



National Park College Foundation Named Giving Policy

National Park College Foundation, referred to hereafter as “Foundation,” seeks to recognize the efforts and contributions of individuals by the naming of buildings, portions of buildings, rooms, fixed furniture, trees, open spaces, streets, and equipment, collectively referred to hereafter as “property.” This policy establishes a uniform and consistent procedure to gain approval of the National Park College Board of Trustees, referred to hereafter as “Board,” and to record these namings for all College property on and off campus. Board approval is required before the naming of any College property.

I. Intent

The primary intent of the property naming process is to allow the College to recognize the importance and/or efforts of an individual to the College or of someone who represents the ideals of the College.

Even though naming of buildings is primarily a college-wide issue, the funding of the building, its use, history, and present and past occupants should be considered when deliberating upon the appropriateness of a possible name. Examples of this concept are as follows:

- it might be inappropriate to name a building which houses health sciences use after an athletic coach;
- it might be appropriate to name a building after a donor or president who was instrumental in bringing about the construction of the building, or if the building was occupied by a department that shared some connection to the president.

As a general rule, the building name holds more importance or representation of greater College recognition than the naming of a portion of a building, such as a suite of rooms or a single room. This hierarchy should be considered: first, donor; then, presidents; vice presidents, directors, and department heads. As an example, an individual room would be named for a department head, while the building itself might be named for a donor or president.

II. Policies

A. Selection of Names

Under the Foundation guidelines, the naming of any building or structure after a living person will not be permitted. The guidelines will allow exceptions to be considered or made if a donor contributes a substantial share of the cost of construction or for other unusually meritorious cause. Those honored with such a naming might be:

- staff or faculty members, or persons not connected to the College who have contributed significantly to the social, academic, scholarly, research, or political life of the College;
- persons not connected with the College who have contributed, in one way or another, to the growth and development of the institution;
- an illustrious alumni member; or
- an outstanding states-person, educator, or scholar who may or may not be connected to the College.

Exceptions to the Foundation's Named Giving Policy are allowed only when specifically approved by the Board and Foundation Board of Governors. Namings for living person(s) must be approved by the Foundation Board of Governors.

B. Functional Naming of Buildings

The use of functional names for major buildings should be avoided. Over time, functions within a building will change and the name could result in confusion.

Smaller buildings housing functions of general need to the campus or community may be referred to with functional names such as Parking Office, Security Office, and maintenance shop.

Some smaller buildings may be referred to by occupant name when principally occupied by one program, such as the various cultural centers.

Some buildings will be designated by a combination of their functional and dedicated names. Examples might be Frederick M. Dierks Center for Nursing and Health Sciences, the library, the administration building, gymnasiums, etc.

In cases where functions change within the building, the name will remain with the building and the functional name will be deleted. Departmental or program identification may appear on the exterior building sign only as controlled and outlined in the Exterior Campus Sign Design Guidelines. Such departmental or program identification may appear only on an exterior sign that also contains the dedicated building name. Names of buildings and facilities with functional names may be amended to reflect future dedications.

C. Namings Other Than Buildings

Departmental libraries, computer laboratories, and similar areas should be given functional names, not fixed to specific locations. Space on campus is a College resource and may be reallocated from time to time to best meet the needs of the College. The naming should be worded to allow the reallocation of movable property as appropriate. Any such modification or reallocation will be reviewed by the Office of Development and the appropriate department representatives with respect to the original naming.

D. Modification or Relocation of Property and Names

As modifications are made to property over time, situations may occur where it is in the best interest of the College to relocate, modify, or reallocate named College property. In the event modifications to named property are required or recommended, appropriate College administrators will be involved in early planning. This is to insure the original purpose of the naming and the donor's wishes, if built with private funds, are preserved as appropriate. These occurrences underscore the importance of obtaining College recognition of all naming.

In the event building names are modified or shifted between structures, approval must be obtained using this policy and process.

E. Sign Design Guidelines

All interior and exterior signage on campus will conform to the Interior and Exterior Campus Sign Design Guidelines. These two guideline documents are designed to be companion documents to this naming policy. The guidelines control the location, size, materials, and text of interior and exterior campus signage.

Off-campus property signage shall also have the name of the institution incorporated into the name.

F. Plaques Commemorating Namings

The text of all plaques will be overseen by the Office of Development for review and approval. Plaques on rocks, posts, or trees are not permitted.

G. Ownership of Gifted or Purchased Items

All named property falls under the guidelines of this policy and the National Park College Foundation, Inc. Ownership of named property will be by the National Park College Foundation, Inc. or by the College as determined by funding and mutual agreement of the Board and the NPC Foundation Board of Governors.

H. Suggested Namings and Restrictions

The following restrictions are suggested practices. The word "hall" will be used for principal permanent buildings. The word "center" will preferably not be used for a single building, but only for a complex of buildings all supporting a single discipline or function. The word "building" may be used in combination with a functional name.

I. Endowment Guidelines

Endowment gifts are managed and invested in accordance with Foundation policies. The total return earned in excess of the amount approved annually for payout will be retained in the endowment principal to protect from the effects of inflation and to allow for growth. At the fund administrator's discretion, when the payout is not needed for purposes of the fund, the

payout may be added to the endowment fund principal. In the event the fund does not reach the endowment minimum or the program ceases to exist at National Park College, proceeds from the fund are used in an area and manner as closely related as possible to the original intent and purposes for which the fund was established.

III. Authority

Requests for approval of naming should be transmitted to the Office of Development from the appropriate administrator. Following receipt of the request, the Office of Development will transmit the request and supporting documents to the Vice President of External Affairs who will convene the Property Names Committee to review and forward a recommendation to the President. Final approval of property naming rests with the Board.

A. Review and Approval of Naming

Because of the growing public scrutiny of naming, the Vice President of External Affairs will review and advise the President of any concerns raised by any proposed naming. Individuals may not commit the College to namings before formal acceptance by the Board. Requests for a specific naming must be submitted as outlined in this document for review and approval by the Board. The Office of Development will forward a copy of sign and dedication requests to the Property Names Committee for review and approval.

B. Establishment and Duties of the Property Names Committee

A permanent Property Names Committee, referred hereafter as "Committee," is established by this policy. The chief function of the Committee will be to insure uniformity and consistency of names on the campus and to make suggestions for names when requested by the Board. The Committee will be appointed by and report directly to the Vice President of External Affairs.

The Committee will consist of the Vice President of External Affairs (chair), the Director of Development, the proposer of a new name, and a representative(s) of the occupants of the building to be named.

The Committee will:

1. consider names proposed and apprise interested parties of the policy for the selection of names;
2. act as the formal conduit for names to be submitted, researched, and forwarded for recommendation;
3. (may) recommend a specific name in response to a naming opportunity;
4. maintain records of approved dedications and building names;
5. forward notice of building dedications to the Office of Development once approved by the Board;
6. receive and maintain brief biographical data and a statement as to why the person named is so honored; and
7. notify the requester of the dedication of the approval status once the Board has acted upon the request.

The Committee chair may act administratively on the review and recommendation of minor building and facilities naming and dedications through the process above without convening the full Committee.

C. Submittal to the Office of Development

1. A formal letter of request should be submitted by the administrator with a statement of the nature of the request. The letter should discuss the importance of the naming to the College; the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming. In the case of a naming representing a living person, the magnitude of gifting and meritorious activity should be well delineated. Plans for any plaque, funding, and maintenance should be identified. There is no special form that must be submitted with this letter.
2. A resume or discussion of the individual(s) being honored should be included.
3. Letters of reference or recommendation from individuals should be included. There is no minimum or maximum number of recommendations required. Petitions may also be submitted to show those in favor of the naming.

III. Recognition Levels and Opportunities

Foundation Recognition- Annual Levels of Giving	
Foundation's Circle	\$100,000 +
Trustees' Circle	\$ 25,000 - \$ 99,999
President's Circle	\$ 10,000 - \$ 24,999
Sustainer's Circle	\$ 5,000 - \$ 9,999
Contributor's Circle	\$ 1,000 - \$ 4,999
Friendship Circle	\$ 1 - \$ 999

NPC Foundation's Named Giving Opportunities

Areas of Opportunity	Minimum Contribution Amount
Facilities Support	
Stand Alone Building	\$ 1,500,000
Auditorium	\$ 250,000
Large Multi-Purpose Lab	\$ 150,000
Large Multi-Purpose Meeting Room	\$ 125,000
Library	\$ 100,000
Technology Lab (technical programs such as Automotive or HVAC)	\$ 75,000
Science or Health Science Lab	\$ 50,000
Campus Drive	\$ 50,000
Classroom or Computer Lab	\$ 25,000
Board Room	\$ 25,000
Outdoor Plaza	\$ 25,000
Student Lounge	\$ 20,000
Faculty or Staff Lounge	\$ 20,000
Small Conference Room	\$ 10,000
Endowed Scholarships and Student Support	
Distinguished Student Scholarship	\$ 75,000
Professional Student Scholarship	\$ 25,000
Undergraduate Student Scholarship	\$ 10,000
Program Support	
Program Equipment Support	\$ 40,000
Program Support	\$ 25,000
Program Sponsor	\$ 5,000
Lecture or Performance Series	
Endowed Performance Series	\$ 1,000,000
Endowed Distinguished Lecture Series	\$ 1,000,000
Endowed Lecture Series	\$ 250,000
Recognition Opportunities	
Lab Banner <i>*based on donation of items used in lab area</i>	
Equipment <i>*based on equipment cost</i>	
Computer Hardware/Software <i>*based on cost</i>	
Court Paving Brick <i>*contains inscription</i>	\$ 250