

Board of Trustees

1 **AP 2900 NAMING OF FACILITIES**

2 **Reference:**
3 None

4 The final authority for naming District facilities rests with the Board of Trustees.

5 The Board of Trustees has delegated to the President/Superintendent the authority to
6 coordinate and recommend the processes and criteria for the consideration of the naming
7 of facilities.

8 **General Considerations**

9 **A. Facilities that may be considered for naming**

- 10 1. All buildings, structures, areas located at the District that are not currently
11 named.
- 12 2. All lecture halls, classrooms, studios, labs, athletic facilities and permanent
13 fixtures.
- 14 3. All areas where students, staff and the public gather, including walkways,
15 benches and gardens.
- 16 4. Other items (such as major equipment) if appropriate for naming purposes.
- 17 5. As a general criterion, new, updated, modernized and existing buildings shall
18 be named for an individual or group when a monetary gift is involved. Other
19 facilities may be named for a monetary gift, an individual or group rendering
20 exceptional service and achieving such unique distinction to warrant
21 recognition, prestigious individuals or organizations, or other purposes.

22 **B. Process and Criteria for Naming Facilities**

- 23 1. Requests for naming buildings, structures, classrooms, labs, or areas on campus
24 shall be submitted in writing to the President/Superintendent by completing the
25 Request for Naming of Facilities form.
- 26 2. The President/Superintendent shall forward the request(s) to the College
27 Coordinating Committee and Executive Director of Foundation and Community
28 Advancement to review and make a recommendation.
- 29 3. The President/Superintendent shall forward the College Coordinating
30 Committee and Executive Director of Foundation and Community
31 Advancement's recommendation to accept, deny, or modify the naming of a
32 building, structure, classroom, lab, or area on campus to the Board of Trustees
33 for final review and decision.
- 34 4. Proposals for recognition may originate from departments, college organizations
35 or entities within the District.

36 **C. Signage**

37 **External**

- 38 1. Buildings to be named should normally bear the last name of the person and
39 the building name, e.g., "The Doe Memorial Library," in a typeface and style
40 consistent with campus signage. The lettering of the nameplate shall be
41 reviewed by the Vice President of Business Services and
42 President/Superintendent and submitted for consideration of approval to the
43 Board of Trustees.
- 44 2. A plaque of appropriate materials and design, permanently affixed to the
45 outside of the wall nearest the front entrance listing the name of the person for
46 whom the building is named and their connection to the District, the building
47 and architect, the Board of Trustees and the President/Superintendent at the
48 time any new building is constructed and dedicated or in the case of extensive
49 remodeling and rededication.
- 50 3. All areas where students, staff, and the public gather, including walkways,
51 benches, and gardens may also be identified with a plaque or
52 acknowledgement plate of appropriate materials and design mounted near the
53 area. The plaque or acknowledgement plate design should be consistent with
54 the design of the facility and easily maintained.

55 **Internal**

56 Lecture halls, classrooms, reception areas, and labs named may also be identified
57 with a plaque or lettering of appropriate materials and design mounted on the wall
58 in close proximity to the main entrance to the named facility.

59 **D. Duration of Naming Recognition**

60 Naming of District property may be granted by the Board of Trustees as either
61 permanent or for a defined period of time. The recommendation to the Board shall
62 include the recommended duration of the recognition.

63 **E. Transferability of Naming Recognition**

64 Naming of a designated piece of District property shall not survive the named
65 property's existence. Should the named property be removed or redesigned for
66 another use the naming recognition shall not automatically be assigned to its
67 replacement or any other like property without the express authorization of the
68 Board of Trustees. A recommendation for the transfer of the naming rights may
69 be presented to the Board of Trustees for consideration at any time within the
70 originally defined recognition period.

