

# NAMING GUIDELINES

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## GENERAL

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<b>Owner:</b>	Development Office
<b>Primary Contact:</b>	AVP Development
<b>Last Revision Date:</b>	—
<b>Current Version Date:</b>	September 29, 2020
<b>Next Review Date:</b>	As Needed
<b>Applies to:</b>	Faculty, Staff, Donors

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## OVERVIEW AND PURPOSE

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### Overview

These Naming Guidelines have been reviewed and approved by the Columbus College of Art and Design Board of Trustees on September 29, 2020, and are subject to review and revision by the Board of Trustees, as may be needed from time to time, to comply with state and federal laws and other College policies and objectives.

For the purposes of these guidelines, the name “Columbus College of Art and Design” shall be used interchangeably with and refer to the entity known as “the College” or “CCAD.”

### Purpose

These guidelines provide guidance for naming of institutional entities and physical spaces at Columbus College of Art and Design to express appreciation for a philanthropic contribution to the College or to recognize a distinguished individual’s service to the College.

The College’s Gift Acceptance Policy governs all gifts and bequests. These guidelines provide more details specific to naming institutional entities or physical spaces that may or may not be related to a gift.

The College will enter into a commitment to name an institutional entity or physical space only after carefully considering the potential impact the naming will have on the College. Due diligence will be exercised to ensure that a proposed name would be consistent with the College’s mission, vision, and values.

The College's Senior Cabinet, President, External Relations Committee, and Board of Trustees must approve any naming of an institutional entity or physical space at Columbus College of Art and Design.

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## DETAILS

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### Naming Types

1. **Philanthropic Naming** - To express appreciation for an individual or organization's philanthropic contribution to the College.
2. **Honorific Naming** - To recognize a distinguished individual for outstanding service to the College or extraordinary service to the campus community.
  - o Individuals typically must be disassociated from government service, service to the College, or employment by the College for at least two years prior to approval of an honorific naming. This rule may be waived by action of the College's Board of Trustees.
3. **Other Namings** - Namings not associated with a gift or service may relate to the function or location of a facility and would not include the name of a person (e.g., Administration Building).

### Eligible Opportunities

1. **Institutional Entities** - Entities eligible for naming include College departments or events, academic programs or initiatives, and other such distinctly organized bodies within the institution. (Refer to CCAD's Endowment Policy for scholarships, professorships, chairs, and other named positions.)
2. **Physical Spaces** - Spaces available for naming include buildings, indoor areas (e.g., lobby), outdoor areas (e.g., garden), features (e.g., fountain), or objects (e.g., furnishings). Naming opportunities may become available as a result of new construction or renovation, or may be a previously unnamed existing space.

### Funding Level Guidelines

1. **Institutional Entities**
  - a. In recommending naming funding levels for institutional entities, factors to consider include operating budget, national ranking, similar namings at peer institutions, and the potentially transformative nature of a philanthropic contribution.
  - b. Gifts to name institutional entities should focus on establishing endowment funds to enhance and support that entity in perpetuity. Gifts to establish endowment funds are also subject to the College's Endowment Policy.

## 2. Physical Spaces

- a. Naming recommendations for physical spaces should reflect construction or renovation costs, as well as the potential donor pool, other funding sources, and the timing of the project's completion.
- b. In general, namings should represent at least 1/3 of the total project cost.
- c. When establishing recommendations for naming funding levels for a physical space, considerations may also include:
  - i. Location, visibility, and prominence of facility or space.
  - ii. Frequency of use by campus and non-campus constituents.
  - iii. Appropriate reflection of age of facility or space.
  - iv. Replacement cost or cost of comparable recent construction for similar campus facility.
- d. Gifts to name physical spaces should be outright cash gifts or pledges when being relied on as part of a funding plan for construction or renovation of a facility.
- e. In special situations and with prior approval by the College's Board of Trustees, unrestricted gifts or irrevocable deferred gifts may be recognized with a naming opportunity.

