

CITRUS COMMUNITY COLLEGE DISTRICT REGULATION

R-3605
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NAMING OF FACILITIES, LANDSCAPE PROJECTS, PROGRAMS, COLLECTIONS, STUDENT SCHOLARSHIPS, AND AWARDS

1. Role of the Development Office

Naming opportunities are recognized as being integral to the fund-raising process and an important form of donor recognition. As such, the naming opportunities program shall be conducted by the Citrus College Foundation and the Citrus College Development Office.

2. Named Endowment Funds

Named endowment funds offer a way to associate an individual's or organization's name in perpetuity with the important work of Citrus College. Names associated with endowed funds at Citrus College become a part of the language and legacy of the campus bringing honor to the name and inspiring students and faculty for generations to come.

Endowments are funds which are permanently invested, with a portion of the interest used annually to support a program or activity. The remaining interest is added to the principal to ensure the purchasing power of the endowment over time. Such named funds can be established today by outright gifts or by planned future gifts.

3. Endowment Giving Opportunities

The following major endowed giving opportunities at Citrus College would provide significant and lasting support for faculty, students, and programs:

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|---|------------------------|
| • Endowed Chair/Distinguished Professor | \$1.25 - \$1.5 million |
| • Named Lectureship Series | \$250,000 - \$500,000 |
| • Named Artist-in-Residence | \$100,000 - \$500,000 |
| • Named Library Collection | \$50,000 - \$100,000 |
| • Named Student Scholarships | \$10,000 - \$25,000 |
| • Named Awards - Faculty/Staff/Students | \$10,000 - \$25,000 |

Citrus College welcomes planned gifts as well as outright gifts to establish endowments. Planned gifts offer donors the opportunity to provide a gift through a bequest in a will or revocable trust, or through an irrevocable provision in a

pooled income fund or charitable remainder trust. Irrevocable planned gifts will be recognized by naming opportunities during the donor's lifetime. The President of the College and the Vice President of Instruction will oversee the designation of Endowed Chairs/ Distinguished Professors, Outstanding Faculty, and Lectureship Series naming opportunities.

4. Facilities and Landscape Naming Opportunities

The Citrus College facilities and landscape on the campus offer many opportunities for the names of generous donors to be associated with the College in a lasting and permanent manner. Classrooms, laboratories, support facilities, and special landscape locations may be named in recognition of generous major gifts to Citrus College. These gifts may be in the form of an outright cash gift for purchase of equipment or room furnishings, donation of new equipment for the named facility, or establishment of a special fund for renovations, program enhancements, or landscape improvements. Listed below are some of the many naming opportunities available and guidelines for appropriate gift levels.

- GROUP ONE: Named Bricks and Plaques Programs
- GROUP TWO: Donor Walls
- GROUP THREE: Buildings
- GROUP FOUR: Areas within Buildings
- GROUP FIVE: Exterior Campus Sites/Landscaping Projects

GROUP ONE: Named Bricks and Plaques Programs

Group One consists of named bricks around the Fountain and the Buy-A-Seat Program in the Performing Arts Center for established gift amounts.

- a. Fountain Area-Brick Program
(Alumni Association Scholarship Fund Project)
 - 2 lines of lettering \$50
 - 3 lines of lettering \$55
- b. Buy-A-Seat Program (Performing Arts Center Fund) \$100

GROUP TWO: Donor Walls

Donor Walls may be located in buildings throughout the campus and usually have several levels of recognition. The names of each giving level may be unique to the program area in which the donor wall is located.

Contributor's Circle	\$25 to \$99
Century Circle	\$100 to 249
Associate's Circle	\$250 to \$499

Scholar's Circle	\$500 to \$999
Donor's Circle	\$1,000 to \$2,499
Honor's Circle	\$2,500 to \$4,999
Sponsor	\$5,000 to \$9,999
Benefactor	\$10,000 to \$24,999
Founder	\$25,000 and above

GROUP THREE: Buildings

This group contains opportunities for recognition of donors supporting new and existing buildings. Named buildings will be valued at no less than \$2 million to \$5 million. The established criteria will be applied to establish the level of donor gift for each naming opportunity.

