

**TITLE OF THE POLICY**

Facility, Position and Program Naming Policy

**PURPOSE OF THE POLICY**

The purpose of this policy is to set the criteria for the naming of College facilities, positions and educational programs. It is established to assure an appropriate reflection of the history of the College as well as consistency, fairness, and fitting recognition of service and financial contributions to the College, leading to the honor and privilege of name association with a program, fund or physical aspect of the College.

**APPLICABILITY**

This policy applies to all members of the college community.

**POLICY STATEMENT**

The Wake Technical Community College (“College”) Board of Trustees have the final authority for name recognition and approval. The Board retains the absolute control over all College facilities, positions, programs and property, and may take any action which is necessary to carry out the mission of the College, maintain the public trust, and enforce policies which are in the best interest of the College. The College president is authorized and directed to establish procedures consistent with this policy and to take all actions necessary and appropriate to implement it. Benefactors and honorees should be informed throughout the naming discussions that final naming approval for all College facilities, positions and programs reside with the Board of Trustees.

**DEFINITIONS**

Word/Term	Definition
<b>Facility</b>	The term “facility” or “facilities” is defined to include all physical interior and exterior property of the College, including but not limited to, College buildings, courtyards, roads, parking lots, walkways, playing fields, campus grounds, interior rooms and auditoria, public spaces, galleries, and any other such areas or property that is owned or controlled by the College. The term “facility” or “facilities” will also include tribute markers, such as plaques, medallions, or other monuments usually placed in association with trees, benches, walls, seats, or other such property.
<b>Program</b>	An Academic Program (“Program”) is a group of courses or a college division that may change from time to time with respect to a branch of knowledge that is currently taught at the College and which comprise the required and elective courses that lead to a degree, diploma or certificate.
<b>Position</b>	The term “position” is defined as faculty or staff titles and may include endowed chairs or other titles that will be given to faculty or staff by way of donor funding.

*Please note: Printing this document may make it obsolete.  
 For the latest version of this policy always check the policies website at [www.waketech.edu](http://www.waketech.edu)*

## PROCEDURES

### Naming Tributes

The following two categories will generally be considered for a naming tribute:

1. Naming in recognition of Financial Support
2. Naming in recognition of Distinguished Service

Tributes will be limited to Individuals or Businesses.

### General Provisions

Each naming opportunity granted in recognition of the provision to the College of anything of economic value shall be subject to policies set forth herein and such guidelines as may be established from time to time by the president and appropriate vice president or chief campus officer.

Each naming opportunity granted for distinguished service shall be subject to review and approval of the nomination and to such written conditions statement and guidelines as may be established by the president from time to time.

A decision to add a name to any College facility, position or program as defined by this policy shall require a vote of a majority of the members present at a meeting at which there is a quorum, but no less than 6 members. When a College facility has been named by the Board of Trustees, it is the College's intent to continue to use the name so long as the facility remains in use and serves its original function, or as otherwise may be provided for in the written agreement between the parties and as subject to North Carolina statutes that exist now or may exist in the future. For example, the College has the right to propose a duration of a certain number of years for a particular naming opportunity, but that will be specified in the proposal to the donor by way of a memorandum of understanding that will be prepared by the Wake Tech Foundation office and signed by the donor.

At the discretion of the Board of Trustees, all permanently endowed gifts will be eligible for lifetime naming opportunities. These decisions are unique and will be discussed ahead of time by the Foundation office and the Board of Trustees before said opportunity is presented to a potential donor. As with all naming gifts, the term or permanence of the name will be featured prominently in the memorandum of understanding.

When the use has changed such that the named facility must be demolished, substantially renovated, or rebuilt, or the program or position is to be significantly modified or eliminated, the College may retain the use of the name, name another comparable facility or program, or discontinue the use of the name. Such decision shall be made by majority vote of the Board of Trustees in the manner set forth above. Again, this information will be specified in the memorandum of understanding signed by the donor.

When provisions as specified in a) the written agreement between the parties for a financial support naming or b) in the written conditions statement for a distinguished service naming allow for a name on a named facility, position or program to be changed or removed, such decision shall be made by majority vote of the Board of Trustees.

The following procedures serve as a guideline for Wake Tech Community College Trustees, the College president, Foundation executive director, volunteers and outside advisors who assist the College in the solicitation of gifts. The president may, in his/her discretion, determine exceptions to these guidelines on a case-by-case basis when deemed appropriate.

**Please note: Printing this document may make it obsolete.  
For the latest version of this policy always check the policies  
website at [www.waketech.edu](http://www.waketech.edu)**

## Eligibility Criteria for Naming Tributes

### 1. *Naming in Recognition of Financial Support*

For naming recognition of financial gifts or other items of economic value, the donor will be expected to provide all or a substantial part of the cost of the facility to be named. A “substantial part” means a contribution that may not represent a majority of the cost of the project but would not have been available from another source or was in some way integral to project completion or project excellence.

### 2. *Naming in Recognition of Distinguished Service*

From time to time, the College may want to honor an individual associated with Wake Tech Community College for his or her extraordinary, distinguished service.