## Gift Acceptance Guidelines

Gifts to name institutional entities or physical spaces are subject to the Gift Acceptance Policy regarding general gift provisions, general acceptance guidelines, and gift procedures.

In order to name an institutional entity or physical space based upon a contribution, the gift must also comply with the following guidelines:

1. **Irrevocable Gift** - The gift must be irrevocable in form and to be paid over a period of no more than five years based upon a signed pledge commitment or gift agreement.
  - o Deferred gifts, including but not limited to bequests, charitable gift annuities, charitable trusts, life insurance policies, and retirement plan assets, are not to be used for current naming opportunities. Discussion with the interested donor will include the possible naming opportunities that may be available when the gift is actually received. **That is, booking of a deferred gift does not give rise to a current naming opportunity.**
2. **Designation** - Unless the gift is necessary to fund the immediate construction or renovation of a facility to be named (per Funding Level Guidelines 2d above), the gift may be used to establish an endowment fund to support the institutional entities or physical spaces associated with the facility. Gifts to establish endowment funds are also subject to the College's Endowment Policy.

## Recognition Guidelines

1. Existing namings approved prior to the approval of these guidelines and recognition of those namings are governed by documentation existing at that time (e.g., gift agreement).

2. Namings will generally remain in place for the life of the institutional entity or physical space and may only be modified according to the procedures outlined in Naming Modifications below. However, in the case of philanthropic namings, duration of the naming may be negotiated for a term of years, as specified in a gift agreement.
  - a. If the name of a donor or honoree changes, the College may change the name of the entity or space. In the case of philanthropic namings, any changes will be at the donor's request and expense.
  - b. If circumstances related to a donor or honoree change and could damage the reputation of the College, the College may change or remove the naming at its sole discretion.
  - c. At its sole discretion, the College reserves the right to disband any named entity or dispose of any named space as deemed necessary to the business of the institution.
3. All signage reflecting the naming of a facility or space must conform to College signage guidelines and may not include logos or other branding components from individuals or organizations.

### **Organization Namings**

Generally, institutional entities and physical spaces will be named for individuals; however, an organization (e.g., a corporation) may name an entity or space with prior approval by the College's Board of Trustees, provided that:

1. The proposed naming organization has a positive image and demonstrated integrity.
2. Due diligence (e.g., legal review, marketing review) is undertaken to avoid any appearance of commercial influence or conflict of interest.
3. If the organization's name changes, the College may change the name of the entity or space at the organization's request and expense, consistent with Recognition Guideline 2a above.
4. If the organization's circumstances change and could damage the reputation of the College, the College may change or remove the naming at its sole discretion, consistent with Recognition Guideline 2b above.
5. Signage reflecting the naming may not include logos or other branding components from the organization, consistent with Recognition Guideline 3 above.

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## PROCEDURES

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### Funding Levels Approval

The College's Senior Cabinet will recommend appropriate funding levels for institutional entities and physical spaces per the guidelines above. On behalf of the Senior Cabinet, the President will recommend these funding levels to the External Relations Committee of the Board of Trustees. If the External Relations Committee approves the recommended funding levels, the Committees will bring such recommendations forward for approval by the Board of Trustees.

### Naming Approval

#### Philanthropic Naming

##### 1. Institutional Entities

- a. Prior to discussion with a donor, a request for naming must be submitted by the Development Office to the College's Senior Cabinet for approval.
  - i. **Any naming of an institutional entity involving an organization** must be approved by the College's Senior Cabinet, President, External Relations Committee, and Board of Trustees prior to discussion with a donor.
  - ii. **Any exception to established naming funding levels** must be approved by the College's Senior Cabinet, President, External Relations Committee, and Board of Trustees prior to discussion with a donor.
- b. Upon execution of a gift agreement, the Development Office will prepare a naming resolution.
- c. The External Relations Committee will review naming resolutions. If the External Relations Committee approves such resolutions, then the Committee will bring the resolutions forward for approval by the Board of Trustees.
- d. Following Board of Trustee approval, the Development Office will communicate with the donor and coordinate donor recognition.