Buildings in this group include:

- Adapted Physical Education Center
- Administration Building
- Aquatic Center
- Art Center
- Biology Building
- BookshopOwl
- Campus CenterHandy
- Child Development Center
- Cosmetology Building
- Computing and Information ServicesAngel
- Diesel Technology Center
- Earth Science Building
- Educational Development Center
- Entertainment Technology Center
- Foreign Language Center
- Health Services Building Hayden Hall
- Infant Center
- Liberal Arts/Business Center
- Library-Media CenterHayden
- Life Science Building
- Main Gymnasium
- Maintenance and Operations Center
- Mathematics/Foreign Languages Building
- Performing Arts Center Haugh
- Physical Fitness Center
- Physical Sciences Building..... Vaniman
- Technology Center A
- Technology Center B

- Technology Center C
- Technology Center D
- Technology Center E
- Technology Center F
- Technology Center G
- Technology Center O
- Warehouse/Purchasing Center

No building on the campus shall be named for a corporate entity, a religious or political organization, cult, service organization or a special interest group of any type. Buildings may be named for families, individuals and their spouses, or the name of a private nonprofit 501© (3) foundation making the required gift if the foundation name is that of an individual or family. Corporate entities and other organizations may be recognized on the college's Donor's Wall under the appropriate level of giving category.

GROUP FOUR: Areas within Buildings

Group Four includes areas within buildings, such as conference rooms, offices, labs, classrooms, foyers, studios, interior atriums, etc. Gift recognition in this group is in pre-determined minimum gift amounts and listed on a *Naming Opportunities List* developed for each of the buildings and for the outside areas on the campus.

GROUP FIVE: Exterior Campus Sites and Landscape Projects

Outside areas may include fountains, gardens, benches, pathways, golf driving range, parking lots, atriums, commons, courtyards, quads, clock towers, etc.

Affixing Relative Values to Buildings, Rooms, and Areas Within and Outside of Buildings

In order to establish a coherent and organized approach to the valuing of buildings, areas within buildings and outside areas on campus, the Development Office will involve appropriate staff in grouping areas according to relative values for development purposes. The actual cash values for each naming opportunity will be established by the Director of the Foundation, the Executive Director and any appropriate staff they choose to involve. The valuing of the buildings and areas on campus will adhere to sound principles and practices of fund-raising so as to avoid undervaluing or overvaluing facilities.

Buildings, rooms, labs, foyers, offices, other areas within buildings, and outside areas on the campus will be valued using the following criteria:

- Importance to a program, to students or to the community
- Visibility or prominence
- Appeal to potential donors
- Size

5. Review and Approval of Naming Opportunities Lists

Request Procedure

- a. Requests for the naming of buildings, their interior areas and for exterior areas on the campus shall be brought to the Physical Resources Committee.
- b. Upon study, the Physical Resources Committee will make recommendation to accept, deny, or modify the naming of a building, structure, or area to the Superintendent/President, who will carry the committee's recommendation, and his own to the Steering Committee for further review.
- c. The Superintendent/President will forward the requests and recommendations to the Citrus College Foundation Board for review and then to the Citrus College Board of Trustees for final comment and approval.
- d. Requests for the naming of a Library Collection will be brought to the Library Committee. The Library Committee will adhere to the guidelines outlined above.
- e. Committees will forward their recommendations to the Superintendent/President within 30 days of the written request.

6. Naming Opportunities as an Honorarium for Service

On occasion a member of the Citrus College staff or a volunteer may be nominated for a naming opportunity without tender of a gift of cash or other real property. Such an individual may be recommended to have a building, area within a building, or outside site named for him or her. Such a naming recommendation may be made when the service that the recommended individual has rendered meets the following criteria:

- Service rendered may be documented as clearly and measurably exceeding in quality and accomplishment what might be ordinarily expected of someone occupying the same position.
- Such service was rendered over a period of not fewer than ten years.
- Such service has materially and profoundly contributed to the overall advancement of the institution through any combination of the following: facilities improvements; program development and enhancements; fostering consensus building; noteworthy fund raising; creation of partnerships with business and industry and other public and private agencies that clearly

- advance the institution; providing leadership that clearly and significantly contributes to the advancement of the institution; is recognized in the field of education and/or by business and industry or government as having made significant contributions to the educational profession or to the economic development of the region, or to workforce development thereby bringing status and recognition to the institution; other pertinent criteria.
- The value to the institution of the contribution made by the nominee is considered to be equivalent or nearly equivalent to the value of the facility or area to be named for him/her in terms of institutional advancement, and the nomination form clearly delineates this equivalency in terms of the previously listed criteria for evaluating the service.
 - There should be an appropriate relationship between the use of the facility or its function and the person for whom it is named as an honorarium.

