

3354:1-11-05.1 Naming opportunities procedure.

(A) College Board approval.

- (1) The College may grant naming recognition in accordance with this procedure and the Naming Opportunities Policy. Final naming decisions of building exteriors require College Board approval. Final determinations for College property other than buildings including but not limited to classrooms, theatres, equipment, programs, etc., shall require approval by the College President and the Vice President for Resource Development/President, Foundation.
- (2) The College Board, in consultation with the College President and Vice President for Resource Development/President, Foundation, reserves the right to make final determinations in situations where the College must reexamine a building, facility, or other property that is currently named. Such situations include but are not limited to decisions whether to eliminate certain naming options, to remove a donor's name from a facility when a gift intent cannot be fulfilled, or in other circumstances at the College Board's sole discretion where removal of the name is deemed to be in the College's best interest.

(B) Honoree selection.

- (1) Naming recognition may be granted in honor of a major private donation to the College or Foundation, or in honor of a person who has provided substantial non-economic contributions to the College. Naming recognition on behalf of College Board trustees or other public officials shall align with all applicable restrictions under the Ohio Revised Code, which may include a one year waiting period after leaving the public position. Notwithstanding any of the foregoing, the Board, in its discretion and in conformity with the Naming Opportunities Policy, may grant naming recognition to either a current or former College president, at any time.
- (2) Naming candidates must exemplify the standards, traditions, and values espoused by the College. The Foundation shall conduct a thorough vetting process of candidates being considered by the College for naming opportunities. The Foundation's vetting will include a review of publicly available information on the donor or honoree and must be completed prior to recommendation of the candidate to the College President and/or the College Board of Trustees.

- (C) Rights and responsibilities.
- (1) Naming recognition will include an appropriate plaque or other marker for dedication and acknowledgement. The College shall endeavor to apply a consistent, Collegewide system governing size and style of plaques and markers. The College and Foundation Administration may discuss plaque and marker design issues with potential donors or others who are to be recognized, subject to the overriding requirement for College President and/or Board approval on all naming decisions.
 - (2) The College shall determine and provide ongoing care and maintenance of all plaques and markers.
 - (3) The College and Foundation Administration has the right to determine content, timing, and location of the recognition plaque or marker. These activities will occur in coordination with the donor or honoree. Public announcement of the naming recognition will be conducted by the College and Foundation Administration, working in consultation with the donor or honoree.
 - (4) Whenever possible, building's name must incorporate the activity they house, e.g. "Ellison Technology Library" or "Rubie McCullough Aquatics Center."
- (D) Endowed scholarships and programs, and associated costs, will generally be established by the College Foundation and not the College itself.
- (E) Implementation. The President or the President's designee shall take all steps necessary and appropriate for the implementation of this procedure.

Effective date: March 30, 2023

Prior effective date(s): October 1, 2019; January 4, 2012; December 15, 2005

Procedure amplifies: 3354:1-11-05