

CHAPTER 2: Administration and General Institution
ADMINISTRATIVE PROCEDURE NO. 2.80.1

ADMINISTRATIVE PROCEDURE
San Mateo County Community College District

Subject: AP 2.80.1 Naming of District Facilities, Programs, and Activities
Revision Date: 5/26 (This is a new procedure)

The naming of buildings is of philosophical and practical value, contributing to an institution's identity while highlighting its history and strengthening connections to the community and region. The Board has the sole authority to name campus buildings, other facilities, programs, and activities based upon information provided by the Chancellor, in consultation with the relevant College President, Foundation, and constituent groups. These procedures ensure that the naming of campus buildings and other facilities are consistent in style and application.

1. General Principles

- a. Consideration of geographic location of facilities, including prominent landmarks and geographical features or community names.
- b. Consideration of names with historic or cultural significance in the region.
- c. Extraordinary and documented financial support of the college to further its programs, activities, or capital construction.
- d. Extraordinary and documented contribution to the college and its students by an individual, group, or organization other than college staff, without a monetary contribution.
- e. Extraordinary and documented individual or organizational service to the community served by the college, not necessarily the college alone, without a monetary contribution.

2. Financial Naming Thresholds

- a. Buildings:
 - i. The greater of \$20 million or fifty percent (50%) or more of the estimated total project cost of a newly constructed or newly renovated building.
 - ii. \$10 million or more for existing buildings.
- b. Portions of buildings or identified areas (classrooms, patios, gardens, theaters, or other identifiable features):
 - i. The greater of \$10 million or fifty percent (50%) or more of the total cost of the specific part of the building or identified areas for newly constructed or newly renovated areas.
 - ii. \$5 million or more for an existing athletic field or area.
 - iii. \$1 million or more for an existing building wing or floor, or existing auditorium, theatre, cafeteria, scoreboard, or similar building area.
 - iv. \$500,000 or more for an existing assembly area, testing center, study area, or other similar building area.

- v. \$250,000 or more for an existing major lecture hall, specialized classroom, or similar specialized room.
 - vi. \$100,000 or more for an existing standard classroom, large conference room, or laboratory space.
 - vii. \$50,000 or more for an existing smaller conference room or office space.
 - viii. \$25,000 or more for tile/brick for an honorary wall, seat in a theater, or a small part of a room, exterior, etc.
- a. Programs: \$1 million or more.
 - b. Activities (such as a lecture series): Commensurate with the activity.
 - c. Temporary Naming Rights:
 - i. Shall specify duration, renewal terms, and financial commitment.
 - ii. Twenty percent (20%) of the above-referenced amounts.

3. Process

- a. Work with the San Mateo County Community Colleges Foundation to complete a "naming application" which will be submitted to the President of the SMCCCD Board of Trustees for consideration. B. The President of the Board of Trustees, the Chancellor, and the President of the relevant college (in consultation with the campus community) shall constitute a committee to make a recommendation to the Board of Trustees. C. The recommendation for consideration of any naming by the committee shall be made to the Board of Trustees during a Regular or Special Board Meeting. D. The Board of Trustees' decision is final.

4. Conditions and Limitations

- b. Current faculty, staff and trustees are not eligible for naming. Faculty, staff and trustees who have been separated from the District/College for at least five years may be eligible. B. Active local, state, or national political representatives are not eligible for naming. C. Prior to the installation of any signage, a signed gift agreement must be executed. D. Signage must be approved by the Chancellor as consistent with District style guidelines.

5. Renaming and Revocation

- a. The District reserves the right to change the name of the facilities in the following circumstances:
 - i. If the donor is convicted of a felony.
 - ii. If the donor engages in conduct, which, in the sole discretion of the Board of Trustees, is significantly detrimental to the reputation of the donor, such that continued name association between the District and the donor would be contrary to the best interests of the District.
 - iii. If the structure is demolished, program or activity discontinued, or significantly altered and repurposed.
 - iv. If the name of the structure, program, or activity is demonstrated to be contrary to the core values or best interests of the District.
 - v. Nonpayment of the financial commitment.

6. Board Discretion

- a. The Board of Trustees shall have the sole discretion to waive a portion of the above limits in special circumstances at the recommendation of a Trustee or Chancellor.