

AP 6620 Naming of District Facilities and Properties

The following guidelines are provided to assist the West Kern Community College District:

- * The opportunity to name a major campus facility is meant to memorialize and/or recognize the occasion of receiving a substantial gift to the District and by agreement may remain in perpetuity.
- * The substantial gift can be in the form of a financial gift, time and talents devoted to the District, or distinguished service.
- * Recommendations for naming shall be forwarded to the Superintendent in writing.
- * The individual or group requesting the naming should be prepared to make a presentation to the Superintendent/President, with supporting materials and additional information.
- * 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.
- * A pledge will be acknowledged upon the formal execution of a signed agreement. Such agreement shall specify the payment terms to complete the pledge and the actions to be taken in the event the pledge is not completed per the agreement.
- * 50% of the contribution must be received by the District prior to formally naming a major campus facility. The building or facility to be named shall be reserved but no formal announcement will be made and neither will any tangible recognition be established to commemorate the donation until 50% of the contribution is received.
- * The physical appearance of all naming opportunities shall be consistent with the style of existing campus signage.
- * Design, construction and installation of the signage will be coordinated with the District's facility personnel.

- * The cost of the tangible recognition (plaque, sculpture, signage etc.) shall be deducted from the donation.
- * The District may, in its sole discretion, change a name, or remove a name from a donor-named building, facility, ground or other space if the building, facility, grounds, or other space is destroyed or razed, or must be substantially remodeled to rebuilt for any reason. In that situation, the District will acknowledge the donor's contribution with a plaque in a prominent location in a replacement building, facility, grounds or elsewhere on the District's campus.
- * The District has the absolute right and authority to remove a name from a donor-named building, facility, ground or other space and rename it as it sees fit, if the District determines, in its sole discretion, that the District's continued association with the name, the donor, or the donor's family or business, will damage the District's reputation or goodwill in the community.
- * At the request of the donor or the donor's family or heirs, the Board of Trustees may remove the name from the facility or portion of the facility.
- * The Board of Trustees, at its sole discretion, may waive any or all of the above criteria and guidelines.