



## **Rowan College of South Jersey**

Administrative Procedure: 5201

### **NAMING BUILDINGS, EDUCATIONAL SPACES, CLASSROOM, MEETING AND PUBLIC SPACES, AND OTHER ASSETS**

The purpose of this administrative procedure is to provide the process for naming or renaming buildings, educational spaces, classrooms, meeting and public spaces, and other assets owned or under control of the College that reflect the values of higher education and the College in particular.

Once a proposal has been brought to the attention of the President of the College that meets the following general guidelines and criteria, the President will submit the proposal to the Naming Committee comprised as follows:

#### **Naming Committee Membership**

\$1 million or more

- The chairperson of the Board will act as the chairperson of this committee;
- The chairperson of the Board Planning/Facilities Committee;
- One faculty member appointed by the Faculty Senate Executive Committee from the campus of naming/renaming origin;
- One staff member appointed by the College Assembly Executive Committee from the campus of naming/renaming origin;
- One student appointed by the Student Government Association (SGA) from the campus of naming/renaming origin;
- The VP-COO or VP-CAO from the campus of naming/renaming origin; and
- The Director of the Foundation from the campus of naming/remaining origin.

Less than \$1 million

- The College President;
- One faculty member appointed by the Faculty Senate Executive Committee from the campus of naming/renaming origin;
- One staff member appointed by the College Assembly Executive Committee from the campus of naming/renaming origin;

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- One student appointed by the Student Government Association (SGA) from the campus of naming/renaming origin;
- The VP-COO or VP-CAO from the campus of naming/renaming origin; and
- The Director of the Foundation from the campus of naming/remaining origin.

Prior to the naming of any College building, educational space, classroom, meeting and public space, and other asset, a study will be made by the Naming Committee to ensure the decision is in the best interest of the College. If the proposed naming is approved by the Committee, and the President concurs, the proposal will be submitted to the Board for final consideration and action.

### **Guidelines**

- The prerogative and privilege for naming are vested in the Board;
- This applies to all buildings, educational spaces, classrooms, meeting and public spaces, and other assets owned or governed by the Board;
- Naming rights are considered to be in effect for the duration of the typical useful life of the physical building, educational space, classroom, meeting and public space, and other asset, and not in perpetuity.
- In the event the naming is revoked, neither the College nor a College Foundation will be liable to the donor or named beneficiary for the revocation or the gift; and
- The Board reserves the right to revoke a naming if for any reason it presents risk or harm to the reputation of the College, or if the intent of a gift or the contractual terms of the sponsorship associated with the naming cannot be fulfilled.

### **Criteria**

#### *Naming in Recognition of Distinction*

A proposed honoree will have achieved distinction in one or more of the following ways:

- While serving the College in an academic capacity, the individual has demonstrated high scholarly distinction and has earned regional or national reputation;
- While serving the College in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare and mission of the College; and/or
- The individual has contributed in truly exceptional ways to the welfare and mission of the institution or achieved such unique distinction as to warrant recognition.

*Naming in Recognition of Financial Support*

In reviewing a request for naming by individuals, business entities, or groups outside the College, including a College Foundation s, consideration will be given to:

- The significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the College;
- The urgency of the need for the project or for the support funds for the project;
- The eminence, reputation, and integrity of the individual or entity whose name is proposed; and
- The relationship of the individual or entity to the College.

*Additional Provisions and Considerations*

- In general, no College buildings, educational spaces, classrooms, meeting and public spaces, and other assets will be named after seated, elected or appointed county officials, board members, or employees while they are actively serving;
- In addition to naming buildings, educational spaces, classrooms, meeting and public spaces, and other assets, endowments may also be established to support such endeavors as student scholarships, equipment, and other academic needs;
- Endowed funds can be established over a period of up to five (5) years through donations of cash or other property such as appreciated securities or real estate. They may be established through outright gifts or through a deferred gift plan such as a bequest, a retirement plan designation, or a charitable remainder trust. After creating a fund, donors may choose to augment their original gift with annual contributions and/or include a bequest to the fund in their estate plans;
- Naming commitments made prior to adoption of this policy will be honored; and
- Plaques and signage will be appropriate and consistent in size, material, and design with campus signage. Plaques and signage will be approved by the College Board of Trustees.

## **Financial Support Levels**

### **Level I: Buildings**

- \$1,000,000 or more

### **Level II: Educational Spaces**

- \$500,000 or more

### **Level III: Classrooms, Meeting and Public Spaces, and Other Assets**

- \$150,000 or more

## **Additional Considerations**

- The credentials, character, and reputation of each individual, organization, or corporation for whom the naming is being considered will be carefully evaluated;
- When College property has been named, the College will continue to use the name so long as the building or property remains in use and serves its original function. When the use has changed such that it must be demolished, substantially renovated, or rebuilt; the College may retain the use of the name, name another comparable room or facility, or discontinue the use of the name;
- Buildings and areas will have names that include their primary function. Special use buildings or areas may bear the functional name separately or in combination with the person's name (e.g. Jones Health Center, Dr. John Doe Business Center);
- The naming of a building to honor an individual will use the surname only (e.g. Gates Hall or Smith Hall). In the case of corporations or businesses, the College will use a shortened name sufficient to recognize the business (e.g. ExxonMobil Hall). Corporate logos will not appear on campus signage to avoid the appearance of advertising; and
- Outdoor areas will bear the name of the individual and a functional description (e.g. Johnson Drive, Jim Brown Soccer Stadium).

## **Contractual Commitment**

Once the naming opportunity is approved by the Board, a formal contractual commitment will be executed outlining the conditions in support of the naming and the obligations of all parties. Upon execution of the formal contractual commitment, the College will determine the appropriate manner to recognize the gift (e.g., media announcements, campus ceremonies, installation of signage, etc.).

**Confidentiality**

During the entire process of review and approval, the donor's and the Naming Committee's intentions will, at all times, be held in strict confidence.

**Miscellaneous**

All naming rights will be considered on a case by case basis.

Area: Facilities  
Approved: 04/01/2020  
Revised: 11/16/2020

President's Authorization:

A handwritten signature in black ink, appearing to read "Fred Kuntz", is written over a horizontal line.

References:

Rowan College of South Jersey Board of Trustees Policy Manual, *5201 Naming Buildings, Educational Spaces, Classrooms, Meeting and Public Spaces, and Other Assets*

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