outstanding contributions to the West Kern Community College District per the criteria set forth in AP 6620, the administrative procedures which accompany this policy. Outstanding contributions may include but are not limited to financial gifts, time and talents devoted to the District, or distinguished service. The opportunities for recognition will be recommended to the Superintendent/President in writing and approved by the Board of Trustees.
- * A naming conferred in recognition of a pledge is contingent upon the gift agreement that makes every effort to ensure fulfillment of the pledge. Naming may be removed if the pledge is not fulfilled as dictated in the administrative procedures as set forth in AP 6620.
- * A "donation" connotes a philanthropic intent and is not considered a term-limited "sponsorship."
- * Prior to gift acceptance, the District will determine the philanthropic intent of the gift, i.e. unconditional charitable donation versus a

conditional sponsorship payment that results in marketing opportunities for a corporation or donor.

- * The named facility or portion thereof will be in perpetuity for the life of the building unless otherwise specified in the gift agreement. The West Kern Community College District is not under any obligation to “transfer” a named facility when it (or a portion of it) is rendered no longer usable unless the District chooses to do so.

When a donor gift is involved, a review of the request of naming shall consider:

- * The significance of the proposed gift as it relates to the realization or success of a project or to the enhancement of the projects’ usefulness to the District;
- * The eminence, reputation, and integrity of the individual or entity whose name is proposed;
- * The relationships of the individual or entity to the District;

When no financial gift is involved, the naming must honor a person who:

- * Has served the District in an academic capacity and has earned the reputation as a scholar; or
- * Has served the District and made extraordinary contributions to the District.

When a proposal for naming in honor of an individual involves service in an academic or administrative capacity, the proposal shall not be made until the individual has been retired or deceased at least one year.

In special circumstances, the Board of Trustees may waive any or all of the above criteria.

See Administrative Procedure AP 6620