

NEW RIVER COMMUNITY AND TECHNICAL COLLEGE PROCEDURE NO. 13

TITLE: Naming Designation for College Property, Academic Divisions, and Honorary Faculty Titles

EFFECTIVE DATE: August 2008

DATE REVISED: July 2014

1. PURPOSE

To address the required procedures for Operating Rule 8, "Naming Designation for College Property," guidelines to recognize contributions to the New River Community and Technical College Foundation and/or college with the intent to "name" a building, other properties, academic divisions or honorary faculty titles.

2. SCOPE AND APPLICABILITY

This procedure applies to all property, facilities, academic divisions, and honorary faculty titles of the College.

3. PROCEDURES

- A. No commitment will be made to name any building, portion of a building, other designated college property, academic division or honorary title without the prior approval of the college President and the Board of Governors. The Foundation will provide the President with all pertinent information concerning the proposed gift.
- B. Upon approval of the Board of Governors, a commitment will be made to the donor regarding a naming opportunity in accordance with the following guidelines:
 - i. In recognition of major gifts, valid pledges, or major contributions for the minimum amounts specified, the following items may be named:

Space/Academic Designation	Minimum Amount	Definition
Campus Complex	\$2,500,000	Group of buildings in a designated area of a campus
Building	\$1,000,000	Single structure on a campus
Academic Division	\$1,000,000	Groups of study identified in Educational Master Plan*

Named Department Chair	\$1,000,000	Department leader's partial salary, funded by endowed gift(s)
Named Faculty Chair	\$500,000	Rotating honor and salary supplement for faculty member in a specific department
Library	\$500,000	Designated area within, not comprising an entire, building
Lobby, Reception Area	\$250,000	Public space large enough for gatherings, usually on first floor
Auditorium	\$250,000	Performance space equipped with sound, lighting and other technical equipment with permanent audience seating
Veranda, Terrace, Patio	\$100,000	
Campus Street	\$100,000	Roadway entirely on campus property
Café, Food Court	\$75,000	Food service and seating area
Student Commons	\$50,000	Area designated for students to study, relax, meet
Executive Conference Room	\$50,000	Room furnished for meetings with table, comfortable seating and audio-visual equipment
Greenbrier Hall Entrance Step	**\$50,000	Brass plaque on vertical plane of step
Laboratory	\$50,000	Classroom and equipment for science and health hands-on instruction
Computer Lab	\$25,000	Classroom with computer stations at each seat, open for use when class is not in session
Classroom	\$25,000	Standard room for instruction with tables, chairs and audio-visual equipment
Student Success Center	\$25,000	Intake and counseling area
Faculty, Staff or Student Conference Room	\$25,000	Meeting room smaller than Executive Conference Room with more modest furnishings
Faculty or Staff Office	\$10,000	Permanent work space for faculty and staff
Student Group Office	\$10,000	Space reserved for student organizations

Landscaped Area	\$10,000	Distinctly delineated area of plantings or outdoor ornamentation
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* Business and Computer Science, Mathematics and Natural Sciences, Social and Behavioral Sciences, Humanities and Communication, Technical Studies and Workforce Education, Health Services.

**Cumulative Gifts

Other naming opportunities may be available, and minimum values must be established and approved by the Board of Governors of the college.

- ii. In recognition of other significant gifts, pledges or contributions, the following properties may be designated at the discretion of the donor(s) and as approved by the college President.

Space/Academic Designation	Minimum Amount	Definition
Student Study Carrell	\$5,000	Semi-private study area in Library
Bench	\$1,000	Interior or exterior permanent seating
Auditorium Seat	\$500	Permanent seat within auditorium
Campus Tree	\$500	Planting in honor or memory of an individual(s)
Sidewalk Brick or Wall Tile	Varies by site; maximum \$150	Standard size, engraved brick or other construction finishing material

Other naming opportunities may be available, and minimum values must be established and approved by the Board of Governors of the college.

- iii. Designation of named property will consist of signage such as building elements, plaques, and tags at the discretion of the President. Such signage will be consistent with the architectural elements of the property and comparable named structures on campus.

- C. Upon receipt of the donor's gift, valid pledge, or a written proposal to support a significant non-financial contribution by an individual, company or other entity, a written recommendation will be forwarded by the Foundation to the President, who will present it to the Board of Governors for final approval of the naming of a college facility, academic division or honorary title. The recommendation will identify the item to be named, the name and designation, and the plan to

publicize the designation.

- D. After approval is received from the Board of Governors, the Foundation and Vice President of Institutional Advancement will finalize the project.

RELATED POLICIES AND/OR PROCEDURES: Operating Rule 8 Naming Designation for College Property; Replaces NRCTC A.400

RESPONSIBLE OFFICES: President

Approved by: President's Cabinet