



## 2.8 Naming Opportunities Policy

Category: Administration

Name of Responsible Office: Monroe Community College Foundation, Inc.

Title of Responsible Executive: Vice President for Institutional Advancement & Executive Director, MCC Foundation

Date Established: December 2000

Date Last Approved: November 23, 2020

### Summary

This policy recognizes the importance of private philanthropy through naming opportunities at Monroe Community College (the College).

### Policy

#### *Policy Statement*

1. The Board of Trustees has the final authority to approve naming opportunities for the College. Because naming opportunities are integral to the fundraising process and an important part of donor recognition, this policy recognizes the important role of the Monroe Community College Foundation, Inc., in making recommendations.
2. The naming of a physical or non-physical asset of the College is appropriate when a significant gift is received for the benefit of the College, and to honor the character, service or other positive merits of the donor or the donor's honoree. In extraordinary circumstances, an asset may be named to recognize outstanding non-monetary contributions to the College.
3. A physical or non-physical asset may be named on behalf of an individual or legal entity.
4. The naming of a physical or non-physical asset in recognition of a donor or a donor's honoree implies a promise to that donor that the asset will be permanently maintained or, if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
5. If a donor's reputation changes substantially so that the continued use of the name may compromise the public trust, bring dishonor to MCC, or be contrary to the best interests of the College, the Board of Trustees reserves the right to revoke the name and the facility may be renamed.
6. All combinations of gifts, pledges, and irrevocable planned gifts are acceptable forms of philanthropy to support naming commitments. With respect to deferred gifts, while the naming commitment may be immediate, the required amount may be set higher because of the delay in receiving the gift.
7. Buildings, campus grounds or other physical facilities will not be named for individuals currently employed by the College, serving on the College's Board of Trustees, or currently holding public office.
8. The Board of Trustees delegates the authority to name scholarships, equipment and program funds to the MCC Foundation, Inc.

### ***Responsibility***

Vice President for Institutional Advancement and Executive Director, Monroe Community College Foundation, Inc.

### **Contact Information**

Vice President for Institutional Advancement and Executive Director, Monroe Community College Foundation, Inc.

### **Related Information**

Monroe Community College Naming Opportunities Procedure

Monroe Community College Foundation Naming Opportunities Guidelines