



Fletcher Technical Community College

Policy # 9.003

Title: **POLICY FOR NAMING OPPORTUNITIES**

Authority: Chancellor's Approval

Original Adoption: (TBD)

Effective Date: (TBD)

Last Revision: 5-30-14

PURPOSE

Fletcher Technical Community College (Fletcher) naming policy exists as a guideline for those soliciting major gifts to benefit the College, to help protect both the College and its donors, and to preserve the College's history and purpose. Solely as guideline, this policy allows for flexibility on a case-by-case basis. Additionally, its purpose in tribute is to bring honor and distinction to the College and to provide appropriate recognition to an individual, a family, a corporation, or a nonprofit organization that, by virtue of their monetary contributions to the College and/or lifelong dedication and service to the Institution, have set an example in the community and in the State of Louisiana for others to follow.

POLICY STATEMENT

Fletcher recognizes the potential for requests and/or need to name the College's properties and facilities, or academic funds (includes scholarship and endowments) in honor of persons or entities. The College is committed to serving the public where practicable, according to their needs. The College has a long-standing tradition of naming its properties, academic funds, and facilities in honor of persons or entities that have made significant contributions to enable the teaching, learning, and public service mission of the College. All naming recognizing an honoree must be consistent with the College's role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy and with Louisiana Community and Technical College System (LCTCS) Policy #4.003.

GOVERNING AUTHORITY

Fletcher's Chancellor, in consultation with the Fletcher Foundation Board of Directors, has developed this policy in accordance with LCTCS Board policy and state law. Only the LCTCS Board of Supervisors, upon recommendation of the President of LCTCS, has the final right of approval for the naming of a building or portion of a building at a LCTCS college campus.

NAMING TRIBUTES

Fletcher will consider the following 2 general categories of naming opportunities:

1. Recognition of distinguished service of time and talent that has had significant positive impact on Fletcher over an extended period of time. The Chancellor, in consultation with the Fletcher Foundation Board of Directors, is responsible for determining whether the person proposed is worthy of the honor.
2. Recognition of a gift of monetary value appropriate to the academic fund, facility, or portion of the facility being named.

POLICY GUIDELINES

Fletcher Technical Community College, in consultation with the Fletcher Foundation Board, and under the authority and upon approval of the LCTCS Board of Supervisors:

1. In accordance with LCTCS Board of Supervisors Policy #5.030, shall have private contributions donated to Fletcher Technical Community College Foundation, Inc.
2. May provide a naming tribute for a campus building or any section, division, or other area of campus buildings and facilities, as well as scholarships and endowments.
3. Shall determine how the facility or portion of a facility will be marked. This includes the right to approve the color, design, and size of a physical marker that provides information about the designee or donor and/or the nature of the gift or honor.
4. Shall determine how a donor will be recognized for their gift. This includes determining the content, timing, location, and frequency of any announcement associated with a gift.
5. Shall determine how to resolve donor disrepute once a facility or portion of a facility has been named in his/her recognition. If the name originally designated and used on any Fletcher facility later becomes discredited so as to tarnish the College's reputation, the Chancellor, upon approval by the Board of Supervisors and in consultation with the Fletcher Foundation Board of Directors, reserves the right to remove the name from the designated facility.
6. May provide additional naming opportunities. Naming associated with a particular facility, space, endowment, or program will not preclude further naming within the facility, space, endowment, or program.
7. Shall determine the renaming of facilities that have been demolished or substantially rebuilt due to natural disasters, change of function or building dilapidation. When a building has been previously named and the facility must subsequently be demolished or substantially rebuilt, the name on the demolished facility may be moved to another appropriate place as determined by the Chancellor and approved by the Board of Supervisors.
8. Shall determine the use and reservation of a named facility or portion thereof.

