

**VVC Academic Senate
2nd Reading – Dec. 2, 2010**

Reviewed/Updated 12/2009

VICTOR VALLEY COMMUNITY COLLEGE DISTRICT
BOARD POLICY

ADMINISTRATIVE SERVICES

Chapter 6

Naming of Buildings

6620

PURPOSE:

The purpose of this policy is to establish the conditions under which recognition may be given to an individual, business, organization or other party as a means of recognizing their contribution to Victor Valley College and/or the Victor Valley College District Foundation.

POLICY:

Recognition provided through the naming of any college or district property can only be granted by the Victor Valley College Board of Trustees. A request for such action shall be presented to the Superintendent/President who will facilitate its collegial review and recommendation to the Board of Trustees. The Board of Trustees will have the full authority to grant or deny such recognition. No guarantee of naming shall be granted to any property named by any entity other than the Board of Trustees including those that may have been recognized prior to the introduction of this policy.

This policy provides the general guidelines for bringing naming recommendations to the Board of Trustees.

CRITERIA FOR NAMING RECOGNITION:

Naming of district property may be considered for any of the following reasons:

1. To honor a living person who has made unique, extraordinary or significant personal contribution to the College. That person may not be an employee or trustee at the time of consideration.
2. To honor a deceased person who has made a unique, extraordinary or significant personal contribution to the College.
3. To honor a group, business or organization that has made a unique, extraordinary or significant contribution to the College.
4. To recognize a person, group or business that has donated significant resources through the Victor Valley College Foundation. The suggested value of donated resources commensurate with naming recognition for campus facilities are attached to this policy as an addendum that may be updated from time to time by the Board of Trustees. Donations do not in themselves guarantee naming rights, but suggest that such recognition shall be appropriately considered.

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Recommendations for naming recognition must clearly define and demonstrate the applicable standard for the recognition.

DURATION OF NAMING RECOGNITION:

Naming of district property may be granted by the Board of Trustees as either permanent or for a defined period of time. The recommendation to the trustees shall include the recommended duration of the recognition.

TRANSFERABILITY OF NAMING RECOGNITION:

Naming of a designated piece of district property shall not survive the named property's existence. Should the named property be removed or redesigned for another use the naming recognition shall not automatically be assigned to its replacement or any other like property without the express authorization of the Board of Trustees. A recommendation for the transfer of the naming rights may be presented to the Board of Trustees for consideration at any time within the originally defined recognition period.

SCOPE OF NAMING RECOGNITION:

Naming recognition shall be at a minimum in the form of a standardized plaque prominently placed upon or near the district property to which it applies. To be considered, the recommendation for naming recognition should also clearly define any other requested references including but not limited to printed publications, campus maps, signs, and websites.

PROCEDURE FOR NAMING RECOGNITION:

Any individual or group affiliated with Victor Valley College may submit a written request to the Superintendent/President for granting of naming recognition based on the criteria noted above.

1. Contact information for a person submitting the request.
2. Specific naming recognition requested, including clear identification of the property to be named.

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3. Written acknowledgement and permission of the person, business or organization to receive the recognition.
4. Rationale for the recognition based on criteria set forth in this policy.

Upon receiving a complete written request, the Superintendent/President will facilitate collegial review by a campus committee comprised of at least two representatives of the faculty, classified staff, students, management staff and Foundation. The Superintendent/President will chair this committee. The committee will review the request and submit their recommendation for Board of Trustee action on the request.

The Superintendent/President will then publish the request and supporting recommendation to the Board of Trustees for action.

The Board of Trustees will act upon the request.

The Superintendent/President will notify the appropriate ~~the~~ persons of the action taken by the Board of Trustees and if approved, will assign personnel to implement the naming recognition according.

ADDENDUM: NAMING RECOGNITION POLICY

This addendum sets forth the current suggested value of donated resources consistent with naming recognition opportunities associated with Victor Valley College property.

Academic & Athletic Performance Center (New Facility).....	\$10,000,000.00
Campus Lake	\$ 2,500,000.00
Performing Arts Center.....	\$ 2,500,000.00
Student Activities Center	\$ 2,000,000.00
Library.....	\$ 1,500,000.00
Gymnasium.....	\$ 1,500,000.00
Advanced Technology Building	\$ 1,500,000.00
Dance and Adaptive Center	\$ 1,500,000.00

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Buildings & Learning Centers	\$ 1,000,000.00
Studio Theater	\$ 750,000.00
Minor Campus Landmarks (i.e. campus streets)	\$ 500,000.00
Classrooms & Labs	\$ 50,000.00
Lounges & Patios	\$ 50,000.00
Seminar & Conference Rooms	\$ 25,000.00
Outdoor Bench	\$ 2,500.00
Campus Gardens (annually).....	\$ 2,000.00
Performing Arts Center Seats (does not guarantee seating assignment)	\$ 1,000.00
Study Carrel	\$ 1,000.00