



## **POLICY ON NAMING OF FACILITIES, PROGRAMS, AND SUPPORT FUNDS**

### **I. INTRODUCTION**

Hudson Valley Community College and its Foundation seek private funds to enhance the College's ability to meet the higher education needs of the community, particularly toward a level of excellence that would otherwise not be possible given state funding levels and restraints on student tuition and fees. 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 and programs as donor recognition.

The opportunity to place the name of an individual, family or corporation on a building, room, center, institute, professorship, or scholarship at a college or university is a time-honored tradition among the more than 3,000 institutions of higher education in the United States.

Generally, the naming of facilities and academic programs recognizes an individual's high scholarly distinction, devotion, distinguished service, or a generous gift. The SUNY system has an approved set of general guidelines that provide parameters for the permanent naming of facilities, programs and support funds. These guidelines are designed to accommodate unpredictable situations and donor expectations while keeping the SUNY mission and policies at the fore in making decisions.

All naming opportunities are negotiable and the Foundation recognizes that notwithstanding this policy, the Board of Trustees of the College retains its discretion to make exceptions or alter criteria or conditions as appropriate to the circumstances. There are innumerable ways the College may recognize the contributions of individuals, families and corporations, just as there are many forms these contributions can take. Some general principles are:

- The naming of any physical facility, campus grounds or academic program is usually only appropriate when a significant gift is received.
- The merits of naming any physical facility, space, academic program or endowed fund should be determined by carefully weighing one's high scholarship, devotion or distinguished service, and should be able to stand the test of time.
- The minimum needed to establish a named endowed support fund is \$25,000. This minimum, which pertains to scholarship funds and other similar student, faculty and program support funds, will take effect January 1, 2013. The timeframe for which a donor has to reach the \$25,000 endowment level threshold is outlined in the document entitled "Guidelines for

Establishing a Restricted Fund.” Funds established before April 1, 2005 at the prior minimum of \$5,000 will continue to be considered endowed. Funds established between April 1, 2005 and December 31, 2007 at the prior minimum of \$10,000 will continue to be considered endowed. Funds established between January 1, 2008 and December 31, 2012 at the prior minimum of \$15,000 will continue to be considered endowed.

- Donors may also wish to establish named temporary funds for faculty support, financial aid, or other funding priorities. Under such an arrangement, the donor commits to providing a minimum gift of \$5,000 over a 5-year period.
- All naming requests should support that the honoree or donor meets the highest values and societal standards.

## II. TYPES OF GIFTS FOR NAMING COMMITMENTS

Any and all combinations of gifts, pledges, and irrevocable deferred gift arrangements are acceptable for naming commitments.

## III. GUIDELINES FOR NAMING PHYSICAL FACILITIES

1. Buildings, campus grounds, or other campus facilities will generally not be named for individuals currently employed by the SUNY System, the State of New York, or the college, unless a donor(s) provides a sufficient gift in honor of that individual.
2. When the person to be honored is living and no financial gift is being provided, at least three years should pass since any formal association with SUNY, the State of New York, or the college. Such affiliation includes time spent as a student; as a compensated member of the faculty or staff; as a paid state or county employee; or as a member of the SUNY or college Board of Trustees.
3. Naming a building, wing, room, or lecture hall can be difficult, depending on size, age, prestige, location, original cost, etc. However, general rules of thumb are:
  - Older existing facilities (more than 10 years old) funded with public money should be named only in exchange for gift commitments of at least 20 percent of the building's current value or replacement cost. Total costs include: architectural, planning, and construction; fees; site clearance and landscaping; furnishing; and equipment.
  - Newer existing facilities (less than 10 years old) funded with public money should be named only in exchange for gift commitments of at least 25 percent of the building's current value or replacement cost. Total costs include: architectural, planning, and construction; fees; site clearance and landscaping; furnishing; and equipment.
  - Unscheduled or unplanned facilities that a donor wishes to have constructed will require a 100 percent gift commitment, plus an endowed maintenance fund.

