

## **Administrative Procedure 6620      Naming of District Facilities and Properties**

The following guidelines are provided to assist the Board of Trustees of the El Camino Community College District in determining the naming opportunity of major campus areas, buildings, rooms, and interior and exterior areas in recognition of a substantial gift or significant service to the District, and by agreement, may remain in perpetuity.

1. The substantial gift can be in the form of a financial gift, distinguished service, or time and talents devoted to the District.
2. Recommendations for naming shall be facilitated by the El Camino College Foundation and forwarded to the Superintendent/President in writing.
3. A “donation” connotes a philanthropic intent and is not considered a term-limited “sponsorship.” Prior to gift acceptance, the El Camino College Foundation, on behalf of the District, will determine the philanthropic intent of the gift, i.e. unconditional charitable donation versus a conditional sponsorship payment that results in marketing opportunities for a corporation or donor.
4. The relative valuing of naming opportunities on the campus will be the function of the El Camino College Foundation and the Superintendent/President for final approval by the Board of Trustees. Amounts for naming opportunities will be set and adjusted periodically.
5. When a proposal for naming in honor of an individual involves service in an academic or administrative capacity, the proposal shall not be made until the individual has been retired or deceased at least one year.
6. A pledge will be acknowledged upon the formal execution of a signed agreement. Such agreement shall specify the payment terms to complete the pledge and the action to be taken in the event the pledge is not completed per the agreement.
7. The building or facility to be named shall be reserved, but no formal announcement will be made, nor will any tangible recognition be established to commemorate the donation, until 50% of the contribution is received by the El Camino College Foundation on behalf of the District.

8. The physical appearance of all naming opportunities shall be in keeping with the architectural composition and standards of the campus. Design, construction and installation of the signage will be coordinated with the District's facilities personnel. The cost of the tangible recognition (plaque, sign, sculpture, etc.) shall be deducted from the donation.
9. The Board of Trustees, working with the Superintendent/President and the El Camino College Foundation, shall have authority to terminate the naming agreements for sufficient cause or when the gift no longer aligns with the mission of the District.
10. The named facility or portion thereof will be in perpetuity for the life of the building unless otherwise specified in the gift agreement. The El Camino Community College District is not under any obligation to "transfer" a named facility when it (or a portion of it) is rendered no longer usable unless the District chooses to do so.
11. At the request of the donor or the donor's family or heirs, the Board of Trustees may remove the name of the building, area, room or portion of the facility.
12. At its discretion, the Board of Trustees, working with the Superintendent/President and the El Camino College Foundation, may waive any or all of the above criteria and guidelines.

Board Review: September 7, 2016