



**Marketing and Community Relations Protocol:
Named Facilities at Monroe Community College**
Revised 8-22-13

General Guidelines

- Official names of facilities are always printed on permanent signage, in the college catalog, and in formal invitations.
- Official names of facilities may be shortened when used on the college’s website or social media.
- The acceptable alternative name may be used in external communications on second reference only.
- When constructing a sentence with multiple facility names, start with the facility name as prioritized in the chart below [e.g., the reception will be held in the Warshof Conference Center, R. Thomas Flynn Campus Center (Monroe A & B)]. Please note that some facilities are named to honor past college leaders or benefactors whose philanthropy made the facility possible.
- Commas may be replaced by “in the” if preferred (e.g., Brighton Room, R. Thomas Flynn Campus Center and Brighton Room in the R. Thomas Flynn Campus Center are both acceptable).

OFFICIAL NAME	ACCEPTABLE, ALTERNATIVE NAME (ON SECOND REFERENCE)	NOTES
Alice Holloway Young Commons	N/A	Refer to the building as “residence halls,” not as “dorms” or “resident halls.” Residence hall names include: Alexander Hall, Canal Hall, Pioneer Hall and Tribune Hall. Refer to as follows: Alexander Hall, Alice Holloway Young Commons.
Applied Technologies Center	N/A	“Technologies” is always plural; it should never be “Applied Technology Center” ATC is acceptable on second reference for internal audiences only
Atrium, R. Thomas Flynn Campus Center <i>or</i> R. Thomas Flynn Campus Center Atrium	Flynn Campus Center Atrium <i>or</i> Atrium in the Flynn Campus Center	Refers to the first and second floor areas of the Flynn Campus Center under the skylight, including the second floor balcony.
Bausch & Lomb Lobby,	Bausch & Lomb	The Bausch & Lomb Lobby is



R. Thomas Flynn Campus Center <i>or</i> Bausch & Lomb Lobby in the R. Thomas Flynn Campus Center	Lobby	located on the first floor of the Flynn Campus Center.
Brighton Room, R. Thomas Flynn Campus Center <i>or</i> Brighton Room in the R. Thomas Flynn Campus Center	Brighton Room	Refers to Room 3-217 in the Flynn Campus Center (faculty/staff dining room).
Damon City Campus	DCC	When referencing the college campus in development at State Street and Morrie Silver Way, “downtown campus” is appropriate.
Economic and Workforce Development Center	N/A	Facility located in Building 29, 1057 East Henrietta Road, Suite 100 & 300, home to Corporate College, Workforce Development, Grants, and the Economic Development and Innovative Workforce Services Vice President’s office.
John L. DiMarco Field	DiMarco Field	
R. Thomas Flynn Campus Center	Flynn Campus Center	Internally may use with “Bldg. 3” or “3-172” (indicating room) in parentheses.
Forum, R. Thomas Flynn Campus Center <i>or</i> Forum in the R. Thomas Flynn Campus Center	Forum	Refers to room 3-130 in the Flynn Campus Center
Gilman Lounge, R. Thomas Flynn Campus Center <i>or</i> Gilman Lounge in the R. Thomas Flynn Campus Center	Gilman Lounge	
The Gleason Hall of Science and Technology	Gleason Hall	Internally may use with “Bldg. 9” or “9-126” (indicating room) in parentheses.
LeRoy V. Good Library	NA	Capitalize the “R” in the middle of “LeRoy.”
Richard M. Guon Child Care Center	Guon Child Care Center	
Louis S. and Molly B. Wolk Center for Excellence in Nursing	Wolk Center for Excellence in Nursing	



MarketPlace, R. Thomas Flynn Campus Center <i>or</i> MarketPlace in the R. Thomas Flynn Campus Center	MarketPlace	Refers to dining and food service area within the Flynn Campus Center.
Monagan Court	N/A	Used to identify location of basketball and volleyball matches within the Stabins Physical Education Complex
PAC Center	N/A	PAC stands for MCC alumna Pamela Ann Chesonis. The “C” does not stand for “Center.” The PAC is acceptable on second reference for internal audiences only.
Peter A. Spina Administration Building	Spina Administration Building	
Reflections Bistro, R. Thomas Flynn Campus Center <i>or</i> Reflections Bistro in the R. Thomas Flynn Campus Center	Reflections	Identifies the student-managed restaurant in the Flynn Campus Center
Samuel J. Stabins Physical Education Complex	Stabins Physical Education Complex	Internally may use with “Bldg. 10” or “10-131” (indicating room) in parentheses.
MCC Theatre	Theatre	
Warshof Conference Center, R. Thomas Flynn Campus Center	N/A	Comprising Monroe A, Monroe B, Empire Room and the second-floor lobby in between. May omit the exact room name and rely on signage to direct visitors, but need to keep Warshof Conference Center and R. Thomas Flynn Campus Center in location name. If needed, exact room name appears in parentheses at the end of the listing. When noting an event that occurs in both Monroe A and Monroe B, use the following style format: Monroe A & B. Warshof Conference Center should appear first in a listing (e.g., Warshof Conference Center,



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		R. Thomas Flynn Campus Center).
Viswanathan Dental Studies Clinic	N/A	