

AP 6620 Naming of District Facilities and Properties

The following guidelines are provided to assist the Santa Clarita Community College District:

- The opportunity to name a major campus facility is meant to memorialize and/or recognize the occasion of receiving a substantial gift to the District and by agreement may remain in perpetuity.
- Normally, the amount will equal a minimum of ten percent (10%) of new capital improvement costs or the appraised value of existing property.
- A “donation” connotes philanthropic intent, and is not considered a term-limited “sponsorship,” as outlined in the Foundation and District policies and procedures for reporting sponsorships.
- Prior to gift acceptance, the District will determine the philanthropic intent of the gift, i.e. unconditional charitable donation vs. a conditional sponsorship payment that results in marketing opportunities for a corporation or organization.
- A pledge will be acknowledged upon the formal execution of a signed agreement.
- The donor’s capacity to fulfill their charitable commitment will be determined through a due diligence process, using unobtrusive sources of data already in the public domain.
- Prior to presenting a recommendation to the Board of Trustees to name a District facility, staff will confirm the ability of the donor to make the financial commitment and will determine the term of the payment of the funds.
- 50% of the contribution must be received by the District prior to formally naming a major campus facility. The building or facility to be named will be reserved but no formal announcement will be made and neither will any tangible recognition be established to commemorate the donation until 50% of the contribution is received.
- The physical appearance of all naming opportunities will be consistent with the style of existing campus signage.
- Design, construction, and/or installation of the signage will be coordinated with the District’s Facilities Department.
- The cost of the tangible recognition, i.e. plaque, bust, sculpture, signage, etc. shall be deducted from the donation.
- It is recognized that each gift is unique and the special needs or interests of the donor will be accommodated, when possible.
- Recommendations for naming will be forwarded to the Chancellor in writing.

- The named facility or portion thereof will be in perpetuity for the life of the building. The Santa Clarita Community College District is not under any obligation to “transfer” a named facility at a time when it (or a portion of it) is rendered no longer usable unless it chooses to do so.
- If the District proposes to change the function of a named facility or area, it must document the review of related gift agreements in consultation with the district’s Foundation to determine if the proposed use is consistent with the restrictions that may have been previously stipulated.
- The Board of Trustees, at its sole discretion, shall have the authority to terminate the naming arrangements for sufficient cause or when the gift no longer serves the mission of the District.
- At the request of the donor or the donor’s family or heirs, the Board of Trustees may remove the name from the building.
- In special circumstances, the Board of Trustees may waive any or all of the above criteria.

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