BOARD MEETING DATE: SEPTEMBER 15, 2026
ITEM NO: XI. b

RECOMMEND THAT the Board approve for advertisement, the following changes to the Policy Manual:

1. 3.31 – Naming Campus Facilities (See Policy)

THIS RECOMMENDATION will update College Policy and provide verification that Policy consistency is maintained.

This policy has been reviewed by the Board Attorney.

EXISTING POLICY

NORTH FLORIDA COLLEGE
POLICY MANUAL

Title:	**Naming Campus Facilities**	**Number**:	3.31
Authority:	The District Board of Trustees of North Florida College		
Date Adopted:	March 15, 2022		
Date Revised:			
OPR:	President		

It is the policy of The District Board of Trustees of North Florida College that naming buildings and facilities shall usually be consistent with levels of giving. Buildings and facilities may be named for donors who make significant gifts in support of the college. In addition, The District Board of Trustees of North Florida College may elect to name a facility or area in honor or memory of an individual as a tribute not tied to a donor's gift. The president or his designee shall make recommendations to the Board when a gift has met the policy and procedures for approval for the naming buildings and facilities. The District Board of Trustees of North Florida College will approve any such gifts and the proposed naming of any college facility or campus area.

All buildings and areas named may be limited to the useful life of the building or area named. After the expiration of such usefulness, individuals, for whom buildings were originally named by The Board of Trustees of North Florida College may be recognized by the placement of a permanent plaque either on the exterior of a new facility or on the inside as appropriate or at another campus location as a historical marker.

PROPOSED POLICY

NORTH FLORIDA COLLEGE
POLICY MANUAL

Title:	**Naming Campus Facilities**	**Number:**	3.31
Authority:	The District Board of Trustees of North Florida College		
Date Adopted:	March 15, 2022		
Date Revised:			
OPR:	President		

I PURPOSE:

This policy is to create a standard for all donor naming opportunities throughout North Florida College:

- To govern naming of physical entities (buildings, facilities, and grounds, or portions thereof) owned by North Florida College; naming non-physical entities (departments, units, institutes, and centers) and non-endowed funds.
- To ensure namings are consistent with the College's values and mission.

Honorary namings are not covered by this policy and are reserved for the NFC Board of Trustees.

II POLICY:

A. For facilities and programs, all namings shall be directed and managed through the NFC Foundation. The NFC Foundation is responsible for identifying and managing the inventory of naming opportunities.

B. Naming opportunities for facilities and programs must be approved first by the NFC Foundation Board of Directors. The NFC Foundation Board of Directors will then submit a recommendation to the NFC Board of Trustees for their review and approval.

C. Requests for exceptions to any portion of this Policy will be submitted to the Director of Resource Development, who will make the recommendation to the NFC Foundation Board of Directors for approval.

D. Naming gifts will constitute a significant portion of the total cost of the facility or program to be named and will either:
   a. Provide funding for the total cost of the facility or program, or
   b. Provide funding for that portion of the total cost which would not have been available from any other source.

E. Gifts that establish “seed funding” can be named funds, but the program or project resulting from “seed funding” will be a separate naming opportunity.

F. Internal budgets cannot be used, transferred, or applied to a pledge in order to meet a gift fund minimum.

G. Naming of a College facility or program does not confer donor control over the use of the named entity (for example, determining the recipient of how a named space will be utilized).

H. Naming of a College asset or entity must be made in accordance with this Policy and related procedures.

<u>III PROCESS</u>

A. For new namings, the donor must exhibit an image and demonstrate integrity consistent with the mission and values of the College.

B. Naming requests must be accompanied by supporting documentation that outlines the donor gift and terms and the specific program, space, or facility to be named and submitted to the Director of Resource Development, who will prepare the request for review.

C. All gift agreements for naming gifts must contain a clause that describes when the College would remove the name associated with the gift. In the event of removal of a name, the College will have no obligation to return any contributions already received.

D. College programs, departments, and locations may not bear the name of a for-profit corporation or entity.

E. Named funds must meet minimum fund thresholds. For donor-funded rooms and spaces, the recommended gift minimum is determined by the project cost or replacement cost, current marketable value, and location.
   a. Minimum gift values may be changed at any time at the sole discretion of the College.

b. Pending agreements may be subject to the new funding levels.

<u>IV NAMING TYPES:</u>

A. Naming gifts fall into the following categories: facilities and program naming.

B. Facilities and Program Namings
   a. Naming gifts are limited to the life/use/existence of the facility or program.
   b. To determine the appropriate minimum amount needed for a naming opportunity, the NFC Foundation will estimate the full and true cost of a new facility or program, including but not be limited to equipment needs, research funding, benefits and full or partial support staff, operations and maintenance, etc.
   c. Naming opportunities may include new facilities that are to be constructed or acquired, and existing facilities, including those that are undergoing renovations.
   d. In determining the name to be given to a facility, the NFC Foundation will give deference to the stated preference of the donor who provides the naming gift.
   e. A naming opportunity for a facility will require an irrevocable agreement with the NFC Foundation assuring that the gifts will be received in a reasonable period of time relative to the construction or renovation of the facility.
   f. Natural items such as trees, shrubs, and plants shall not be named.
   g. A named gift for a program should provide adequate annual income to support that program's financial needs. New programs must be vetted by the appropriate department leadership before conversations proceed with the donor.
   h. The program, as opposed to the specific person (such as a faculty member or scholarship recipient), is supported by the fund.

