



Policy Title Lakeshore Technical College Naming Policy	Original Adoption Date 2/19/08	Policy Number PO-283
Responsible College Division/Department President's Office	Responsible College Manager Title Executive Assistant to the President	
<p><b>Policy Statement</b></p> <p><b><u>Naming Tributes</u></b>  <b>Naming</b> may be granted at the discretion of the College President.</p> <p><b><u>General Guidelines for Naming Tributes</u></b></p> <ol style="list-style-type: none"> <li>1. If naming is to be authorized on the basis of distinguished service to the college, consideration will not be extended until at least one year has passed since the individual last served the College.</li> <li>2. The name used should be the family name or, in the case of a corporate entity, the shortest possible name.</li> <li>3. Where the name of a corporate entity is used, the period of naming will be limited to the usable life of the facility or existence of the corporate entity, as applicable.</li> <li>4. Where the naming of a person is used, the period of naming will be limited to the usable life of the facility or reviewed after 20 years.</li> <li>5. In the event of demolition or destruction of a structure, or any parts of it, the structure shall be subject to renaming.</li> <li>6. The style of signs, plaques, inscriptions, or markers through which structures and facilities are named must be consistent with the College's architecture, design and construction standards.</li> <li>7. Commitments made prior to adoption of this policy shall be honored. Exceptions to prior commitments include circumstances in which extensive remodeling or additions must be completed to maintain the integrity of the building. If the remodel/construction costs exceed the original donated amount, the building will be subject to renaming in conformance with College policy.</li> </ol> <p><b><u>Final Authority</u></b>  The final authority for any naming, memorial or tribute decision rests with the College President. The guidelines set forth in this policy statement are not to be deemed all-inclusive. The College President reserves the right to consider any and all factors regarding the privilege of name association with a program, fund, or facility of Lakeshore Technical College, as particular facts and circumstances warrant.</p> <p><b><u>Rights and Responsibilities</u></b>  The College President has the authority to:</p> <ol style="list-style-type: none"> <li>1. Approve the color, design, and size of any physical marker, sign, plaque or inscription that provides information about the named party or donor and/or the nature of the gift or honor.</li> <li>2. Determine and carry out the exact nature of any ongoing care and maintenance of any tribute gifts and their markers.</li> <li>3. Make final decisions for any naming or tribute consistent with the stated mission of Lakeshore Technical College.</li> </ol>		



4. Disapprove the content of any sign, physical marker, plaque or inscription which would cause the amount of a gift to the College District to be deemed taxable advertising revenue for the purposes of the unrelated business income tax rules set forth in the Internal Revenue Code and Regulations.
5. Remove a name from an existing facility, program, or fund as the result of any illegal act, impropriety or disgraceful conduct on the part of a named party which has the potential to bring discredit to the College, if the name is not changed.
6. Maintain and care for all aspects of the named property.
7. Determine content, timing, location, and frequency of any announcements associated with a gift.

**Named Party.** The person, corporation or other entity for whom a building, structure, program, or fund is named, will have no responsibility or liability for claims of any character arising out of activities, actions, events or incidents occurring upon, in the course of, or related to the building, structure, program or fund, when asserted solely on the basis of naming rights.

**Reason for Policy**

This policy serves as a guideline for the Lakeshore Technical College to assure an appropriate reflection of the history of the College as well as consistency, fairness, fitting recognition and good value in exchange for the honor or privilege of name association with a program, fund or facility of the College. This policy is a guide and is intended to afford flexibility on a case-by-case basis.

**Historical Data, Cross References and Legal Review**

**Approved:** 2/19/08

**Reviewed/Revised:** 6/6/18; 2/13/20

**Legal Counsel Review and Approval:** N/A

**Board Policy:** III.A. General Executive Constraint

**Definitions**