

POLICY & PROCEDURES MEMORANDUM

TITLE:	NAMING POLICY
EFFECTIVE DATE:	May 11, 2014
CANCELLATION:	none
CATEGORY:	Administrative (AD)

POLICY STATEMENT

Purpose

Delgado Community College's naming policy exists as a guideline for those soliciting major gifts to benefit the College, to help protect both the College and its donors, and to preserve the College's history, mission and purpose. Naming opportunities at the College exist for facilities and portions of facilities, endowments for a variety of purposes that bear the donor's name, scholarships, and various academic, student support and other programs of the College. As solely a guideline, this policy statement allows for flexibility on a case-by-case basis.

Naming Tributes

The College will consider the following two general categories of naming opportunities:

- (1) Recognition of distinguished service of time and talent that has had significant positive impact on Delgado over an extended period of time. Such honor will typically be recommended no less than five years following the end of the individual's service to the College. The Chancellor is charged with determining whether the person proposed is worthy of the honor.
- (2) Recognition of a gift of monetary value appropriate to the facility, program or fund being named.

Governing Authority

The Chancellor, in consultation with the Delgado Community College Foundation Board, has developed this policy in accordance with [Louisiana Community and Technical College System \(LCTCS\) Policy #4.003, Naming of Facilities](#) and applicable State laws. Only the LCTCS Board of Supervisors, upon recommendation of the President of the LCTCS, has the final right of approval for the naming of a building or portion of a building of the College.

Guidelines

Delgado, under the authority and upon approval of the LCTCS Board of Supervisors:

- (1) May provide a naming tribute for a campus building or any section, division, or other area of campus buildings and facilities.
- (2) Shall determine how the facility or portion of a facility will be marked. This includes the right to approve the color, design, and size of any physical marker that provides information about the designee or donor and/or the nature of the gift or honor.
- (3) Shall determine how a donor will be recognized for their gift. This includes determining the content, timing, location and frequency of any announcement associated with a gift.
- (4) Shall determine how to handle donor disrepute once a facility or portion of a facility has been named in his/her recognition. If the name originally designated and used on any Delgado facility later becomes discredited so as to embarrass Delgado, the Chancellor upon approval by the LCTCS Board of Supervisors reserves the right to remove the name from the designated facility.
- (5) May provide additional naming opportunities. Naming associated with a particular facility, space, endowment or program will not preclude further naming within the facility, space, endowment or program.
- (6) Shall determine the renaming of facilities that have been demolished or substantially rebuilt due to natural disasters, change of function or building dilapidation. When a building has been previously named and the facility must subsequently be demolished or substantially rebuilt, the name on the demolished facility may be moved to another appropriate place as determined by the Chancellor and approved by the Board of Supervisors.
- (7) Shall determine the use and reservation of a named facility or portion thereof

Opportunities

Delgado naming opportunities exist in the form of:

- (1) Facilities/Portions of Facilities-newly constructed buildings, existing buildings or portions of facilities may be named in honor or memory of an individual or organization, which has made a substantial monetary gift toward the cost of the project or provided significant financial support to the College.

- (2) Endowments/Endowed Funds established for a variety of purposes may also bear the donor's name.
- (3) Scholarships/Scholarship Programs/Other Programs may be established in the name of a donor for specific reasons approved by the Chancellor.

Physical Property

Sponsorship of physical property on campus through monetary gifts may occur:

- (1) To pay for all or part of a new campus facility or improvement; or
- (2) In conjunction with fundraising efforts on the part of the Delgado Community College Foundation.

Giving levels for the naming of physical property should be established through consultation among the College Chancellor and the Delgado Community College Foundation Board.

Some general guidelines include:

- (1) Newly constructed building or facility may be named in honor of an individual with a minimum gift of 51% of the total cost of the building. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to three consecutive years. Upon receipt of the first installment and a signed contract of intent for the remainder year(s), Delgado will make an official announcement publicizing the investment at the discretion of the Chancellor.
- (2) Existing campus building or facility may be named in honor of an individual with a minimum gift of 51% of the current fair market value. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to three consecutive years. Upon receipt of the first installment and a signed contract of intent for the remainder year(s), Delgado will make an official announcement publicizing the investment at the discretion of the Chancellor.
- (3) Portion of a facility or designated area may be named in honor of an individual with whom a substantial contribution has been made to the College. Such property may include but is not limited to, classrooms, laboratories, tutoring centers, student lounges, fountains, foyer, and hallways. Portion opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to three consecutive years. Upon receipt of the first installment and a signed contract of intent for the remainder year(s), Delgado will make an official announcement publicizing the investment at the discretion of the Chancellor. Portion opportunities that do not exceed a substantial dollar amount, as determined by the Chancellor, may be submitted using a company or personal check up front, at which time an official announcement publicizing the investment will be made at the discretion of the Chancellor.

Final Authority

Upon recommendation of the Chancellor followed by the LCTCS President, the LCTCS Board of Supervisors has the final right of approval for the naming of a building or portion of a building of the College. The guidelines set forth in this policy statement are not to be deemed all-inclusive. The Chancellor, the LCTCS System President, and the LCTCS Board of Supervisors reserve the right to consider any and all factors regarding the privilege of name association with the program, fund, or physical property aspect of Delgado Community College as particular acts and circumstances may warrant.

Policy Reference:

[Louisiana Community and Technical College System \(LCTCS\) Policy #4.003, Naming of LCTCS Facilities](#)

Review Process:

Ad Hoc Naming Policy Committee 5/6/14
Delgado Community College Foundation 5/9/14
College Council 5/15/14
LCTCS Board Approval 6/11/14

Distribution:

Distributed Electronically Via the College's Website