C. Status of contribution at the time of naming
   a. When naming is in consideration of a financial contribution, the gift must be received by the NFC Foundation, or its future receipt must be assured through an executed agreement before the naming action may be taken.
   b. Pledges to be paid over a period of time (typically up to five years) are acceptable for a current naming opportunity if the donor and NFC Foundation have executed a pledge payment agreement for the total amount. Pledges extending beyond five years must be reviewed and approved by the NFC Foundation Board of Trustees.
   c. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition. The physical placement of a naming will only occur after at least 75% of the funding commitment is received.
   d. If a pledged gift is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.

e. Irrevocable planned gifts may occasionally generate namings and must be approved by the Director of Resource Development, who will recommend action to the NFC Foundation Board of Trustees, taking into account current budget and funding needs for the facility or program. Irrevocable planned gifts will be credited at their face value, with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.
f. Combinations of revocable planned gifts and cash may occasionally generate naming opportunities under certain circumstances and must be approved by the Director of Resource Development and the NFC Foundation Board of Trustees. In assessing whether to approve the naming opportunity, the NFC Foundation will take into consideration the nature of the combination request, the cash flow requirements of the requesting facility or program, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.

D. Duration and modification of namings
   a. The duration of a donor's name on any facility ordinarily continues for as long as the facility is used in the same manner for which the naming occurred. Upon demolition, replacement, substantial renovation, re-designation of purpose, or similar modification of a named facility, the NFC Foundation may decide in its sole discretion that the naming period has concluded.
   b. The duration of a donor's name on any program ordinarily continues until the program is discontinued, at which time the NFC Foundation may recommend to the NFC Board of Trustees to conclude the naming period.
   c. When the naming period is deemed concluded, the NFC Foundation should make all reasonable efforts to inform the original donors, or their surviving family members, in advance of the term conclusion.
   d. The duration of physical donor recognition is contingent upon the life cycle of the facility or program, and once the life cycle has ended, the physical donor recognition can be removed with approval from the NFC Foundation.
   e. The duration of a naming associated with current use fund ends when the fund has been fully spent.
   f. The naming agreement must specify the period of time for which the facility or program will be named. At the end of the naming duration, the name shall expire.
   g. Renaming
      i. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the Director of Resource Development, who will recommend action to the NFC Board of Trustees. The review shall include any gift documents pertaining to the original gift

and related naming, as well as gift documentation pertaining to the subsequent gift and proposed renaming.

ii. When the donor’s naming period has concluded, the facility or program may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original agreement.

iii. If a donor requests a change to the name of a facility or program (e.g., due to divorce or corporate merger), the NFC Foundation will consider the request.

h. Removal of naming approval

The College reserves the right to remove a naming on reasonable grounds, with no financial responsibility for returning any received contributions to the donor. The NFC Board of Trustees must approve any proposed removal. Appropriate grounds to remove a naming include, but are not limited to, the following:

i. If the donor’s reputation, actions, or behavior no longer align with the College’s values or mission;

ii. If the donor or benefactor fails to maintain payments on a pledge upon which the naming was bestowed. In such an instance, the naming may be removed after a prorated period of time that reflects the pledge payments received by the NFC Foundation, taking into account the estimated useful life of the program or facility or the term of years covered by the naming agreement, as applicable; or

iii. If a planned gift upon which the naming was bestowed does not result in the value agreed upon.

E. Responsibilities for costs

a. The College reserves the right to engage outside legal counsel or other professional advisors when deemed necessary by the College or the Foundation. The College or Foundation shall ordinarily bear the costs of such services. However, if the need for outside counsel arises from the donor's requested terms, the complexity of the donated asset, or other circumstances unique to the proposed gift, the College or Foundation may require the donor to bear or reimburse all or a portion of the associated professional fees, subject to the donor's prior written agreement.

b. Donor recognition, including signage, plaques, and other commemorative displays, shall be designed, approved, installed, maintained, and, when necessary, replaced at the discretion of the College and the Foundation. Unless otherwise provided in the gift agreement, the costs associated with donor recognition shall be the responsibility of the Foundation or the College and may be included in the project budget. The Foundation and the College reserve the right to modify the design, location, or materials of donor recognition to ensure consistency with institutional standards and campus needs.

  c. If the donor requests a sign or recognition to be changed, and if the College agrees to such a change, all replacement signage and other related costs shall be at the donor's expense.

F. Physical naming recognition
  a. Naming signage shall not be approved until the actual naming has been approved by the NFC Board of Trustees.
  b. Naming signage shall not be installed until approved by the Office of Communications and the NFC Foundation.
  c. Naming signage standards shall conform to all College branding standards. Signage reflecting a corporate or organizational naming of a facility may not include the donor's logo or other components of branding. Corporate or organizational branding in this Policy applies only to donor-funded namings and does not apply to leased spaces or other contractual business relationships.
  d. No statues or significant works of art recognizing a donor's gift or to honor a person shall be commissioned or installed without following College Policy or without approval of the Office of the Communications and the NFC Foundation.
  e. No publicity of the naming shall be released to the public until it has been approved by the NFC Board of Trustees.
  f. All gift minimums for donor recognition, which include public displays, signs, donor walls and mounted objects that recognize a donor, shall be predetermined by the NFC Foundation.
  g. All mounted naming signage that has not been properly approved is subject to removal.

V DEFINITIONS

A. "Gift agreement" means deeds of gift, grant agreements, or statements of understanding that document the donor's intent and the College's agreement to honor that intent.

B. "Planned gifts" are charitable contributions arranged during a donor's lifetime that are typically realized by the Foundation at a future date or involve non-cash assets whose value may not be immediately determinable. Planned gifts may include bequests, trusts, life insurance policies, retirement account designations, real estate, and other complex assets. Proposed planned gifts, particularly those with an estimated value exceeding $50,000, shall be evaluated in accordance with the Foundation's Planned Gift Acceptance Guidelines and reviewed on a case-by-case basis.