

3354:1-11-05.1 Naming opportunities procedure.

- (A) Board approval.
 - (1) The College may grant naming rights in accordance with this procedure and the Naming Opportunities Policy. Final naming decisions require Board approval.
 - (2) The Board 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 Board's sole discretion where removal of the name is deemed to be in the College's best interest.

- (B) Honoree selection.
 - (1) Naming rights may be granted in recognition of a major private donation to the College, or in recognition of a person who has provided substantial non-economic contributions to the College. No naming rights may be granted for persons currently employed by the College or currently serving on the College's or Foundation's Board. If the person to be honored is living, three years must have elapsed since any formal association with the College ended. For persons who are no longer living, one year must have passed after death before they may be considered for naming purposes. Notwithstanding any of the foregoing, the Board, in its discretion and in conformity with the Naming Opportunities Policy, may grant naming rights to a College president, whether current or former, at any time.
 - (2) Naming candidates must exemplify the standards, traditions, and values espoused by the College. Candidates must undergo a thorough background check prior to being selected for naming purposes. The background check must be completed prior to recommendation of the candidate to the Board.

(C) Rights and responsibilities.

- (1) Naming recognition will include an appropriate plaque or other marker for dedications and acknowledgement. The College shall endeavor to apply a consistent, Collegewide system governing size and style of plaques and markers. The College may discuss plaque and marker design issues with potential donors or others who are to be recognized, subject to the overriding requirement for Board approval on all naming decisions.
- (2) The College shall determine and provide ongoing care and maintenance of all plaques and markers.
- (3) The right to determine content, timing, location, and frequency of any announcements associated with the donation shall rest with the College, but the College may consult with the donor.
- (4) Whenever possible, buildings name must incorporate the activity they house, e.g. “Ellison Technology Library” or “Rubie McCullough Aquatics Center.”

(D) Donations.

- (1) The College may grant naming rights for new and existing buildings, facilities, and other property, in exchange for an amount not less than twenty-five percent of the construction cost (for naming new buildings, facilities, and other property) or of the market value (for naming existing buildings, facilities, and other property).
- (2) Endowments, scholarships, and special programs, and associated costs, will generally be established by the Cuyahoga Community College Foundation and not the College itself.
- (3) Chairs and professorships may be named in connection with gifts of at least \$500,000 and \$250,000, respectively.
- (4) Departments, centers, and programs may be named in connection with gifts in an amount that would provide for substantial earnings relative to operational costs.
- (5) Naming recognition for donations will occur only after the full donation has been irrevocably delivered.

- (E) Implementation. The President or the President's designee shall take all steps necessary and appropriate for the implementation of this procedure.

Effective date: October 1, 2019

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

Procedure amplifies: 3354:1-11-05