
TITLE: Naming of Facilities and Other Entities

BOARD POLICY # 3650 *(replaces 405 Naming Opportunities)*

The College utilizes a methodology for naming that ensures naming practices are consistent, reflect the College's mission, and provide value to the College.

A. Naming Categories

1. **Facilities and Other Physical Property** (hereafter referred to as "facilities"): Buildings and building complexes, building components (wings, floors, towers, etc.), interior building spaces (classrooms, laboratories, meeting rooms, faculty and staff offices, lobbies, foyers, etc.), developed outdoor spaces and structures (plazas, gates, fountains, etc.), athletic facilities, and performance venues
2. **Academic and Non-Academic Entities** (hereafter referred to as "entities"): Centers, institutes, programs, positions (program chair, director, program faculty, coach, etc.), and collections (art, film, music, memorabilia, archives, etc.)

B. Types of Names

1. **Working name:** A temporary name, typically used in the planning, development, and construction phases of a facility, which will be replaced by an administrative or commemorative name.
2. **Administrative name:** A name that is primarily descriptive or decorative and is determined by the College administration. For example: Educational Support Building
3. **Ideal-based name:** A name that reflects an ideal or principle that is consistent with the College's mission and values. For example: Tap^hòyt^ha' Hall; Heritage Hall
4. **Commemorative name:** The name of an individual person or persons which is assigned as a permanent name for a facility or entity. For example: Mary Smith Alumni Center, Samuel Jones Endowed Engineering Chair. There are two types of commemorative names:
 - a. **Honorific name.** Recognition of an individual (or individuals) who has made extraordinary non-financial contributions to Umpqua Community College or the College district

b. **Gift name.** Recognition of substantial financial contributions by a donor or donors to the College.

5. **Corporate name:** The name of a corporation which has made substantial financial contributions to the College. For example: [*Corporate name*] Sports Complex

c. **Duration of Names**

1. Ideal-based and commemorative names are considered permanent until/unless a facility is demolished, substantially renovated, or expanded or until/unless an entity no longer exists.
2. Corporate names are limited in duration according to a time period negotiated with the Board.
3. In unusual or unforeseen circumstances, the College reserves the right to remove a previously approved name.

d. **Naming Approvals**

1. Working and administrative names are approved by the College President.
2. Ideal-based, commemorative, and corporate names are approved by the Board of Education.
3. Conferring a name, changing a name, or removing a name requires a recursive process in which information is continually shared and discussed between the College President and members of the Board of Education prior to formal consideration by the Board of Education.

RESPONSIBILITY:

The College President, in consultation with the Executive Director of the UCC Foundation, is responsible for implementing and updating this policy. Specific guidance for policy implementation are found in the associated Administrative Procedures.

DATE OF ADOPTION: 2/13/2019

NEXT REVIEW DATE:

DATE(S) OF REVISION:

DATE(S) OF REVIEW: