BACKGROUND FOR
SBCC NAMING POLICY AND GUIDELINES

Naming opportunities are widely used by private schools and institutions of higher learning, hospitals and medical institutes, theatres, museums, and public entities in their capital campaigns and on-going fundraising efforts for maintenance and renovation. Offering a naming opportunity provides an enticement to donors who seek recognition for their largesse or wish to leave a legacy. In turn, the nonprofit or public entity can gain considerable prominence in the eyes of their constituencies because of the very existence of those names. Having named facilities, landscape features, scholarships and programs is highly prestigious, strengthening the institution’s reputation and enriching its heritage.

At U.S. colleges and universities, naming opportunities include a myriad of physical facilities such as buildings, libraries, classrooms, laboratories, theatres, athletic fields, defined landscaped features and roads, as well as a wide assortment of academic programs and entities including endowments, awards and scholarships; academic chair and faculty positions; schools, departments, centers and programs; lectureships; and research funds. Special donor walls or walkways may also serve as appropriate donor recognition for smaller gifts. Naming opportunities may honor donors, distinguished alumni or exemplary service.

Purpose of a Naming Policy at Institutions of Higher Learning

The intent of naming policies and guidelines is to support the strategic goals of the college by focusing fiscal resources on its institutional values and priorities, and to serve the college’s mission. Specific selection of names should take into account the college’s master plan for future development.

Adopting a naming policy in writing, as opposed to having unwritten procedures, ensures consistency and uniformity in naming structures, spaces and programs on campus. Naming is a major decision that will be a permanent part of the college’s history, and therefore, the decision process should be undertaken with great care.

Common Components of a College Naming Policy

- Specific gifting levels may be designated but ultimately decisions are made on a case-by-case basis reflecting the complexity of a physical facility, type of usage, public visibility and traffic flow, or the significance of an academic entity or endowment.

- College presidents and foundation staff may arrange for naming opportunities, but final approvals are made by the governing board of the college.
• Evaluation, research and recommendation of a specific nominated name may be undertaken by an ad hoc naming advisory committee or by a standing committee for naming, which serves to maintain college-wide standards and to insulate the College from criticism of favoritism.

• Naming for individuals and families is expected to last the lifetime of the facility or academic endowment; naming for corporations usually spans a specific time period; and naming for foundations and organization may last the useful life of the facility or a limited period of time.

• When no donor gift is involved, honorary naming may be made for individuals who have made a great personal commitment to the institution.

• Gifts must be irrevocable and accessible.

• Gift donations must be a very significant portion of the cost of new construction, or of the fair market value of an existing facility.

• If a named facility is subsequently demolished or significantly remodeled beyond its original design, a suitable plaque may be installed in a visible location.

• Colleges reserve the right to “unnamed” a facility or program due to special circumstances, such as when a donor fails to fulfill gift commitments as specified in a gift agreement or the perpetuation of a heinous crime or involvement in an egregious action by an individual whose name appears on a naming opportunity.

• All college personnel must abide by the naming policy and procedures.
PROPOSED REVISION TO BOARD POLICY
PRESENTED ________________, 2007

BP 6620 – NAMING OF BUILDINGS, FACILITIES, GROUNDS AND PROGRAMS

The Board of Trustees shall have the final responsibility for the naming of buildings, facilities, grounds and programs within the Santa Barbara Community College District (hereafter, “the College”). All recommendations for naming shall be submitted to the Board of Trustees by the Superintendent/President (hereafter, “the President”), following an appropriate nomination and review process. No commitment for naming shall be made to a donor or honoree prior to Board approval of the proposed name in the form of a Board resolution.

Naming opportunities provide the College with occasion to recognize exceptional contributions to the campus and community. Such contributions enrich and strengthen the College and its sense of heritage and are significant events in the history of the institutions. Therefore, it is the policy of the Board to approve names for College buildings, facilities, grounds and programs that recognize a significant contribution to the College through gifts and/or extraordinary service.

Naming may be made for an individual, family, organization, non-profit foundation or corporation. No building, facility, grounds or program shall be named for a religious or political organization, cult, service organization or a special interest group of any type.

