



## NAMING FACILITIES, PROGRAMS, AND TITLED POSITIONS

Southeast Technical College Policy FF/STC

### 1. Purpose

Southeast Technical College (STC) seeks private funds to enhance the College's ability to meet the higher education needs of its community, particularly toward a level of excellence that would otherwise not be possible given the state funding levels and restraints on student tuition and fees. To that end, STC seeks to provide appropriate recognition to donors for their generosity. This policy establishes guidelines for the naming of facilities, property, programs and titled positions on the STC campus. The policy has been established to assure consistency, fairness, fitting recognition and good value in exchange for the honor or privilege of name association with facilities, property, programs and titled positions on the campus of STC. It serves as a guideline for the STC Tech Council, President, the Directors of the STC Foundation and other staff, volunteers or outside advisors who assist in the solicitation of gifts.

### 2. General Statement of Policy

#### **Process**

The STC President and STC Tech Council will consider and make recommendations of a proposed naming opportunity to the Sioux Falls School Board, following guidance and recommendation from the STC Foundation and STC Foundation Board. Prior to a recommendation, due diligence will take place to avoid any appearance of a conflict of interest in relation to the naming of a facility. The President shall have reasonable assurance that:

- the proposed name will bring additional honor and distinction to STC,
- the recognition is appropriate for the behavior exhibited by the individual, family, organization, business, corporation, or foundation, and
- any philanthropic commitments connected with the naming can be realized.

A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition. The length of time for completion of the pledge will be determined by the President in coordination with the STC Foundation

The recommendation along with the views of the President and STC Tech Council shall be submitted to the Sioux Falls School Board for consideration. The Board will consider any objections to the proposed name and will act on the recommendation.

#### **Naming Tributes Guidelines**

1. Financial contribution of an individual, family, organization, business, corporation, or foundation to STC of a monetary value appropriate to the facility or property being named. Such contributions should comprise a substantial portion of the cost. The contribution should constitute 40% or more of the cost of the building or property. This contribution, while not the majority, is integral to project completion. When a philanthropic donation does not meet the full cost of the project, naming is subject to completion of satisfactory funding arrangements from all sources, and the naming will become official only after that is achieved. Any deviation from the "40% standard" requires agreement between STC President, STC Tech Council and School Board with input from the STC Foundation.
2. Naming in Recognition of Distinguished Services may honor a gift of time or talent that has had a significant positive impact on STC over an extended period of years or to the State of South Dakota. The President, or a committee appointed by the President, is charged with determining whether the person proposed is worthy of the honor, as well as the degree of internal and external support for the proposed naming, prior to submitting to the STC Tech Council and the Sioux Falls School Board for approval.
3. Naming recognition for a faculty or titled position requires the creation of an endowed fund where the annual dividends should pay 50% of the salary and benefits of the position. The final naming recognition agreement shall have the signatures of the STC President and Donor Entity in consultation with the STC Foundation after approval from the Sioux Falls School Board and STC Tech Council.
4. Naming recognition for a specific program, club, or academic area of study requires creation of an endowed fund where the annual dividends will pay 35% of the annual expenses of the program, club or academic area of study. The final naming recognition agreement shall have the signatures of the STC President and Donor entity in consultation with the STC Foundation and after approval from the Sioux Falls School Board and STC Tech Council.
5. All other campus naming opportunities such as classrooms, labs, large interior and exterior spaces will be on a case-by-case basis and consistent with this policy.

### **Physical Property**

Sponsorship of physical property on campus through monetary gifts may occur:

- to pay for all or part of a new campus facility or improvement; or
- in conjunction with fundraising efforts on the part of STC or the STC Foundation.

### **Rights and Responsibilities**

The President, in consultation with the donor, STC Foundation or other appropriate parties shall make decisions related to naming, including but not limited to the following:

- Public announcements: the right to determine content, timing, location, and frequency of any announcements associated with the gift.

- Physical and electronic markers: A donor's input shall be taken into consideration in a naming opportunity; however, all naming should meet STC branding specifications. Any deviation requires approval of relevant STC leadership with input from the STC Foundation.
- Care and maintenance: the right and responsibility to determine and carry out the exact nature of any ongoing care and maintenance of any physical markers.

### **Permanency of Names**

No naming will be approved or continued (once approved) that will call into serious question the public respect of STC or the Sioux Falls School District. No naming will be approved that would imply STC's endorsement of any political or ideological position. This does not, however, preclude naming property for an individual who has at one time held public office or with the name of an individual or a business/corporation. A naming will generally be in effect for the useful life of the facility. Board action is required to discontinue, change, or alter the name of a previously named facility. Circumstances that may lead to this action may include, but are not limited to:

- Significant renovation or addition to a facility.
- Action by the named individual, group or company that brings discredit to STC or that compromises the public trust.
- Failure by the named individual, group, or company to fulfill agreed upon obligations.
- The demolition of a facility.
- A request by the named group or company to change the name due to a business merger or acquisition.
- The dissolution of a named group or company.
- Following the permanent closure of an endowed position or program, STC consult with the donor or heirs on a new mission. If none are available, the STC President in consultation with the Foundation Director shall redirect the endowment to a new STC opportunity that is similar to its original charter.

An endowed fund can be liquidated to serve the institution in a dire financial emergency. The STC President can liquidate an endowed fund in consultation with the Foundation Director and two thirds vote of the STC Tech Council. Note: endowed funds held at the Sioux Falls Area Community Foundation are not a liquid asset and cannot be liquidated.

All provisions in this policy also extend to the naming of property for a benefactor at the wish of a third-party benefactor.

### **Authority and Approvals**

The final authority for any naming, memorial or tribute decision rests with the President and STC Tech Council, with approval by the Sioux Falls School Board. STC reserves the right to consider any and all factors regarding the privilege of name association with STC as particular acts and circumstances warrant. Decisions will be made consistent with the stated mission of STC. The President or designee will maintain and update an inventory of named property.

All named property is property of STC.

### 3. Definitions

**Property** may include, but is not limited to, buildings, portions of buildings, rooms, fixed furniture, equipment, streets and grounds.

### 4. Reporting Procedures

None

### 5. Dissemination of Policy and Training

The policy is located on STC's website under Consumer Information – Southeast Tech Policies

#### Board Approved:

Policy		Board Action	(formerly 7551)
adopted:	05-28-68		
amended:	08-26-02	33319	
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amended:	09-14-09	35490	
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Regulation		Board Action	
approved:	09-14-09	35490	
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