##### 2. Physical Spaces (New Buildings and Facility Renovations)

- a. Prior to discussion with a donor:
  - i. A facilities project must be approved by the College's Board of Trustees.
  - ii. Once building designs are complete, a recommendation for naming funding levels, including the entire facility and spaces within or surrounding the facility, will be submitted by the College's Senior Cabinet to the Board of Trustees for approval.
  - iii. **Any naming of a physical space involving an organization** must be approved by the College's Senior Cabinet, President, External Relations Committee, and Board of Trustees prior to discussion with a donor.
  - iv. **Any exception to established naming funding levels** must be approved by the College's Senior Cabinet, President, External Relations Committee, and Board of Trustees prior to discussion with a donor.
- b. Upon execution of a gift agreement, the Development Office will prepare a naming resolution.

- i. Namings of indoor spaces for new construction will be submitted as a summary resolution for approval by the Board of Trustees just prior to or upon a facility's official occupancy.
- c. The External Relations Committee will review naming resolutions. If the External Relations Committee approves such resolutions, then the Committee will bring the resolutions forward for approval by the Board of Trustees.
- d. Following Board of Trustee approval, the Development Office will communicate with the donor and coordinate donor recognition.

## **Honorific Naming**

### **1. Institutional Entities**

- a. To request consideration of an institutional entity naming with no gift involved, a naming request including rationale for the request and an overview of the honoree's accomplishments must be submitted to the Development Office. The Development Office will facilitate the naming process with the College's Senior Cabinet.
- b. Once a naming request is approved by the College's Senior Cabinet, the Development Office will prepare a naming resolution.
- c. The External Relations Committee will review naming resolutions. If the External Relations Committee approves such resolutions, then the Committee will bring the resolutions forward for approval by the Board of Trustees.
- d. Following Board of Trustee approval, the Development Office will communicate final approvals to the originator of the naming request and coordinate honoree recognition.

### **2. Physical Spaces (Existing Buildings)**

- a. To request consideration of a physical space naming with no gift involved, a naming request including rationale for the request and an overview of the honoree's accomplishments must be submitted by the Vice President for Planning and Administration to the Development Office. The Development Office will facilitate the naming process with the College's Senior Cabinet.
- b. Once a naming request is approved by the College's Senior Cabinet, the Development Office will prepare a naming resolution.
- c. The External Relations Committee will review naming resolutions. If the External Relations Committee approves such resolutions, then the Committee will bring the resolutions forward for approval by the Board of Trustees.
- d. Following Board of Trustee approval, the Development Office will communicate final approvals to the originator of the naming request and coordinate honoree recognition.

## **Naming Modifications**

Consistent with Recognition Guideline 2 above, namings will generally remain in place for the life of the institutional entity or physical space, but may be modified at the College's sole discretion according to the following procedures if:

1. The name of a donor or honoree changes. (In the case of philanthropic namings, any changes will be at the donor's request and expense.)
2. Circumstances related to a donor or honoree change and could damage the reputation of the College.
3. Disbandment of a named entity or disposal of a named space is deemed necessary to the business of the College.

Named entities and spaces may be modified, removed, or disposed for the above reasons upon recommendation by the College's Senior Cabinet and President, approval by the External Relations Committee and Board of Trustees, and with notification to the donor/honoree or a donor's/honoree's representative, as appropriate for the situation.

### **Modification of Philanthropic Namings**

If circumstances warranting a philanthropic naming modification arise, the Development Office will first consult the donor to determine a modified naming or an alternative recognition, as appropriate for the situation. If the donor is not available, the Associate Vice President for Development may, in their discretion and as appropriate for the situation, propose a modified naming or an alternative recognition.

The Associate Vice President for Development will then present a recommended resolution for the naming modification or alternative recognition to the College's Senior Cabinet. The Senior Cabinet will review the proposed naming modification or alternative recognition resolution. If recommended by the Senior Cabinet, the President will recommend the resolution to the External Relations Committee of the Board of Trustees. If the External Relations Committee approves the resolution, the Committee will bring the resolution forward for approval by the Board of Trustees.

