

## NAMING OPPORTUNITIES

### I. Policy Section

#### 9.0 College Relations

### II. Policy Subsection

#### 9.9 Naming Opportunities

### III. Policy Statement

- A. Grand Rapids Community College (hereafter referred to as “the College”) Trustees and President, as well as the Staff and Directors of the Grand Rapids Community College Foundation (hereafter referred to as “the Foundation”), seek private funds to enhance the College’s ability to meet the higher educational needs of its community. To that end, the College seeks to provide appropriate recognition to donors for their generosity. Although such recognition may take many forms, this policy seeks to establish guidelines for the naming of facilities, campus spaces and programs as a form of donor recognition.
- B. The College may also wish to recognize past distinguished service to the College through the naming of facilities, campus spaces and programs.
- C. **Naming As A Result of a Significant Monetary Contribution**  
Significant monetary contributions toward the actual construction cost, for new construction or renovations, may result in a naming opportunity. Significant monetary gifts for the College or Foundation may also warrant a naming opportunity.
1. The donation may be made in cash or a legally binding pledge and should be paid within five years of naming the facility, unless other arrangements are made.
  2. A portion of the gift may be in the form of an irrevocable trust or a contractual bequest.
  3. The GRCC Board of Trustees reserves the right to remove names from facilities when the gift remains unpaid beyond the five-year limit or the agreed upon date. Should this occur, the Board may seek a naming opportunity that would be proportionate to the value of the gift received.
  4. The Board requires that the following information be submitted:

- a. Donor name and amount of gift.
  - b. Current and proposed name of facility, room, or program.
  - c. Justification, including the nature and duration of the individual's affiliation with the College.
  - d. If the naming is a stipulation of the gift, the request must explain the proposed arrangement.
5. Specific contribution levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property on campus and college programs, and may change with each capital or comprehensive capital campaign.
- a. Such property may include, but is not limited to pavers, benches, planters, fountains, gardens, equipment, musical instruments, artwork, and outdoor plazas.
  - b. Amounts for these naming opportunities shall be reviewed periodically by the Grand Rapids Community College Foundation and the College Board of Trustees and may change with each capital or comprehensive capital campaign.

D. Naming As A Result of Distinguished Service

Naming in recognition of distinguished service may honor a gift of time or talent that has had a significant positive impact on the institution over an extended period of years. This honor is usually reserved for a College President or member of the College Board of Trustees.

1. A period of not less than one year shall lapse between the end of the individual's service to Grand Rapids Community College and consideration by the Board of Trustees.
2. 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.
3. The Board of Trustees will generally not name buildings for living political figures or for current employees of the College.

E. Permanency of Names

1. When a facility receives a naming designation, the facility shall retain the given name for the lifetime of the facility. Should the building be demolished or sold, the designation shall be terminated. If the College purchases a building with an existing name, the individual or donor involved in the initial naming may be offered an opportunity to retain the naming before any other naming gifts are considered.

2. Any legal impropriety or other act which brings dishonor to the College on the part of the donor, or individual for whom a facility is named, shall make the gift and naming subject to reconsideration by the College.
3. When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility.

F. Authority and Approvals

1. Prior to approval, the College Board of Trustees shall have reasonable assurance that:
  - a. the proposed name shall bring additional honor and distinction to the College; and
  - b. any philanthropic commitments connected with the naming shall be realized
  - c. any legal obligations connected with a donation or a purchase have been honored.
2. The College President, upon advice and consent from the College Board of Trustees, may require that a background check is performed on a donor (living or deceased) or designee based upon particular facts and circumstances. The donor, donor's executor, or designee shall be required to sign an authorization allowing the background check, if a background check is determined to be necessary.
3. The College President, in collaboration with the GRCC Foundation, has the right to:
  - a. determine content, timing, location and frequency of any public announcements associated with the gift;
  - b. 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; and,
  - c. determine and carry out the exact nature of any ongoing care and maintenance of any memorial or tribute gifts or their physical markers.
  - d. ensure that the approval process for naming facilities, campus spaces, and programs takes into consideration any legal obligations connected with a donation or purchase.
4. The College President and/or the College Board of Trustees reserve the right to consider any and all factors regarding the privilege of name association with the program, fund or

physical aspect of Grand Rapids Community College as particular acts and circumstances warrant. Decisions will be made consistent with the stated mission of Grand Rapids Community College.

5. The final authority for naming of spaces and programs lies with the President and final authority for naming facilities/buildings lies with the Board of Trustees. The Guidelines set forth in this policy statement shall not be deemed all-inclusive.

IV. Reason for the Policy

The purpose of the Naming Policy is to provide guidance for GRCC staff and volunteers.

V. Entities Affected by this Policy

This policy serves as a guideline for the Grand Rapids Community College Trustees, the President, the Directors of the Grand Rapids Community College Foundation, and other staff, volunteers, and outside advisors who assist in the solicitation of gifts.

Administrators  
Faculty  
Staff  
GRCC Foundation Board of Directors  
GRCC Board of Trustees

VI. Who Should Read this Policy

College Advancement & GRCC Foundation Staff  
President  
Cabinet  
GRCC Board of Trustees  
GRCC Foundation Board of Directors

VII. Related Documents

GRCC Foundation Gift Acceptance Policy  
GRCC Foundation Guidelines for Naming Based on Monetary Gifts

VIII. Contacts

Policy Owner: Associate Vice President for College Advancement/GRCC Foundation Executive Director

IX. Definitions

N/A

X. Procedures

The GRCC Foundation Gift Acceptance Policy guides the consideration and acceptance of all gifts made to the GRCC Foundation. The GRCC Foundation Guidelines for Naming Based on Monetary Gifts guide the decisions regarding appropriate gift levels to merit naming opportunities for GRCC facilities, rooms, and programs.

XI. Forms

N/A

XII. Effective Date

August 13, 1991

XIII. Policy History

Adopted August 13, 1991 – 12.4 Naming Buildings  
Approved – Renamed & Moved to 9.0 - August 10, 2010  
Reviewed January 2015 – made formatting changes added language to Policy Statement  
Reviewed/revised – August 2015

XIV. Next Review/Revision Date

January 2019