

AP 182 – Naming of College Facilities, Programs and Events

Associated Board Policy: 182.00

Procedure Owner: President

Related Procedures:

I. Procedure Scope and Purpose

The purpose of this procedure is to provide guidance in the implementation of Policy 182: Naming College Facilities, Programs and Events. Naming opportunities serve an integral function in the fundraising process and also provide an opportunity for important donor recognition. This procedure shall be used to ensure there is clarity, consistency, and transparency in the naming process. The procedure provides direction to the Trustees, the office of the College President, the Cowley Foundation, volunteers and outside advisors who assist the college in the cultivation of gifts. The President may determine exceptions to these procedures on a case-by-case basis when deemed necessary.

II. Procedure

Naming Eligibility

Gift Naming

The naming of a facility, program or event may be recommended based on receipt of a substantial gift or pledge by a donor. A “substantial gift” shall be defined as a contribution that is a significant majority of the project cost (51% or more) or a contribution which, while not being a significant majority, would not have been available from another source or was in some way integral to project completion.

Suggested Contribution Amounts

- *Building: \$250,000*
- *Community room or laboratory: \$100,000*
- *Lecture hall or small lab: \$50,000*
- *Classroom or conference room: \$25,000*
- *Benches, fountains, outdoor plantings, or other outdoor structures or areas: handled on a cases-by-case basis.*

Honorific Naming

Facilities, programs or events may be named for an individual who has provided distinguished or meritorious service to the college. Such an honor may be considered for any individual, either alive or deceased, who has significantly and positively impacted the College in its pursuit of fulfilling its mission.

Name Removal

The Board of Trustees may vote to remove the name of a facility, program, event or designated area under the following circumstances:

- The facility or area is demolished or is no longer to be used for the benefit of the College.

- The function of the facility, program, event or area changes to the extent that the purpose for the naming is no longer relevant.
- The individual or organization for whom the facility, program, event or area is named is involved in activities that conflict with the College's values or bring dishonor or embarrassment to the College.

Nomination Procedure for Facilities and Programs Naming

1. Recommendations for the naming of a facility, program or event are to be submitted to the Office of the President using the Facility/Program/Event Naming Nomination form. Nominations submitted for consideration must be accompanied by supporting documentation to provide background on the nominee and his/her history, if relevant, with Cowley College.
2. The naming advisory committee will proceed to evaluate the nominations.
3. The Office of the President will provide a report to the naming advisory committee on the risks and benefits associated with the potential naming of the facility, program or event. This report will include the perspectives of relevant parties.
4. The naming advisory committee will be provided a review period of *not more than thirty* (30) calendar days for members to review the information provided before taking action on the recommendation.
5. If the naming nomination is approved by the naming advisory committee, the form shall be endorsed by the members of the committee and forwarded to the President for approval. The recommendation for the naming of a facility, program or event will then be submitted to the Board of Trustees by the President for consideration by the Board at a regularly scheduled meeting.
6. A naming opportunity will be considered approved by a majority vote of the members of the Board. The decision of the Board of Trustees will constitute final action on this recommendation.

Naming Advisory Committee

The purpose of the naming advisory committee is to review, screen and recommend naming nominations for initial approval by the College President. To maintain process transparency, it is important to have a nomination committee comprised of individuals representing key institutional stakeholders. The President shall pre-approve all members of the nominating committee. The committee shall be comprised of the College President, one (1) Trustee representative, the Foundation President, one (1) Foundation Board representative, one (1) faculty member, one (1) support staff member, one (1) student representative, one (1) alumnus representative, one (1) administrative council member, and the Clerk of the Board

General Provisions

Donations of non-cash gifts, such as art, in-kind gifts, land, stock, or any other non-cash items shall be subject to verification through independent appraisal and valuation as determined appropriate by the College. The College shall retain the absolute right to obtain independent appraisals and/or valuations of such gifts to determine the fair market value of the non-cash donations or contributions.

When establishing the objectives of a capital campaign or the like, the Cowley Foundation, as the fundraising arm of the College, in consultation with the College President, will establish a schedule of naming opportunities and the level of donation required for each.

For naming opportunities of existing facilities arising outside of a fundraising campaign, the College President, will be permitted to assign values and formulate an appropriate level of donor contribution consistent with comparable naming opportunities on campus, in consultation with the Cowley Foundation as deemed appropriate.

Recognition of Donor

The specific amount of a donor's proposed gift may be maintained as a confidential matter between the donor and the College to the extent allowed by Kansas law; however, the College may wish to publicly announce a gift in the interest of encouraging other prospective donors to make similar commitments. Such gift announcements will be made only after securing the permission of the donor and offering the donor an opportunity to review the announcement.

Signage used to recognize a donor shall be determined by the College and be consistent with all other College signage in use at that location and/or consistent with similar signage used throughout the campus.

All honorific naming opportunities granted for extraordinary and distinguished service shall take into account, as appropriate, the support of college faculty and staff as well as the support of the community.

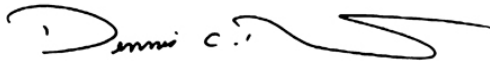
III. Effective Date(s)

This procedure first became effective:

Revised on: 5/4/2022

IV. Signature and Title

This procedure is implemented by:



Title: President

**NOMINATION FORM
for the
NAMING OF COLLEGE FACILITIES/PROGRAMS/EVENTS**

In accordance with Policy 182.00, recommendations for the naming of a college facility, program, or event will require the completion of the Naming of College Facilities/Programs/Events nomination form. This form is to be completed in its entirety by the nominating individual and submitted to the office of the President. Nominations submitted for consideration must provide appropriate biographical data; education, athletic, civic, and community contributions, his/her history with Cowley College and the facility, program, or event to be named.

Questions should be directed to the Office of the President at Cowley College at 620-441-5234. Completed nomination forms shall be forwarded to the attention of the President's office as follows:

Office of the President
Cowley College
125 South 2nd Street
Arkansas City, KS 67005

Or email to:
Tiffany.vollmer@cowley.edu

Section A: Facility/Program/Event

Identify the facility (or portion of the facility), program, event to be named:

Name for consideration:

Section B: Pertinent information on nominee (attach any supporting documentation to form)

Biographical data including education, athletic, civic, and community contributions:

Nominee's history with, and significant contributions to, Cowley College:

Narrative statement explaining why the facility/program/event should be named as requested:

Section C: Nomination form submitted by:

Name: _____

Phone Number: _____

Email: _____

Relationship to nominee: _____

Signature: _____ Date: _____