Such an honor may be considered for a former, retired or deceased faculty or staff member, WTCC graduates, former students, former trustees or other individuals who have made significant contributions to the life of the College.

## General Guidelines for Naming in Recognition of Financial Support

All naming opportunities granted in recognition of financial gifts or other item(s) of economic value shall be subject to appropriate review and approval of the nomination as submitted to the Board of Trustees and in accordance with the procedures set forth below under the Facility, Position and Program Naming Policy.

A written agreement for each ‘Naming in Recognition of Financial Support’ shall be negotiated by the WTCC Foundation and subject to review by College counsel. All specific terms and conditions relating to the naming opportunity will be included in this written agreement. Individuals negotiating on behalf of the College (board members, volunteers, etc.) shall advise potential donors and benefactors that their gift may be recognized by naming, subject to approvals and decisions consistent with these guidelines and applicable College policy. Any such agreement shall conspicuously note that it is subject to approval by the Board of Trustees in the Board’s complete discretion. The president shall submit any such written agreement negotiated for a facility, position or program naming opportunity to the Board of Trustees for their review prior to the Board’s consideration of a naming recommendation.

Donations of non-cash gifts, such as consulting services, equipment, in-kind gifts, real estate, stock, or any other non-cash items shall be subject to verification through independent appraisal and valuation as deemed appropriate by the College. The College shall retain the absolute right to obtain independent appraisals and/or valuations of such gifts to determine the fair market value of the non-cash donations or contributions.

A naming conferred in recognition of a pledge shall be contingent upon fulfillment of that pledge. The written agreement for such pledge shall specify the terms and conditions of the pledge, including but not limited to, the plan for fulfilling the pledge and the determination by the College president as to the timeline for placing the name on the facility, position or renaming the program.

The College shall generally require a minimum of twenty percent (20%) of the total pledge at the signing of the written agreement with a schedule for the balance of payment(s) to be stated in the written agreement. Limited exceptions may be made for deferred gifts, trusts, and similar donations. The College reserves the absolute right to rescind a naming if at any time the pledge is determined by the College to be fully or partially unfulfilled, subject to any terms included in the written agreement for that pledge. Should the College rescind a naming opportunity due to an unfulfilled pledge, the College shall be under no obligation to return any portion of the pledge already paid to the College by the donor. This will be specified in the Memorandum of Understanding signed in advance by the donor.

**Please note: Printing this document may make it obsolete.  
For the latest version of this policy always check the policies  
website at [www.waketech.edu](http://www.waketech.edu)**

### **General Provisions for Naming in Recognition of Distinguished Service**

All naming opportunities granted to individuals for extraordinary, distinguished service shall be subject to appropriate review and approval of the nomination as submitted to the College on such nomination form or other approved writing and in accordance with the procedures set forth herein. Such review shall take into account, as appropriate, the support of the College faculty and staff as well as the support of the College community.

A written conditions statement shall be prepared by the College for each 'Naming in Recognition of Distinguished Service' that shall include all the terms and conditions of the naming approval. The president shall submit any such written conditions statement prepared for a 'Naming in Recognition of Distinguished Service' to the Board of Trustees for their review prior to the Board's consideration of a naming recommendation.

### **Other General Provisions for Naming Recognition**

In establishing objectives for a fundraising campaign, the Wake Tech Foundation, in consultation with the College president and the WTCC Foundation Board, will establish a schedule of naming opportunities and the level of donation required for each.

For naming opportunities of existing facilities, positions and programs arising outside of a fundraising campaign, the Foundation, in consultation with the College president, will be permitted to recommend values and formulate an appropriate level of donor contribution consistent with comparable naming opportunities on campus.

When provisions as specified in a) the written agreement between the parties for a financial support naming or b) in the written conditions statement for a distinguished service naming allow for a name on a named facility to be changed or removed, such decision shall be made by the Board of Trustees. The credentials, character and reputation of each individual, organization or business entity for whom the naming of a facility, position or program is being considered should have a positive image and demonstrated integrity and shall be carefully scrutinized and evaluated. The College president or designee may require that a background or verification check be conducted on any donor or naming nominee, whether living or deceased. The results of such background or verification check (confidential to the president, foundation executive director and board of trustees) shall be considered as part of the decision making process for the naming of a facility, position or program. Once the appropriate reviews are completed on any donor or naming nominee, it shall be the responsibility of the College president to forward a naming recommendation to the Board of Trustees. The College president shall only make recommendations to the Board of Trustees for naming candidates that have the president's strong, unqualified support. Notwithstanding the College president's recommendation, the Board may reject any naming recommendation in its sole discretion.

No public communication of a proposed name shall be made until the name is presented to the Board of Trustees for consideration by the College president.

Absent exceptional circumstances, if the request is to honor a living person, that individual may not be an active employee or trustee or elected or appointed public official at the time of consideration. If the request is to honor a former employee or trustee, the request must not be submitted for six months following College service.