Guidelines for nominating and providing appropriate supporting documentation will be made available in the office of the Citrus College Foundation. The completed nominating form will be submitted to the Foundation Office. The proposed building or area to be named for the individual will be included with the nomination. A committee comprised of campus representation of administrators, faculty, students, classified staff, and community volunteers serving on the Foundation Board will review the nomination and make a recommendation to the Physical Resources Committee.

7. Procedure for Establishing Relative Values of Buildings and Areas

The relative valuing of buildings, areas and rooms within buildings, exterior areas and landscape projects on the campus will be a function of the Development Office. The Development Officer will involve appropriate staff in this process, such as the Director of Facilities and Support Services, faculty familiar with the facility and its programs, the Vice President of Finance and Administration, etc. Those involved in the process may change according to the facility or area being valued. The Naming Opportunities List/s shall be submitted to the Physical Resources Committee for review and comment.

Gift levels in terms of dollar amounts affixed to each building and area shall be made by the Development Office and the Superintendent/President with input from staff in the program area that the facility serves. Professional fund-raising guidelines and practices will be used to assure that these values are not under or over stated.

8. Board of Trustees Acceptance of Naming Recommendations

Naming of facilities and sites shall be recommended to the Superintendent/President and then brought to the Board of Trustees for approval. The Board of Trustees reserves the right to accept or reject a recommendation.

9. Signage

Donor's Name

A donor will be given the opportunity to define how his/her name should appear on signage. The options offered include:

- First and last name (i.e., *Ethyl Jones Child Development Center*)
- First name, middle initial, last name (i.e., *James A. Jones Child Development Center*)
- First names of each spouse or of two family members and last name (i.e., *James and Ethyl Jones Child Development Center*)
- Last name (i.e., *The Jones Child Development Center*)
- Any of the above with a generational designation (i.e., *James A. Jones, III Child Development Center*)
- Any of the above with the word *Memorial* to commemorate a deceased individual (i.e., *James A. Jones, III Memorial Child Development Center*)

Typeface and Signage

Whenever possible, all plaques and lettering are to be in conformance with established forms of donor recognition.

Lettering will be placed according to the following standards:

Building name	16 inch maximum (12 inch recommended)
Major Wing naming	6 inch maximum (4 inch recommended)
Lobby naming	6 inch maximum
Laboratory/Studio/Suite	4 inch recommended
Classroom/Office/Conference Room	3 inch recommended
All other areas	3 inch recommended
Donor Wall naming	3 inch recommended

Lettering generally will not be placed lower than 20" from the ground and will be of a metallic, non-corrosive material, (brass, bronze, or aluminum) and treated to a matte or satin finish. High polish reflective lettering is not permitted, nor any form of self-illuminated or lighted lettering. All lettering is Helvetica, unless existing lettering on a building or wall is of a different style, in which case, the lettering will match the existing style.

10. Gift Recognition Replacement

- a. In the event that donor names must be removed for new construction, or in the event a building is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement. In the event a building is drastically altered through construction, Citrus College shall reserve the right to add/alter gift recognition, including the building naming. Any donors displaced as a result of this will be rededicated in an alternative location.
- b. The Foundation/Development Office is responsible for maintaining a complete inventory of all displaced donors and the safe storage of any plaques or letters removed in this process.
- c. Citrus College reserves the right to remove any gift recognition as a result of the non-payment of a pledge, or the failure to fulfill the terms of a gift-acceptance agreement.
- d. Naming opportunities will be available for deferred gifts only if the gifts are irrevocable, and the Citrus College Foundation Office is provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable.

Adopted: 7/31/91
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Board of Trustees (Information Only) 6/22/99