### **Modification of Honorific Namings**

Although generally discouraged, institutional entities and physical spaces with honorific namings may be modified with approval by the College's Board of Trustees. If circumstances warranting an honorific naming modification arise, the Development Office will compile a rationale for re-naming, including the current name history, a clear understanding of the College's relationship with the honoree, and any documents and commitments related to the naming. The Development Office will also inform the former honoree and/or surviving family members of the intention to alter the naming and develop a plan to recognize the former honoree through a naming modification or alternative recognition, as appropriate for the situation.

The Associate Vice President for Development will then present a recommended resolution for the naming modification or alternative recognition to the College’s Senior Cabinet. The Senior Cabinet will review the proposed naming modification or alternative recognition resolution. If recommended by the Senior Cabinet, the President will recommend the resolution to the External Relations Committee of the Board of Trustees. If the External Relations Committee approves the resolution, the Committee will bring the resolution forward for approval by the Board of Trustees.

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## ROLES AND RESPONSIBILITIES

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Role	Responsibilities (refer to listed section for details)
<b>Board of Trustees</b>	<ul style="list-style-type: none"> <li>● Review and approval of Naming Guidelines</li> <li>● Final approval of all naming resolutions</li> <li>● Final approval of funding levels</li> <li>● Final approval of modifications to namings</li> <li>● Waiver of honorific naming “disassociated” period</li> <li>● Prior approval of facilities project with naming opportunities</li> <li>● Prior approval of namings via unrestricted/deferred gifts</li> <li>● Prior approval of organizational naming proposals</li> <li>● Prior approval of funding level exceptions</li> </ul>
<b>External Relations Committee</b>	<ul style="list-style-type: none"> <li>● Review and recommendation of all naming resolutions to the Board of Trustees</li> <li>● Review and recommendation of funding levels to the Board of Trustees</li> <li>● Review and recommendation of modifications to namings to the Board of Trustees</li> <li>● Review and recommendation of organizational naming proposals to the Board of Trustees</li> <li>● Review and recommendation of funding level exceptions to the Board of Trustees</li> </ul>
<b>Finance Committee</b>	<ul style="list-style-type: none"> <li>● Review and recommendation of funding levels to the Board of Trustees</li> </ul>
<b>President</b>	<ul style="list-style-type: none"> <li>● Recommendation of all namings to External Relations Committee, with particular attention to organizational naming proposals and funding level exceptions</li> <li>● Recommendation of funding levels to External Relations and Finance Committees</li> <li>● Recommendation of modifications to namings to External Relations Committee</li> </ul>
<b>Senior Cabinet</b>	<ul style="list-style-type: none"> <li>● Recommendation of all namings to President, with particular attention to organizational naming proposals and funding level exceptions</li> <li>● Recommendation of funding levels to President</li> <li>● Recommendation of modifications to namings to President</li> </ul>
<b>Vice President for Planning and Administration</b>	<ul style="list-style-type: none"> <li>● Submit physical space honorific naming requests to Development Office</li> </ul>
<b>Associate Vice President for Development</b>	<ul style="list-style-type: none"> <li>● Primary Contact for Naming Guidelines</li> <li>● Recommendation of all namings to Senior Cabinet, with particular attention to organizational naming proposals and funding level exceptions</li> </ul>

<b>Development Office</b>	<ul style="list-style-type: none"><li>● Owner of Naming Guidelines</li><li>● Facilitates naming process and prepares naming recommendations for Senior Cabinet</li><li>● Prepares naming resolutions for Board of Trustees</li><li>● Communicates and coordinates with donors regarding namings (e.g., gift agreements, recognition)</li><li>● Consults with donors about and/or prepares rationale for modification of namings (as appropriate)</li></ul>
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## RELATED DOCUMENTS

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Endowment Policy  
Gift Acceptance Policy