### **Recognition of Donor**

The specific amount of a donor's proposed gift may be maintained as a confidential matter between the donor and the College to the extent allowed by North Carolina law; however, the College may wish to publicly announce a gift in the interest of encouraging other prospective donors to make similar commitments. Such gift

*Please note: Printing this document may make it obsolete.  
For the latest version of this policy always check the policies  
website at [www.waketech.edu](http://www.waketech.edu)*

announcements, except as otherwise required by law, will be made only after securing written permission of the donor and offering the donor an opportunity to review the announcement.

As determined appropriate, the College will list the names of the donors in appropriate College publications. The College will consider other opportunities for special recognition of donors on a case-by-case basis. Signage used to recognize a donor shall be determined by the College and be consistent with all other College signage in use at that location and/or consistent with similar signage used throughout the campus. The foundation will coordinate this effort with the facilities office.

### **Nomination Procedure for Facility, Position and Program Naming**

1. Recommendations for the naming of a facility, position and program or area are to be submitted to the Office of the President using the Facility, Position and Program Naming Nomination form. Nominations submitted for consideration must be accompanied by supporting documentation to provide background on the nominee and his/her history, if any, with Wake Tech Community College.
2. An eight member Facility, Position and Program Naming Committee, appointed by the Board of Trustees Chair and College president, will evaluate the nominations. The Facility, Position and Program Naming Committee will consist of:
  - a. two members of the WTCC Board of Trustees (facilities chair and treasurer)
  - b. two directors of the WTCC Foundation Board;
  - c. one member of the WTCC Faculty Senate;
  - d. the student representative to the Board of Trustees;
  - e. the executive director of the WTCC Foundation; and
  - f. one administrative/executive appointee of the College president.
3. The WTCC General Counsel will provide a report to the Facility, Position and Program Naming Committee on the risks and benefits associated with the potential naming of the facility, position or program. This report will include the perspectives of the College president, chief campus officers, vice presidents, and other relevant parties, as well as, information on the costs related to the implementation and maintenance of the signage, and potential sources of funding to cover these costs.
4. The Facility, Position and Program Naming Committee will be provided a review period of not less than thirty (30) calendar days from the mailing date of the report for members to review the information provided prior to taking action on the recommendation.
5. If the naming nomination is approved by the Facility, Position and Program Naming Committee, the form shall be endorsed by the College President and the committee's recommendation for the naming of a facility, position or program will then be submitted to the WTCC Board of Trustees by the president for consideration by the Board at a regularly scheduled meeting of the Board of Trustees.
6. A naming opportunity will be approved upon a vote of a majority of the members present at a meeting at which there is a quorum, but no less than 6 members of the Board.

### **Change of circumstances; Revocation of Naming Approval or Conferral**

The College reserves the right, in certain circumstances and on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompted them, may apply to an approved naming that has not yet been acted upon or a conferred naming in the following circumstances:

*Please note: Printing this document may make it obsolete.  
For the latest version of this policy always check the policies  
website at [www.waketech.edu](http://www.waketech.edu)*

1. If conduct by the benefactor or honoree occurs or comes to light which results in a substantial negative change in the public reputation of the benefactor or honoree such that the continued use of the name may compromise the public trust, dishonor the College and its standards, or otherwise be contrary to the best interests of the College, the naming may be revoked.
2. If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked.
3. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

**Suggested Values of Key Naming Opportunities**

**Campuses**

Major Campuses (Main, North, RTP)	\$5.0 million
Smaller Campuses (Public Safety, Western Wake)	\$2.0 million

**Buildings**

Major Buildings	\$1.0 million
Smaller Buildings	\$250,000-\$500,000

**Specific Large Rooms**

SSB Conference	\$500,000
Auditoriums	\$100,000
Student Unions	\$40,000
Assessment Centers	\$25,000
Lobbies	\$50,000
Learning Commons	\$75,000
Student Services Centers	\$50,000
Dining/Café Area	\$50,000
Board Rooms	\$50,000
Executive Classrooms	\$35,000
Specialized Labs	\$45,000

**Other**

Bell Towers	\$75,000
Plazas	\$25,000
Theaters	\$25,000
Gardens/Courtyards/Parking Lots	\$40,000
Conference Rooms	\$10,000
Student Lounges	\$15,000
ILC Centers	\$10,000
Offices	\$5,000
Feature Wall – RTP	\$20,000
Pre-Function Areas	\$25,000
Server/Data Centers	\$20,000

***Please note: Printing this document may make it obsolete.  
For the latest version of this policy always check the policies  
website at [www.waketech.edu](http://www.waketech.edu)***

**CONTACT INFORMATION**

<b>Subject</b>	<b>Contact</b>	<b>Telephone</b>	<b>E-mail / Web Address</b>
<i>Policy Clarification</i>	<i>Policies and Procedures Manager</i>	919-866-5464	<a href="mailto:policies@waketech.edu">policies@waketech.edu</a>

Ref\_E0101 Facility, Position and Program Naming Policy

***Please note: Printing this document may make it obsolete.  
For the latest version of this policy always check the policies  
website at [www.waketech.edu](http://www.waketech.edu)***