This policy is intended to establish and manage the process to ensure consistency, uniformity, fitting recognition and good value in exchange for the honor or privilege of the name association with the College. Naming opportunities shall support the strategic goals of the College by focusing fiscal resources on its institutional values and priorities, and shall serve the College’s mission. Specific selection of names should be consistent with the College’s role as a public trust.

Applicability

This policy encompasses opportunities for the naming of:

1. buildings and definable portions of buildings, facilities including but not limited to foyers, wings, classrooms, conference rooms, labs, offices, studios, auditoria, theatres, and dining commons;
2. grounds or landscaping improvements, including but not limited to plazas, courtyards, quads and gardens; architectural features such as fountains, bell or clock towers, gates and art work; athletic fields and facilities; overlooks and other natural landmarks; campus entries; and roads; and
3. schools, centers, institutes and departments; endowed funds for programs; academic chairs; faculty positions including athletic coaching positions; lectureships and lecture series; fellowships; faculty, staff and student awards; artist-in-residence positions; and collections.
For the purposes of brevity, entities listed in numbers 1-3 above shall be collectively termed “facilities” and those listed in number 4 above shall be collectively termed “programs.”

This policy does not include honorary or memorial tribute markers such as trees and other plantings, benches, plaques and bricks or tiles in donor recognition walkways and walls.

This policy and associated administrative procedures apply to all College personnel, including the Board of Trustees, the President, the Directors and staff of the Foundation for Santa Barbara City College (hereafter, “the Foundation”), and all other staff of the College, volunteers, and outside advisors who assist in the solicitation of gifts.

**General Guidelines**

Each proposal for naming shall be considered on its own merits. In all cases, due diligence must be performed and observed to ensure that proposed names are suitable to the College. The President shall convene an ad hoc committee composed of appropriate representatives of the Foundation, SBCC Board of Trustees, faculty, and administrative staff to review the proposed name before submission to the full Board of Trustees by the President.

Naming a facility or program for an individual, organization or corporation is one of the highest honors that the College can bestow. This recognition is a lasting and powerful affirmation of the honoree’s connection to the College’s mission. As such, honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity and the highest standards of personal and professional ethics.

An agreement between the College and a gift donor shall be prepared in writing by the Foundation to memorialize the conditions associated with a donation or donations over time, that result in the naming of a building, facility, grounds or program.

Unless otherwise stated by the Board of Trustees, the naming of district facilities for individuals, families, or non-profit foundations shall be effective during the useful life of the facility. The naming of district facilities for corporate benefactors, when authorized by the Board of Trustees, shall have a set number of years attached to the naming, to be determined on a case by case basis and noted in the signed gift agreement. Naming of College programs, as defined above, shall extend for a period of years as established by the Board of Trustees at the time the naming is approved, and may extend for the anticipated lifetime of the academic entity.

Naming associated with a particular facility or space shall not preclude further naming within the facility or space.

The naming of a College facility or program neither implies nor constitutes legal ownership by the individual or group for whom it has been named. The naming of a College facility also does not imply any obligation to the named individual or group beyond the maintenance of the commemorative identification of the facility.
Naming Criteria

The Board of Trustees shall consider any of the following conditions as appropriate reason for the naming of a facility or program:

1. To designate the function of or discipline to be served by a building or facility, or the mission or purpose of a program;

2. In honor of a individual, family, organization, non-profit foundation or corporation which has made a major, significant financial contribution to the College;

3. In recognition of an individual who has made a significant contribution of service to the College; or

4. To reflect natural or local area geographic features.

In special circumstances, the Board of Trustees may waive any or all of the above criteria.

In honoring an individual, family, organization, non-profit foundation or corporation,

1. When a donor gift is involved:

   a. The College may name facilities or programs in honor of significant contributors of funds to the College.

   b. Acceptable forms of gifts to result in a naming include: cash, appreciated securities, real property, and under special circumstances, life income gifts (charitable remainder trusts), gifts through estate planning, and gifts-in-kind. Naming opportunities shall be available for a deferred gift if the gift is irrevocable and the Foundation office is provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable. In most cases, gifts may be made through legally binding pledges fulfilled within no more than five years.

   c. In instances when private funds are needed to pay for immediate remodeling, renovation and/or construction, donations made through irrevocable deferred gift techniques shall not be accepted. A naming opportunity may, however, be accepted for an existing, unnamed facility not requiring major remodeling or renovation as long as the irrevocable deferred gift technique has been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.

   d. The Board shall take into consideration the significance and amount of the proposed gift or gifts as either or both relate to the realization, completion or enhancement of a facility or property. For an amount to be considered "significant," the gift, or package of gifts, shall either:

      i. Constitute at least 50% of the total cost of a new construction project to be named;
ii. Fund a minimum of 75% of the private fundraising goal of a new facility to be named (i.e., that portion not funded with federal or state loans or appropriations, student fees, bond issues, College reserves, etc.); or

iii. Be a substantial portion of the current value of the facility, when buildings or spaces already in existence are being named.

2. When no donor gift is involved:

   a. The College may name facilities or programs in honor of living or deceased persons.

   b. Naming should honor a person who has achieved unique distinction in higher education or other significant areas of public service, or who has served the College in an academic or service capacity and has earned a national or international reputation as a scholar, or who has made extraordinary contributions to the College which warrant special recognition, or who, while serving the College in an important administrative capacity, has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of the College.

   c. When a proposal for naming in honor of an individual involves service to the College in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.

   d. No facility or program shall be named after any seated official, whether elected or appointed.

3. In special circumstances, the Board of Trustees may waive any or all of the above criteria.

**Replacement of a Name**

The College shall honor a naming opportunity for the life of the facility, unless otherwise noted at the time of the naming, and, if a name is associated with a program, for a specified period of time as noted in the gift agreement at the time of the naming in the Board resolution.

In the event that a name must be removed during the remodeling of a facility, or if a facility is destroyed in a natural disaster and is rebuilt for its original purpose, recognition shall be replaced according to the original naming resolution.

In the event a building or facility is completely replaced with new construction, not due to a natural disaster, or its purpose is drastically altered through remodeling, the Board reserves the right to add to, or alter, the naming opportunities of the new facility. In such a case, the original naming recognition shall be suitably commemorated in the new facility, e.g., by a plaque placed in a prominent location.

When a facility or portion of a facility is proposed for renaming, the College shall make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.
Only in extraordinary circumstances would the name of a facility which ceases to exist be moved to another facility, and then only by vote of the Board of Trustees.

If at any time following the approval of a naming, circumstances change substantially so that the continued use of the name may compromise the public trust, the Board of Trustees reserves the right to remove a name from any and all named facilities or programs. The President shall convene an ad hoc committee to discuss the circumstances surrounding the issue and make a recommendation to the Board of Trustees as to whether the name should be retained or removed. Circumstances that may lead to the removal of a name include:

- The perpetuation of a heinous crime or involvement in an egregious action by an individual whose name appears on a naming opportunity.
- Donor failure to fulfill gift commitments as specified in the gift agreement.

Administrative Procedures

The President and the Foundation are directed to develop an implementing administrative procedure.

Flexibility

The guidelines set forth in this policy statement are not to be deemed all-inclusive. The President and/or Board of Trustees reserves the right to consider any and all factors regarding the privilege of name association with either the physical aspect of the Santa Barbara Community College District or any of its programs, as particular acts and circumstances warrant.
CURRENT POLICY

BP 6620 - Naming of Buildings

All recommendations for naming buildings shall be submitted to the Board by the Superintendent/President for action.

All recommendations shall comply with the following criteria:

- District buildings and facilities shall be named by the Board of Trustees.

- Major buildings or facilities ordinarily shall be named for the instructional program(s) housed or the function served in the building.

- Major buildings or facilities may be named for individual persons as an exception to the usual procedure under the following conditions:

  - The person so honored must be judged by the Board of Trustees to have made an exceptionally noteworthy contribution to the college or to its immediate community.

  - District facilities shall not be named for a person serving on the Board of Trustees, the faculty, or the staff.

  - Buildings or major facilities may be named for a former member of the Board of Trustees, or the faculty, or the staff, no sooner than five years after the person, so honored, has served on the Board, the faculty, or the staff.

  - Portions of facilities (such as museums, galleries, auditoriums, rooms, lounges) may be named for former members of the Board of Trustees, or the faculty, or the staff, no sooner than one year after the person, so honored, has served on the Board, the faculty, or the staff.

Board Approved: 9/26/02
Santa Barbara City College  
Named Campus Sites  
Compiled October 2006

Following is a list of SBCC campus sites that have been officially named for individuals, corporations and other nonprofits. The location is followed by the year(s) of either the dedication and/or gift. In parentheses is the genesis of the naming opportunity – either honorary or the gift(s) that generated the naming.

**Buildings, Rooms, or Facilities**

- **ABC-CLIO Librarian’s Office**, Luria Library, 1989 new construction  
  ($10,000 gift to 1987-1990 Capital Campaign)

- **Charles Atkinson Gallery**, Humanities Building, Art Department, 1980 new construction  
  (honorary)

- **Berti Study Room**, Luria Library, 1989 new construction  
  ($25,000 gift from Richard and Marguerite Berti to 1987-1990 Capital Campaign)

- **JSB Café**, School of Culinary Arts, 1998 renovation of existing construction plus new patio  
  ($55,000 gift for capital improvements; lifetime personal giving of $115,000 and gifts of $64,000 from James S. Bower Trust)

- **Charles Bloom Kitchen**, School of Culinary Arts, 1997 renovation of existing facility  
  ($100,000 gift)

- **Board of Realtors Student Study Area**, Luria Library, 1989 new construction  
  ($30,000 gift from Santa Barbara Board of Realtors to 1987-1990 Capital Campaign)

- **Santa Barbara Cottage Hospital Nursing Lab**, ADN Department, 2002 new construction  
  ($600,000 cumulative giving through June 2002)

- **Dorwin and Barbara Cartwright Learning Resource Center**, Learning Resource Center, 2003 existing construction  
  (honorary; based on prior gifts – $1,230,000 to establish and maintain the College Achievement Program and $1,000,000 to the MacDougall Fund for Excellence upon Peter MacDougall’s retirement)
- John Dunn Gourmet Dining Room, School of Culinary Arts, 1999 existing facility ($390,000 irrevocable Charitable Remainder Trust)


- Léni Fé Bland Forum, Business/Communication Center, 1992 new construction (honorary; $1,000,000 gift to endowment/unrestricted, split $700,000/$300,000)

- James Garvin Theatre, Theatre Arts Department, 1977 new construction (honorary)

- IOOF Study Room, Luria Library, 1989 new construction (honorary; for Independent Order of Odd Fellows)

- Len Jarrott Conference Room, 2nd floor, Student Services Center, 1987 existing facility (honorary; $10,000 gift to capital campaign EOPS Office)

- Irma and Morris Jurkowitz Theatre, Drama/Music Departments, 2000-01 renovation ($634,000 gift)

- Kinko’s Early Learning Center, 365 Loma Alta, 1999 existing facility ($1,600,000 pledge paid early at level of $1,250,000 by Paul Orfalea, Orfalea Family Foundation and Kinko’s Northwest)

- Idee Levitan Jewelry Arts Studio, Wake Center, Adult Ed, 2000 renovation of existing classroom ($540,000 bequest to endowment)

- Lee Luria Glass Arts Studio, Wake Center, Adult Ed, 2001 new construction ($51,000 gift)

- Luria Tower Bells, Business/Communications Center, 1994 new construction ($26,000 gift to capital campaign from by Mr. and Mrs. Eli Luria)

- Eli Luria Library, West Campus, 1988-89 new construction (honorary; various gifts 1983-91 totaling $1,250,000)
• **Peter R. MacDougall Administration Center**, East Campus, 2003 (honorary, for retired SBCC President)

• **Raytheon Mathematics Laboratory**, Interdisciplinary Center, year unknown, new construction (unknown history)

• **Winslow Maxwell Entrance Rotunda**, Luria Library, 1989 new construction ($100,000 gift to 1987-1990 Capital Campaign)


• **Pedotti Book Circulation Center**, Luria Library, 1989 new construction ($50,000 gift from Helen L. Pedotti, chair of the 1987-1990 Capital Campaign)

• **Ridley-Tree Business Center**, Business/Communications Center, 1992 new construction ($2,000,000 irrevocable Charitable Remainder Trust; lifetime giving of an additional $500,000)

