



## Pima County Community College District Administrative Procedure

<i>AP Title:</i>	<b>Procedures for Naming Opportunities</b>
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<i>Sponsoring Unit/Department:</i>	External Relations
<i>Board Policy Title &amp; No.:</i>	Naming Opportunities, BP 1.19
<i>Legal Reference:</i>	
<i>Cross Reference:</i>	Receipt of Gifts, BP 1.18

### PURPOSE

The Pima Community College (“College”) Governing Board (“Board”) may approve the naming or renaming of buildings, facilities, academic entities, or awards under its jurisdiction for the benefit of the College, provided that the naming is lawful; reflects the mission, values, and best long-term interests of the College; honors an individual, family, or organization with an important connection to the College, or recognizes a significant financial gift to the College. This Administrative Procedure (“AP”) establishes guidelines and processes for naming opportunities.

### SECTION 1: Criteria

- 1.1 A facility, academic entity, or award named in honor of a person or persons, organization, or corporation is an exceptional form of recognition. A very high standard should be applied to the selection of honorees. Nominations

based on professional achievements and/or long service that also are shared by other employees or volunteers should be recognized in some other, more appropriate way. The following shall be used as minimum criteria in determining whether an individual, organization or corporation qualifies for nomination:

- 1.1.1 An individual or individuals, organization, or corporation which has donated or pledged to donate significant funds or other resources and support for the benefit of the College;
  - 1.1.2. The individual has long demonstrated high scholarly distinction resulting in significant recognition within his/her discipline and earning a regional or national reputation (faculty);
  - 1.1.3 The individual has given long and distinguished service resulting in significant measurable benefits to the welfare of the College and in recognition from professional groups or other regional/national organizations (administrators, staff); or
  - 1.1.4 While serving the College, community, state, or nation in an elected or appointed position, the individual has given long and distinguished service which demonstrably benefited the purpose and mission of the College.
- 1.2 College-affiliated individuals (*e.g.*, employees, Board members) are generally ineligible for consideration for a naming opportunity until it has been at least two (2) years since their affiliation with the College has ended.

## **SECTION 2: Honorary Recognition**

- 2.1 Candidates may be nominated by a member of the Chancellor's Executive Leadership Team ("ELT") a Campus Vice President, or the PCC Foundation Board of Directors. The College's Governing Board may nominate candidates through a campus, District Office, or Foundation sponsor.
- 2.2 The nominating unit shall provide a portfolio of accomplishments for a candidate which demonstrate substantial evidence for the criteria given in Section 1. The Office of the Provost shall develop and maintain Standard Operating Procedures (an "SOP") detailing submission criteria and the selection process.

**SECTION 3: In Recognition of Financial Gifts and/or Resources**

- 3.1 The naming of a building or a facility in recognition of a financial gift must meet an ethical criterion in that the donor's intent for the gift must reflect the mission, values, and best interests of the College. The gift should also be consistent with the College's Facilities Master Plan. The Office of External Relations shall collaborate with Facilities and the PCC Foundation to develop and maintain an SOP to detail financial criteria to qualify for naming opportunities.
- 3.2 Unscheduled or unplanned facilities that a donor wishes to have constructed and which are consistent with the College Strategic Plan will require a one hundred percent (100%) gift commitment, plus an endowed maintenance fund in an amount approved by Facilities.
- 3.3 The Assistant Vice Chancellor for Facilities and the Foundation shall work collaboratively to develop and periodically update a table of estimated values and value ranges for various types of facilities, including minimum acceptable contribution levels. These estimates should be re-evaluated periodically.

**SECTION 4: Due Diligence**

- 4.1 All nominations for naming rights shall be reviewed by College's General Counsel.
- 4.2 Special care shall be exercised when a naming opportunity involves facilities currently financed with tax-exempt bonds. The Executive Vice Chancellor for Finance and Administration and the College General Counsel shall be consulted as early as possible in this process to ensure that tax-exempt bond status is not jeopardized.
- 4.3 The College's Governing Board has final approval for naming. Once the Chancellor's ELT has approved (in the case of honorary naming) or the Foundation and either the AVC for Facilities or the Provost (for financial naming) have approved, the original nominating unit will present the nomination at a regularly scheduled Governing Board meeting for approval.