



San Diego Community College District

City College · Mesa College · Miramar College · College of Continuing Education

Administrative Procedure

Chapter 6 – Business and Financial Services

AP 6620 – NAMING OF BUILDINGS

IMPLEMENTATION

1. The recommendation to name a specific property, program or facility may originate from a member of the governing board or from a member of the institutional staff.
Recommendations from a member or members of the governing board shall be reviewed and result in input from the appropriate participatory governance process which shall be provided to the governing board by the Chancellor. A recommendation from the institutional staff shall have the approval of the President or the Vice Chancellor responsible for the campus, and shall be approved by the Chancellor. The recommendation shall be submitted via a Board Agenda item and resolution to the Chancellor for consideration for submission to the Board of Trustees. The Board Agenda item shall identify the process and purpose of the recommendation, shall identify the cost to the District and assure prior to submission for Board consideration that both Operations, Enterprise Services and Facilities, and Educational Services Departments have been contacted with sufficient time to address any reporting requirements or potential problems with the State Chancellor's office or other oversight bodies.
 - a. Each name request must:
 - 1) Demonstrate compliance with the Board Policy, BP 6620, Naming of Buildings;
 - 2) Be submitted to the Chancellor at least eight (8) weeks prior to Board meeting at which the item is to be presented;
 - 3) Succinctly state reasons for the proposed name;
 - 4) Include complete biographical or philanthropic data and supporting circumstances if the naming is to honor an individual or organization; and
 - 5) Identify the “special circumstance” when requesting a waiver of policy.
2. Criteria for Screening Names when no donor gift is involved:
 - a. It should honor a person who has achieved unique distinction in higher education and/or other significant contributions to the public good; or
 - b. Who has served the San Diego Community College District and has earned a national or international reputation, or made such extraordinary contributions to a SDCCD college or to the community college system which warrant special recognition; or

- c. Although not having served in the SDCCD as an academician or administrator, contributed in truly exceptional ways to the welfare of the institution or achieved such unique distinction as to warrant recognition; and
 - d. When a proposal is made for naming in honor of an employee of the SDCCD the recommendation should not be made until the individual has been retired or deceased for at least two years;
 - e. No more than one facility or property in the SDCCD shall be named after any one individual and the name shall remain in effect at least ten (10) years; and
 - f. No facility or property shall be named after any seated official whether elected or appointed.
3. Criteria for Screening Names when donor gift is involved:
- a. Upon the approval of the Board, the SDCCD may name facilities and properties in honor of significant contributors of funds to the amount of the proposed gift as either or both relate to the realization, completion or enhancement, of a facility or property. Naming recognition for facilities may result from a monetary gift proportionate to the value of a building or other physical property. The SDCCD may grant naming rights for new and existing buildings and parts thereof, in exchange for an amount not less than twenty-five percent (25%) of either the construction cost (for naming new facilities) or of the market value (for naming existing facilities).
 - b. Upon the approval of the Chancellor, smaller or fixed areas of buildings or properties may be named for individuals or organizations that provide minimum dollar amounts for sponsorship. Naming recognition for smaller areas of buildings, properties or facilities may result in the installation of a plaque or other commemorative feature based upon individual contributions that are considered to be "of significance" in providing funding or other support that will advance the mission of the institution or program, or provide funding or support for instruction and/or students. Recommendations for such naming recognition shall follow the same path as recommendations leading to Board approval, although final Board approval is not required in these cases.
 - c. The SDCCD will develop and finalize a signed Agreement with the donor specifying the terms and conditions of the gift and the naming recognition.
4. Other Considerations:
- a. The SDCCD reserves the right to conduct background checks to determine the propriety of any and all naming determinations.
 - b. The SDCCD will determine the details of any announcements and programs to be associated with the naming decisions.
 - c. Naming recognition resulting from monetary contributions and philanthropic gifts will occur only after the full donation had been irrevocably delivered to the SDCCD.
5. Removal of Names from Donor-Names Buildings, Facilities, and Grounds

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 or 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 in the following situations:

- a. If the donor fails to make the promised donation or gift for any reason; or
- b. 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.

Reference: Education Code Section 7200(2)

Approved: 06/21/95 (as 0800.1)

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