

POLICY ON NAMING OPPORTUNITIES

The authority to name physical and non-physical assets of Suffolk County Community College (College), such as buildings, facilities campus areas, and academic programs or departments, rests with the College's Board of Trustees. The naming of any physical or non-physical asset is appropriate when a significant gift is received for the benefit of the College through the Suffolk Community College Foundation. Recommendations not associated with a donation for a naming in honor of living or deceased staff, alumni, faculty, Board member, state or national leader shall be considered on a case-by-case basis and only when supported by justification for the naming.

A proposal to name a physical or non-physical asset of the College shall be directed to the College's President, who will facilitate the preparation and presentation of the proposal to the College's Board of Trustees and request an advisory opinion from the Suffolk Community College Foundation's Board of Directors. Proposed names must be held in strict confidence during the review and approval processes. The credentials, character and reputation of each individual or business entity for which a physical or non-physical asset may be named shall be carefully scrutinized and evaluated. All naming requests must ensure that the honoree or donor exemplifies his/her/its commitment to the mission, vision and objectives of the College.

All naming opportunities are subject to the approval, within its sole discretion, of the Board of Trustees after consultation with the Executive Committee of the Foundation Board of Directors.

The gift levels described below are intended as minimum amounts needed to name the respective opportunity. If matching funds are available, they will be added to the donor's gift for naming minimums. Personal, corporate or foundation donations in the form of cash, liquid assets, gifts of life insurance, legally binding pledges and irrevocable deferred gift arrangements are acceptable for naming commitments.

Establishing Names for Physical Assets of the College

It is the general policy of the College that naming opportunities of physical assets should only occur if the benefactor contributes the predominant portion of funds necessary to cover the cost of construction, renovation and/or maintenance of operation. The Foundation Board of Directors recommends the following minimum gift levels for naming commitments and other monetary standards for naming:

- Campus should be named only in exchange for gift commitments of at least Ten Million Dollars (\$10,000,000.00).
- Older existing facility (more than 10 years) should be named only in exchange for gift commitments of at least 20% to 35% of the building's current value or replacement cost. Total costs include architectural, planning and construction fees, site clearance and landscaping, furnishings and equipment. Maintenance endowment funds should be considered as part of the gift for the purpose of these calculations.
- Newer existing facility (less than 10 years) should be named only in exchange for gift commitments of at least 35% to 50% of the building's current value or replacement cost.
- New facilities (less than 1 year) should be named only in exchange for gift commitments of at least 50% of the building's current value or replacement cost.
- The minimum gift for a naming commitment for campus areas, such as classrooms, laboratories and gymnasiums, should be approximately \$10,000.

The naming of a building, facility or other campus area is effective for its useful life, unless limited to a term of years at the time of acceptance. A uniform system of marking named facilities is administered by the College's Office of Institutional Advancement.

Establishing Names for Non-Physical Assets of the College

To support the naming of any non-physical asset, an endowment will be established by the donor(s). The amount of an acceptable gift range for an endowment in this category will be determined in conversation and consultation with the Foundation staff, Board of Directors, College President, and Board of Trustees. The gift range for non-physical assets will be based upon comparable gifts received at other institutions for similar naming opportunities.

Removal of Names from Physical or Non-Physical Assets

The College's Board of Trustees has the authority to rename physical and non-physical assets that were named in the past. Unless naming rights have been limited to a stated term of years, the College President may, at any time, recommend to the College's Board of Trustees that a physical or non-physical asset be renamed.

The College's Board of Trustees has the authority and responsibility to remove a name if information becomes available that negatively impacts the original decision. Such information may include, but not be limited to, failure to satisfy financial commitments within the time allowed, or conduct or speech of the named party which is inconsistent with the mission, goals, and vision of the College. A decision to remove a name will be made on the merits and after consultation with the Executive Committee of the Foundation Board of Directors, taking into account all facts relevant to the decision.

**Board of Trustees
November 18, 2021**