



Procedure – Naming Buildings, Sites and Common Areas

6.8.1

Part 1. Purpose.

The purpose of this procedure is to provide standard guidelines in naming major buildings, sites, and common areas.

Part 2. Criteria.

Subpart 1. The naming of college facilities offers a unique way to acknowledge the philanthropic support of education and allows Lake Superior College to thank and recognize donors – whether they are individuals, families, corporations, foundations, or organizations – with a lasting tribute. There are many criteria and factors to consider prior to naming Lake Superior College buildings and the naming of all Buildings, Sites and Common Areas at LSC must comply with MnSCU procedures as listed previously. Naming of Lake Superior College buildings, sites, common areas and LSC programs may occur to:

- a) recognize an individual, who through exemplary personal, professional or civic endeavors has had a significant, lasting and memorable impact on the institution,
- b) recognize significant historic contributions to the college, state, nation, or world,
- c) recognize a business or other entity that has had significant impact on the LSC campus or
- d) provide funding for a physical facilities project, including construction or renovation of a facility or site.

Subpart 2. Major buildings, sites, and common areas will not be named for individuals while they are employed by or officially involved with Lake Superior College. These facilities may be named after such persons no earlier than one year following the conclusion of their relationship with the College.

Subpart 3. When names of individuals are used that individual should meet one of the following criteria:

- a) Former elected or appointed state government official instrumental in the development of the College.
- b) Former member of the MnSCU Board of Trustees or the College's Community Advisory Committee.
- c) A former employee who has made an outstanding contribution to the College.

- d) A citizen who has provided significant leadership for and service to the College.
- e) A graduate or former student of the College who has achieved distinction in scholarship, creative arts or public service.

Subpart 4. When names other than those of individuals are used, in addition to Part 2, above, the recommendation shall conform to recognized standards of propriety.

Subpart 5. The proposed building, site, or common area name should not readily lend itself to unwanted abbreviations, acronyms or nicknames.

The recommendation, which must include an explanation of the consultation and review process used shall be forwarded to the chancellor for approval.

Part 3. Naming Committee:

The Lake Superior College President shall establish a “Naming Committee” with standing members composed of one faculty representative, one staff representative, one student, one member of the LSC Executive Council, and one LSC Foundation representative. This committee shall be convened at the request of the President when a naming opportunity occurs. Some portion of the college representation, whether students or employees, should consist of persons involved with the location or operation of the area or subject matter to be named. For example, naming of areas, classrooms, or labs in the science building should include input from Health and Science faculty and students.

The committee shall consider all MnSCU system policy, procedure and other factors relevant to naming and make a recommendation to the president.

Part 4. Naming Criteria:

Naming of a building, site, common area or study program is complex and requires diplomacy, sensitivity and significant judgment. The Naming Committee shall consider proposals with cautious perspective due to the need to not assign names indiscriminately and allow the positive impact to become trivialized.

In establishing and approving gift amounts, the Naming Committee will try to maintain consistency in gift amounts required for naming while at the same time being aware that different constituencies have different giving capacities and that projects vary in regard to visibility and perceived prestige.

Part 5. Giving Standards

The giving standards set forth are guidelines. The Naming Committee should use discretion when determining the acceptance of a financial gift and approval of a naming opportunity.

Subpart 1. Construction Projects –

- a) Newly built, privately funded facilities may be considered for naming as designated by the donor with a gift of at least two-thirds of the total project cost.

b) Newly built, state funded facilities may be considered for naming with a gift of fifty-one percent of the total project cost. These amounts do not include fitting out costs beyond the physical plant.

Subpart 2. Renovated Facilities –

Renovation projects of at least \$200,000, may be named with a gift of at least fifty-one percent of the total project cost.

Subpart 3. Open Spaces, Common Areas, Gardens, and Gathering Places –

a) The naming of outdoor locations is available if a sufficient financial contribution is received to underwrite a minimum of fifty-one percent of the cost of creating and maintaining such an area. The college administration and maintenance staff shall determine if the maintenance of such a site is not excessive or deemed unwise.

b) Unrestricted Gift Recognition – With the donor's permission, the college may choose to recognize donors who make unrestricted gifts or other significant capital gifts by naming physical spaces in honor of these donors. This recognition is appropriate even though the donor's gift did not directly support the project in which they are honored.

c) The college may also choose to name these areas in recognition of significant institutional leadership, community leadership, or other leadership deemed appropriate.

Subpart 4. Laboratories and Classrooms

a) Initial naming of existing laboratories for a period of three years, may be named with a gift of at least fifty-one percent of the cost of new equipment for the lab or a gift of seventy-five percent of the construction of new lab facilities (based on the cost per square foot of constructing the new facility).

b) A commitment to upgrade the lab equipment at fifty-one percent of the total cost every three years for 6 years (equivalent to nine years total naming commitment) will maintain the naming rights for the donor.

c) New classrooms may be named with a gift of at least seventy-five percent of the cost of construction based on the cost per square foot.

Subpart 5. Conference Rooms

New conference rooms may be named with a gift of at least seventy-five percent of the cost of construction based on the cost per square foot.

Part 6. Agreements

Upon approval of a naming proposal, the donor, administrators, and Foundation officials must complete a gift contract previously reviewed and approved by the President. Consideration taken into account in this contract includes:

a) The life expectancy of the building, equipment, rooms, etc.,

b) Possible name change if donor is corporate or change in a family situation occurs,

c) Termination of the educational program or decommissioning of the named space or structure.

Multi-year pledge agreements can occur, but the administration can defer the start of the project until a set amount of the contribution is received. Prior to any donor recognition or naming ceremony, a minimum of seventy-five percent of the gift must be received.

Part 7. Transfer of Names

The function of structures and/or programs on any college campus is fluid, depending on many factors. If the named structure or program is terminated or decommissioned, the name may or may not be transferred. At the time of replacement, if any, the original donor will have the first right of refusal to provide a new gift to continue the naming opportunity, in accordance with the then existing naming policy.

Part 8. Signage

When the Naming Committee makes a recommendation for a naming opportunity, they shall also provide a signage plan. The sign must be consistent with the signage policy established for signage throughout the campus as well as coordinate with signage for similar projects. The plan should include:

- a) Placement, size, color, aesthetics and design of signage;
- b) Wording;
- c) Time line of installation and plan for donor recognition;
- d) Funding for the purchase, installation and maintenance of the sign.

Date Proposed: October 2006
Date Implementation: February 1, 2007

Signature of College President

Date