71 **Specific Considerations**

72 Requests for naming a District facility must meet one of the following criteria:

73 **A. Naming a structure, classroom, lab, facility or area for individual service to**
74 **the District**

- 75 1. The following criteria shall be used in naming a District facility in honor of an
76 individual or group:
77 • Rendered service documented as clearly and measurably exceeding in
78 quality and accomplishment than what might be ordinarily expected of
79 someone occupying the same position.
80 • Rendered service over a period of at least ten years.
81 • Materially and profoundly contributed to the overall advancement of the
82 institution through any combination of the following: facilities
83 improvements; program development and enhancements; fostering
84 consensus building; noteworthy fundraising; creation of partnerships with
85 business, industry, and other public and private agencies that clearly
86 advance the institution; providing leadership that clearly and significantly
87 contributes to the advancement of the institution; is recognized in the field
88 of education, business and industry, or government as having made
89 significant contributions to the educational profession, economic
90 development of the region, or to workforce development thereby bringing
91 status and recognition to the institution; and/or other pertinent criteria.
92 • Made exceptional contributions to the District considered to be equivalent
93 or nearly equivalent to the value of the facility or area to be named for
94 him/her in terms of institutional advancement.
95 • Achieved such unique distinction as to warrant recognition.
96 2. As a general rule, if the request is to honor a living person, the individual may
97 not be an employee or trustee at the time of consideration. Individuals will not
98 be considered for this honor until at least three years following the individual's
99 separation from the District. Under extraordinary circumstances, this
100 requirement may be waived.
101 3. If the request is to honor a deceased person, the recommendation should be
102 made free from emotion and transitory pressure; therefore, no request shall be
103 considered until the individual has been deceased at least one year.
104 4. An appropriate relationship between the use of the facility or its function and
105 the person for whom it will be named should exist.
106 5. Requests should include a rationale for requesting the naming of the facility
107 and evidence of a broad base of support, with a minimum of three letters of
108 support. If appropriate, a detailed biography of the person for whom the facility
109 is to be named should also be included.

110 **B. Naming a building, structure, classroom, lab, or area of recognition for a**
111 **monetary gift to the District**

- 112 1. Facilities may be named for a benefactor or an individual nominated by a
113 benefactor.
114 2. Such facilities will not be named in return for deferred estate gifts unless the
115 gifts are part of an irrevocable trust. Such facilities will not be named for
116 persons making gifts of property (real or personal) until the gift is converted to
117 liquid assets. Under extraordinary circumstances, this requirement may be
118 waived.

- 119 3. The significance and amount of the proposed gift shall be taken into
120 consideration as either or both relate to the realization, completion, or
121 enhancement of a facility or property.
- 122 4. A District facility may be named for individuals or organizations responsible for
123 a “major gift” benefiting the college. The term “major gift” in this context is
124 deliberately not defined by arbitrary standards or by a specific dollar amount.
125 Its interpretation is meant to be flexible so that each situation may be judged
126 on its own merits and may take into account significant contributions or
127 personal services as well as monetary or in-kind gifts. It is expected that each
128 naming opportunity will recognize the donor according to the level of gift and
129 size of facility as outlined in the approved naming opportunities brochure.
- 130 5. The donor gift shall be in an amount which will either fund the total cost of the
131 facility to be named or provide the funding for the portion of the total cost which
132 would not have been available from any other source (such as federal or state
133 loans or appropriations, student fees, bond issues, etc.), with the latter to
134 constitute a significant portion of the total cost of the facility to be named.
- 135 6. Monetary gifts may be fulfilled over time but must be paid in full prior to opening
136 or dedication of the building or facility, unless otherwise stipulated by the donor
137 agreement.

138 **C. Naming a structure, classroom, lab, or area for a person(s), groups, or other**
139 **purposes when neither a monetary gift nor service is involved**

140 Names of facilities or areas should lend prestige to the District and to staff,
141 students, and the community. The credentials, character, and reputation of each
142 individual, organization, or corporation for the naming being considered shall be
143 carefully scrutinized and evaluated. Proposals to name a District facility for other
144 purposes such as its function shall adhere to the guidelines specified within this
145 procedure. Nominations submitted for consideration must be accompanied by
146 sufficient rationale and supporting documentation.

147 **Discontinuing the Name of a Facility**

148 The Cerritos Community College District recognizes that the name conferred on a District
149 facility or location in recognition of an individual or group is an important factor in the
150 public image of the College. It reflects upon both the College and the location itself.
151 Accordingly, the Board of Trustees may discontinue an approved name when the Board
152 determines that it is no longer appropriate for the College to retain the name previously
153 assigned to the facility, location or area.

154 Office of Primary Responsibility: President/Superintendent

Date Approved: January 14, 2008

Dates Revised: September 13, 2010; April 11, 2011; October 14, 2013

Dates Reviewed: October 17, 2018; March 28, 2022