• **James D. Scheinfeld Conference Room**, Business/Communications Center, 1996 new construction ($767,000 Charitable Remainder Trust, and in recognition of outstanding service as President and Board Member of the Foundation for SBCC, his leadership of the 21st Century Campaign and generous support of entrepreneurial development at SBCC)

• **James D. Scheinfeld Business Resource Library**, Business/Communications Center, 1996 new construction ($767,000 Charitable Remainder Trust, and in recognition of outstanding service as President and Board Member of the Foundation for SBCC, his leadership of the 21st Century Campaign and generous support of entrepreneurial development at SBCC)

• **Joseph and Lila Scher Digital Lab**, School of Media Arts, 1999 new construction ($200,000 gift)

• **Alice Schott Adult Education Center**, 1981 new construction (gift of real property in downtown SB which was traded for the Bath Street property)

• **James S. Tannahill Auditorium**, Schott Center, Adult Ed, 1987 renovation ($1,709,000 irrevocable Charitable Remainder Trust and $100,000 direct bequest from James' estate; wife, Wilmuth, gave $100,000 for 2001 renovation)

• **Tannahill Poet's Corner**, Luria Library, 1989 new construction ($32,500 gift from James and Wilmuth Tannahill to 1987-1990 Capital Campaign)
- **Jeanne and Harold Thornton Auditorium**, Wake Center, Adult Ed, 1996 renovation (lifelong donations and a $280,000 Charitable Remainder Trust)

- **Towbes Reference Center to Honor Eli Luria**, Luria Library, 1989 new construction ($50,000 gift from Michael and Gail Towbes and the Towbes Foundation to 1987-1990 Capital Campaign)

- **Alice Tweed Tuohy Periodicals Reading Area**, Luria Library, 1989 new construction ($50,000 grant from the Alice Tweed Tuohy Foundation to 1987-1990 Capital Campaign)

- **Selmer O. Wake Adult Education Center**, 1984 renovations (honorary and a $1.4 million deferred gift arrangement)

- **Dot Warner EOPS Office**, Student Services Center, unknown date (honorary; $28,000 contributed by 22 different donors during the 1987-1990 21st Century Capital Campaign)

**Special Collections**

- **The William McKibben Collection** of books on American History and Native American Studies, housed in the Luria Library, given by his father, Ira D. McKibben, 1989

**Landscaped Sites**

- **Henry and Frances Bagish Overlook**, West Campus, to be built 2006-07, new construction ($500,000 gift)

- **Gertrude Calden Overlook**, West Campus, 1989-91 new construction (honorary, $35,000 was collected from 145 donors varying in size from $25 to $5,000)

- **Nick Carter Memorial Track**, La Playa Stadium, Athletics Department, 1987 new construction (honorary; $928,000 was collected from State, County of Santa Barbara and 147 individual, corporate, and foundation donors)

- **Dr. Hugh D. Greer III Memorial Flagpole**, Marine Diving Technology center, 2002 new construction (donated by friends and colleagues at Divers Alert Network)

- **Louise Lowry Davis Friendship Plaza**, adjacent to Campus Center entrance, 2001 new construction (estate gift, of which $373,658 was directed to campus enhancement)

- **Silvio Di Loreto Patio**, outside west end of Learning Resource Center, 1988 existing facility ($10,000 to Capital Campaign)
- **Silvio Di Loreto/Peter R. MacDougall Overlook**, West Campus, 2004-05 new construction
  ($70,000 gift)

- **Linda S. Geyser Memorial Field**, La Playa Stadium, PE/Athletics Departments, 1997-98 renovation
  ($300,000 gift)

- **Luria La Playa Stadium Gateway**, La Playa Stadium, 1996 new construction
  ($31,000 gift to La Playa Stadium Fund from Mr. and Mrs. Eli Luria)

- **Luria-Towbes Fountain Plaza**, featuring “Mentors” sculpture, West Campus, 2000 new construction
  ($175,000 gift each from the Luria and Towbes families)

- **Winslow Maxwell Overlook**, East Campus, 2000-01 new construction
  (honorary; $635,000 gift made from trust following Win’s death)

- **Helen Pedotti Courtyard**, Administration Building, 1996 existing facility
  (honorary; based on cumulative $1.25M lifetime giving)

- **William and Hilda Tremewan Overlook**, West Campus, 2001 new construction
  ($50,000 gift)