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**Naming Opportunities  
Policy and Procedures**

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# **Naming Opportunities Policy and Procedures**

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## **I. Philosophy and Scope**

The Frederick Community College Board of Trustees shall approve all naming rights at the College (“FCC” or the “College”), upon recommendation by the College President.

A College facility or program may be named in memory or in honor of individuals, businesses, corporations, or organizations that have made significant and lasting contributions to FCC. These contributions may be in the form of either distinguished leadership and/or service, or substantial financial support to the College. A faculty position may be named if all salary, benefits, and costs of the position are endowed. No person is eligible for naming rights while holding elected public office.

## **II. Definitions for the Purpose of this Policy and Procedures**

- A. **“Facility”** refers to a building, room, interior or exterior space, garden, street, athletic field, or other area owned, operated, or controlled by the College.
- B. **“Program”** refers to a structured and coherent course of study or student support program with clearly defined objectives, requiring the completion of a specified number of course credits from among a prescribed group of courses, which leads to the award of a certificate or degree. All programs must be approved by MHEC.
- C. **“Donor”** refers to a person, including a person’s estate, or entity that is seeking to make a gift to the College.
- D. **“Honoree”** refers to a person or entity for whom or for which a facility, program, or faculty position is proposed to be named.
- E. **“Naming Rights Committee (NRC)”** refers to the committee charged with determining whether a proposed honoree is worthy of the honor, as well as the degree of internal and external support for a proposed naming, prior to submitting a proposal for approval. The NRC, chaired by the College President, is comprised of the Executive Director for the Office of Institutional Advancement (OIA) and the FCC Foundation, the Director of Capital Planning and Project Management, a representative from Finance, and at least two at-large representatives appointed by the President.

## **III. Naming for Distinguished Leadership or Service**

- A. Any person may submit a request to the President for a College facility or program to be named in memory or in honor of an individual, business, or organization because of their distinguished leadership or service. The request must be accompanied by a letter of support signed by a minimum of 100 Frederick County residents (listing home address) and/or FCC employees.
- B. The following attributes are required for a request for naming to be considered by the President.
  - 1. Individuals must exemplify:
    - a. A history of personal integrity; and
    - b. Exemplary distinguished service which positively impacted the College, community, or greater society.

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- 2. Businesses or organizations must exemplify a:
  - a. History of high integrity;
  - b. Mission that aligns with the College mission; and
  - c. History of partnership with the College.

## **IV. Naming for a Gift of Significance**

- A. A prospective donor may indicate to the President and/or Executive Director for the OIA and the FCC Foundation an interest in making a gift of significance to benefit the College, either in response to a formal solicitation by the College or on their own volition. The President and/or Executive Director for the OIA and the FCC Foundation will determine the exact nature of the gift and the intentions of the donor and will discuss this Policy and Procedures with the donor to identify naming opportunities that may be of interest to them. The Board of Trustees retains the right, however, to recommend renaming the facility if it is in the best interest of the College.
- B. In order to name a facility, program, or endowed faculty position, a donor’s gift must reach the minimum funding levels:

<u>Opportunity</u>	<u>Minimum Gift</u>
Major College Building	\$2,000,000
Endowed Faculty Position	\$1,500,000
Athletic Field	\$ 500,000
Gymnasium	\$ 300,000
Black Box Theater	\$ 100,000
College and Career Readiness Center (Jefferson Hall)	\$ 100,000
Enrollment Center (Jefferson Hall)	\$ 100,000
Financial Services Center (Jefferson Hall)	\$ 100,000
Suites/Learning Centers	\$ 100,000
Veteran and Military Services Center	\$ 100,000
Conference/Meeting Rooms	\$ 50,000
Classrooms and Labs	\$ 30,000
Campus Streets	\$ 25,000

Specific contribution levels required for the naming of a [program](#) will be established by the NRC.

Other naming opportunities will be considered at the request of the donor.

## **V. Procedures**

- A. If the President determines that the proposed honoree or donor under sections III or IV meets the required attributes, they will convene the NRC to review a proposal for naming.

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1. The proposal will include:
    - a. The full name and contact information of the person making the request for naming;
    - b. Relevant history, information, experience, or contributions of the proposed honoree or donor that would justify the naming;
    - c. The name of the facility, program, or faculty position to be considered for naming;
    - d. Other information related to the nomination, as may be requested; and
    - e. Duration of naming rights.
  2. The credentials, character, and/or reputation of each individual, business, corporation, or organization being considered will be researched thoroughly. A background check and/or other vetting will be required. The propriety of the name in a public and educational context must be considered to ensure that such naming will not demean the College.
- B. The President will submit the naming proposal to the Board of Trustees for consideration and final approval.
- C. If approved, the President will determine and approve:
1. The content, timing, location, and frequency of any public announcements associated with the naming;
  2. The color, design, and size of any physical marker that provides information about the prospective honoree;
  3. The ongoing care and maintenance of any memorial or tribute gifts or their physical markers; and
  4. A plan for media announcements, additional ceremonial recognitions, installation of signage, and other appropriate tasks will be developed by the appropriate College departments (e.g., Marketing).
- D. A formal contractual agreement between the Frederick Community College Foundation, Inc. and the parties involved will be executed.

### **VI. Changed Circumstances and Renaming**

- A. The Board of Trustees reserves the right to withdraw the privilege of name association with FCC, if, in their opinion, particular acts and circumstances warrant such action or if there has been a breach of the formal contractual agreement. Any legal impropriety or other act which brings dishonor to the College on the part of the donor or honoree (individual or corporate) may result in the naming being revoked by the College.
- B. Unless otherwise established in the formal contractual agreement, the duration of the naming rights shall last the lifetime of the facility or program.