

CP 1.27.1

Naming Honors

Related Board of Trustee Policy: BP 1.27

Responsible Official *President*
Approvals *08/12/2022*
Revision

Procedure

This procedure provides guidelines for cultivating major donor gifts to the college and the process to recommend naming designations to the college's Board of Trustees in recognition.

The college president and McDowell Technical Community College Foundation directors, as part of major donor fundraising activities, may present naming opportunities to benefactors. The president's office will maintain a roster of existing naming honors approved by the Board of Trustees and recommended gift thresholds for known naming opportunities.

Prospective benefactors must be informed that all naming designations are subject to formal Board of Trustees approval, as well as information regarding the durability of a designation.

The President will follow this established procedure to make naming honors official:

1. The president may elect to conduct a background check on the benefactor to assist in the evaluation of whether the gift will be perceived by the community as bringing appropriate honor and distinction to the college. Prior to a background check being initiated, the benefactor will be required to sign a background check authorization.
2. The full Foundation Board of Directors will be presented the naming honor for approval.
3. Once approved by the Foundation Board, the Board of Trustees will be made aware of the recommendation from the Foundation via a communication from the President's Office or Foundation Director.
4. During its next meeting, the Board of Trustees will be presented the naming honor recommendation for approval.
5. During the presentation to the Board of Trustees, the President will explain the following:
 - The content, timing, location and frequency of any public announcements of the gift.
 - The color, design, size and placement of any physical marker that provides information about the designee or donor and/or the nature of the gift.
 - If any on-going care and maintenance of the gift and any markers will be necessary and how that will be handled by the College.
 - Plans to ensure that any commitments associated with the gift are fulfilled to the degree possible.