

Lakeland Community College

POLICY TITLE:	GUIDELINES FOR NAMING RIGHTS
POLICY NO:	3354-2-10-12
ORIGINALLY APPROVED DATE:	01/15/98
REVISED DATE:	10/31/25
EFFECTIVE DATE:	10/31/25
NEXT REVIEW DATE:	10/2030
RELATED PROCEDURE:	N/A
RESPONSIBLE OFFICE(S):	DEVELOPMENT
APPROVED BY:	BOARD OF TRUSTEES

- A. The following guidelines are intended to provide information to members of the College community and other interested parties regarding the naming of buildings and facilities, academic positions, academic programs or departments, endowments, other significant aspects of the College and variations of these aspects at the College.
1. An honorific naming of College buildings and facilities, academic positions, academic programs or departments, and other significant aspects of college may bear the names of distinguished persons and organizations whose outstanding civic, intellectual, or artistic contributions are consistent with the nature and mission of the College, the community or the nation. Buildings and facilities shall include, but not be limited to: grounds, property, buildings, rooms, monuments, foliage, and other physical improvements to the college campus. Academic positions include division or department chairs, professorships or lecture positions; academic programs include programs of study, departments and other college organizational entities such as academic divisions or the library.
 2. Individuals and organizations which may be recommended for such an honor include, but are not limited to, the following:
 - a. Deceased members of the campus community, including graduates, former students, trustees, faculty, staff or others who have rendered distinctive service to the College.
 - b. Donors, or those named by donors, in recognition of significant contributions to the community-at-large which exemplify the highest ideals of the College.
 3. A contribution or contributions must be large enough to merit this level of recognition. The following percentages are given as approximations of the level of private gift:
 - a. Approximately 25% of the building's current value or projected new construction cost;
 - b. Approximately 50% of the building's renovation cost;
 - c. An endowed chair can be established with a minimum gift of \$500,000;
 - d. An endowed professorship or lectureship can be established with a minimum gift of \$250,000.
 - e. An endowed scholarship can be established with a \$10,000 gift.

- f. Rooms, lounges, centers, named lectures, and other facilities can be named based on discussion with the donor and will be facilitated by The Lakeland Foundation and the President of the College.
 - g. Options of less than the above-suggested valuation can be accepted with a time limit on the naming right instead of in perpetuity. Naming opportunities shall be for 10 years unless otherwise specified.
 - h. Naming through giving will be done with consultation and guidance of The Lakeland Foundation.
 - i. Signage shall be tasteful, discreet, and consistent with existing campus signage.
4. Unless an agreed-upon time-period has been stipulated in the applicable gift agreement, the naming of a physical or non-physical property or other asset of the College in recognition of a donor or other individual implies a commitment by the College to the donor that the property or other asset will be maintained by the College. Consideration should be given to include active funding for upkeep as part of the gift. In the event that the College, in its discretion, determines that a cessation of, or other change in, the use, occupancy, and/or maintenance of such property or other asset is necessary, warranted, and/or unavoidable, the College will try to find an alternative naming opportunity. If the naming has exceeded 20 years, the College, at its discretion, may make a determination that the naming has concluded.
5. Recommendations for the naming of buildings and facilities and academic divisions/programs and positions shall be directed to the President of the College. The recommendation should be accompanied by supporting statements. The College Board shall name college buildings and facilities and significant academic divisions/programs and positions. The College Board also approves the naming of public spaces—rooms or spaces within the College or exterior spaces on campus. The College Board reserves the right, by majority vote, to remove the naming rights given to any physical or non-physical College property or other asset should the College determine, in its reasonable discretion, that there has been an adverse change in the reputation of the donor to an extent deemed relevant by the College.