OPPORTUNITIES

Naming Opportunities exist in the form of:

1. Facilities/Portions of Facilities – newly constructed buildings, existing buildings, or portions of facilities may be named in honor of memory of an individual or organization, which has made a substantial monetary gift toward the cost of the project or provided significant financial support to the College.
2. Endowments – endowed funds, established through Fletcher Foundation and for a variety of purposes, may also bear the donor's name.
3. Scholarships/Programs – Scholarships (established through Fletcher Foundation) and programs may bear the donor's name for specific reasons approved by the Chancellor.

PHYSICAL PROPERTY

Sponsorship of physical property on campus through monetary gifts may occur in order to pay for all or part of a new campus facility or improvement, or in conjunction with fundraising efforts of Fletcher Foundation.

Giving levels for the naming of physical property should be established through consultation with the College's Chancellor and the Fletcher Foundation Board of Directors. Some general guidelines include:

1. Newly constructed building or facility may be named in honor of an individual or organization with a minimum gift of 50% of the total cost of the building.
 - a. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to 3 consecutive years. Upon receipt of the 1st installment and a signed contract of intent for the remaining years, the College will make an official announcement publicizing the investment. This will remain at the discretion of the Chancellor and the donor.
2. Existing campus buildings or facilities may be named in honor of an individual or organization with a minimum gift of 50% of the current fair market value.
 - a. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to 3 consecutive years. Upon receipt of the 1st installment and a signed contract of intent for the remaining years, the College will make an official announcement publicizing the investment. This will remain at the discretion of the Chancellor and the donor.
3. Portions of a facility or designated area may be named in honor of an individual or organization that has made a substantial contribution to the College, as determined by the Chancellor and in consultation with the Fletcher Foundation Board. This may include but is not limited to: classrooms, laboratories, tutoring centers, student lounges, fountains, foyers, and hallways.
 - a. Opportunities that exceed a substantial dollar amount, as determined by the Chancellor, may be submitted in installments of up to 3 consecutive years. Upon receipt of the 1st installment payment and a signed contract of intent for the remaining installment payments, the College will make an official announcement publicizing the investment. This will remain at the discretion of the Chancellor and the donor.

FINAL AUTHORITY

The Fletcher Technical Community College Chancellor, along with the LCTCS Board of Supervisors, has final authority for any naming, memorial, or tribute opportunity. The guidelines set forth in this policy statement are not to be deemed all-inclusive. The Chancellor and LCTCS Board of Supervisors reserve the right to consider any and all factors regarding the privilege of name association with a program, fund, or physical property aspect of Fletcher Technical Community College as particular acts and circumstances may warrant.



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TO: Dr. Monty Sullivan
LCTCS President

FROM: Jan Jackson
Senior Vice President of Finance and Administration

Leah Goss
Senior Vice President of System Advancement

SUBJECT: Naming Policy for L. E. Fletcher Technical Community College

DATE: May 28, 2014

APPROVED

LCTCS BOARD OF SUPERVISORS

FOR BOARD ACTION

Recommendation: Staff recommends that the Board approve the naming policy for L. E. Fletcher Technical Community College, which is in accordance with Board Policy #4.003, Naming of LCTCS Facilities.

Background: On September 3, 2013, the Board approved revisions to Policy #4.003, Naming of LCTCS Facilities, which provides policy guidelines for naming tributes on college campuses. This revision recognizes the growth of college fundraising, and the passage of Senate Bill 204, requiring private matches for new facilities. This revision provides guidance and protection as it relates to the role of the Board, the college, and the college foundations. The policy requires colleges to develop a naming policy that is approved by the Board, prior to submitting naming tributes for Board approval.

Fiscal Impact: N/A

History of Prior Actions: The Board approved Board Policy #4.003, Naming of LCTCS Facilities, on September 3, 2013.

Benefits to the System: College naming policies that align with Board policy will ensure that naming tributes bring appropriate honor and distinction to the donor and the institution, enhance future giving opportunities to the college, provide for good stewardship of LCTCS facilities, and proper oversight by the college and the Board of Supervisors.

Approved for Recommendation to the Board
Dr. Monty Sullivan, President

Date