

# Sierra College

## ADMINISTRATIVE PROCEDURE

AP 6620

### Naming Buildings

Date Adopted:	10/9/1995
Date Revised:	12/12/2025
Date Reviewed:	12/12/2025
References:	Education Code Section 70902

### Facility Naming and Memorials

The Sierra Joint Community College District and the Sierra College Foundation may make donors aware of giving and naming opportunities and solicit for the naming of facilities or programs. The amount of the donation required shall be based on type, size, prominence, maintenance, and/or replacement cost of the facility, grounds, or program, and will be set and reviewed as needed by the Director of the Sierra College Foundation in collaboration with the Superintendent/President and/or the Vice President, Administrative Services.

The District may consider the following reasons for the naming of facilities, buildings, parts of buildings, or other District property as well as the creation of memorials:

1. To designate the function of, or discipline to be served by, a building or facility, or the mission or purpose of a program (administrative or functional based).
2. To reflect natural or local area geographic features, such as streets, mountains, districts (location based).
3. To recognize former and deceased employees, students, student groups, or Trustees who have contributed significantly to the cultural, social, academic, development, or political life of the District.
4. To commemorate historical events that have shaped the culture of the District.

The following three criteria fall under the heading of commemorative naming. Normally this applies to the naming of buildings but may include naming of programs of study and/or student services, plaques, benches, paintings/pictures, or use/designation of any tangible items or public space on district property.

1. To commemorate individuals that have made important contributions to the District through extraordinary, dedicated service to the District or through contributions to the culture of the District.
2. To commemorate individuals, families, organizations, corporations, or entities that have made important financial contributions to enable the teaching, learning and public service missions of the district.

3. To commemorate individuals who, although they have no direct connection to the District, are recognized for outstanding historic, artistic, scientific, or otherwise notable accomplishments.

### **Acceptable Forms of Donations**

In recognition and appreciation of an individual, family, organization, nonprofit foundation, or corporation for significant financial or service contributions, the District may name facilities or programs in honor of significant contributors of funds or service to the District according to the following guidelines:

1. Acceptable forms of gifts to result in a naming include cash, appreciated securities, real property, and under certain circumstances, life-income gifts (charitable remainder trusts), gifts through estate planning, and gifts-in-kind. Naming opportunities shall be available for a deferred gift if the gift is irrevocable, and the district and Foundation are provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable. In most cases, gifts may be made through legally binding pledges fulfilled within no more than five years.
2. In instances when private funds are needed to pay for immediate remodeling, renovation, and/or construction, donations made through irrevocable deferred gift techniques shall not be accepted. A naming opportunity may, however, be accepted for an existing, unnamed facility not requiring major remodeling or renovation as long as the irrevocable deferred gift technique has been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.
3. District administration and the Foundation shall take into consideration the significance and amount of the service. Service is defined as major, significant contributions of time and/or talent to promote the mission of Sierra College as an inclusive institution that provides outstanding education to all students or enhancement of the broader community.

### **Submission of Proposals for Naming**

The credentials, character and reputation of each individual, family, organization, corporation or entity for whom the commemorative naming of a building or property is being considered should be carefully scrutinized and evaluated. Nominations submitted for consideration must be accompanied by supporting documentation:

1. A formal letter of request should be prepared and submitted by the individual(s) initiating the request with a statement of the nature of the request. The letter should discuss the importance of the naming to the district; the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming. In the case of naming a building or property after a living person, the magnitude of gifting and meritorious activity should be well delineated. Plans for any plaque, funding, and maintenance should be identified. The following items should be included in the proposal packet:
  - a. A resume/portfolio/CV or discussion of the individual, family, organization, corporation, or entity being commemorated.
  - b. Letter(s) of reference or recommendations from individuals. There is no minimum or maximum number of recommendations required. Petitions may also be submitted to show those in favor of the naming.
  - c. Proposed language or signage for the naming.
  - d. Proposed funding for any signage for the naming.

## **Review of Proposals for Naming**

1. Proposals submitted by external individuals and/or entities or proposals submitted with an associated donation:
  - a. Proposals shall be submitted to the Sierra College Foundation.
  - b. The Sierra College Foundation will collaborate with the Superintendent/President or designee to review the proposal and associated donation to make a recommendation to the Board of Trustees.
2. Proposals submitted by Sierra College employees and students:
  - a. Proposals shall be submitted to the Vice President of Administrative Services (VPAS) Office.
  - b. The VPAS or their designee will acknowledge receipt of the naming proposal and communicate with the requestor(s) a determination on the appropriateness of the request.
  - c. The proposal may be shared with District senates for review and feedback.
  - d. The proposal may be shared with Strategic Council. The Strategic Council in turn will make a recommendation to the Superintendent/President.
  - e. The Superintendent/President may bring the proposed naming before the Board of Trustees.

## **Final Authority and Approval**

Final authority for approval of naming will rest with the Board of Trustees upon recommendation from the Superintendent/President. Upon approval from the Board of Trustees, the Superintendent/President or their designee will notify the appropriate stakeholders of the decision.

## **Written Agreement Required**

An agreement between the appropriate parties such as the District, the Sierra College Foundation, gift donor, or requesting individual(s) shall be prepared in writing to memorialize the conditions associated with a donation, or donations over time, which result in the naming of a building, program, or commemorative item.

## **Duration of Commemorative Name**

All naming opportunities may be for a set period of time, or in perpetuity, as agreed on mutually by donor, District administration and Foundation.

## **Ownership rights**

All named buildings and property continue to remain the property of the district.

## **Modification or Relocation of a Commemorative Name**

Whenever commemorative names are eliminated, modified, shifted between structures, or relocated, the same review and approval process should be followed.

1. In the event that a commemorative name is destroyed in a natural disaster and is rebuilt for its original purpose, the commemorative name shall be replaced according to the original naming resolution.

2. In the event that a commemorative name is completely replaced with new construction, not due to a natural disaster, or is drastically altered through remodeling, the district shall consider whether:
  - a. The new building/commemorative item shall retain the commemorative name of the building it replaces, or
  - b. A new naming opportunity should be considered for the replacement of the building/commemorative item. In such a case, the original commemorative name shall be suitably honored in the new building (e.g., by a plaque placed in a prominent location) or the board may choose to place the commemorative name on another building. Before moving forward, the district shall make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members to ensure that the original purpose of the naming and the donor's wishes are preserved as appropriate.

### **Termination of a Commemorative Name**

If at any time following the approval of a naming, circumstances change substantially so that the continued use of the name may compromise the public trust, the Superintendent/President shall convene an ad hoc committee to discuss the circumstances surrounding the issue and make a recommendation to the Board of Trustees as to whether the name should be retained or removed. The Board of Trustees has final approval on the matter. Circumstances that may lead to the removal of a name include:

1. The commission of a heinous crime or involvement in an egregious action by any individual, group, organization, or other entity associated with a commemorative naming.
2. The failure of a donor to fulfill gift commitments as specified in the gift agreement.

See Board Policy 6620.