- The minimum gift for a “naming commitment” should be approximately \$25,000 for small physical spaces such as classrooms, offices and seminar rooms.

#### IV. GUIDELINES FOR NAMING PROGRAMS

In order to name a Center, Institute, Program, or Academic Unit, the gift should be proportional to the amount of endowment (principal x estimated maximum 4 percent annual payout) that would be necessary to sustain or propel the program to new heights on a permanent basis. For example, it would require at least \$2.5 million to permanently name a program needing \$100,000 in annual expenditures.

However, if an academic program is being named for someone of unparalleled scholarly distinction, that name should bring great honor as well as “promise” to the program so that the naming enhancement is a value-added act of good will and thoughtfulness, as well as a magnet for additional financial resources.

Opportunities also exist to establish named endowment funds in support of faculty, student, or academic priority.

#### V. APPROVAL PROCESS FOR NAMING OF FACILITIES OR PROGRAMS

All permanently named facilities and programs should be reviewed and approved by the President of the College and College Board of Trustees upon the recommendation of the Hudson Valley Community College Foundation Board of Directors, where appropriate, and ultimately subject to the approval requirements listed below.

The President of the Hudson Valley Community College Foundation has the authority to review and approve names of support funds, such as scholarship, program and department endowments or temporary funds.

The following principles shall be fully adhered to in the naming process:

- All proposed names for buildings and other facilities should be held in confidence during the review and approval process. There should be a minimum of communication about the proposed naming before appropriate approval has been granted.
- The naming of buildings, grounds or endowed funds in recognition of a donor or honoree implies a promise to that donor or honoree that the space, site, facility, endowment fund and other forms of tangible recognition will be permanently maintained, or if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
- The College shall be responsible for maintaining a record of named rooms, buildings, grounds, and other spaces in addition to endowed funds.
- Naming commitments and, in fact, all major gifts, whether recognized by naming rights or not, are reflections on the ideals and reputation of the State University of New York and Hudson Valley Community College. Accordingly, each gift and naming commitment should be

reviewed carefully for full compliance with applicable laws and ethical principles. This is especially true where there is some direct or indirect business or other continuing relationship between the donor and the college or the State University of New York, its officers or employees. Any questions about the applicability of state or federal laws on conflicts of interest and other ethical considerations should be referred to appropriate legal counsel.

- In the unlikely event that a donor cannot fulfill his/her pledge to name a facility or program, the college reserves the right to remove the naming right and recognition.
- Gifts must be complete and irrevocable to qualify as a charitable contribution, meaning that donors cannot retain any control over its use. Donors should consult their own tax advisor as to whether a gift is deductible.

Revised and adopted by the Hudson Valley Community College Foundation on: June 12, 2007; January 16, 2013. Revised and adopted by the Hudson Valley Community College Board of Trustees on: June 26, 2007; March 26, 2013.



**PROCEDURES ON NAMING OF FACILITIES, PROGRAMS,  
AND SUPPORT FUNDS**

1. The donor, either in response to a formal solicitation or of his or her own volition, indicates to a gift officer at the Foundation an interest in making a gift of significance to benefit the College.
2. The gift officer determines the exact nature of the gift intention, and discusses the application of the Named Gift Program policies with the donor to identify naming opportunities of interest.
3. Once the gift officer determines the exact nature of the gift intention and the interest in naming opportunities, s/he then discusses the application of the Named Gift Program policies with the designated member of the College administration.
4. The members of the College administration review the gift materials presented, determine appropriate naming opportunities available, and make their recommendation to the College's Board of Trustees.
5. Once the naming opportunity is approved at all required levels, a formal contractual commitment is executed outlining parameters of the gift in support of the College (as well as the nature of the named recognition).
6. Recognition steps are then set in motion, including appropriate media announcements, signage installation, campus ceremonies, etc. (consistent with the wishes of the donor). It is important to note that, throughout the review and approval process, the donor's intentions should be held in strict confidence.
7. The named gift is then registered in the College's official register of named places on the campus, and is marketed as such in all publications and future announcements concerning this newly designated area.