

## Naming Policy

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Policy Number:

Owner Department: Development Department

Approved Date/Effective Date: 10/25/2017

### **I. POLICY STATEMENT/PURPOSE**

Southwest College of Naturopathic Medicine & Health Sciences (SCNM) seeks to recognize donors by providing opportunities to name proposed and existing buildings, colleges, schools, programs, departments, scholarships, endowments, rooms and campus areas in honor of, or memory of a donor, a person/people, or a company or organization. Gifts from these naming donors should have a significant impact on the College and be in accordance with the existing Gift Acceptance Policy.

### **II. POLICY STATUS**

New

### **III. HISTORY/BACKGROUND (non-mandatory)**

N/A

### **IV. DEFINITION(S)**

"Donor" refers to one that gives or donates.

"Endowment" refers to a donation of investment funds or other property that may or may not have a stated purpose at the bequest of the donor.

"Pledges" are signed commitments from donors to make a specific contribution according to a fixed schedule over a specific amount of time.

"Entity" refers to an organization (such as a business or governmental unit) that has an identity separate from those of its members.

### **V. SCOPE/KEY STAKEHOLDERS**

### **VI. POLICY ITEMS**

#### **a. Naming of Buildings or Physical Spaces**

Buildings or facilities may be named for non-human entities ("Entities") if the Entity's overall history and activities are consistent with the mission and values of SCNM. When naming buildings and facilities for Entities, the appropriateness of the Entity's name in a public context should be taken into consideration. Ordinarily, a building or facility named for an Entity would retain that Entity's name as long as that Entity remains in existence. Any modification of an Entity's legal name after a College building or facility is named will not result in a liability on the

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College to modify established signage, publications or materials. Modifications may be recommended by the President, shall identify costs and funding for the associated modifications, and may be approved by the Board of Trustees.

### b. Removal of Names

Given that a college or university's lifetime spans decades and even centuries, it is likely that a named building or area within an existing building will someday be either demolished or substantially remodeled to improve its function and/or to create a completely new use of the space. All donors to the College should be made aware of this possibility. Should such an event occur, the College will review the circumstances and attempt to recognize the donor in a way that is consistent with his or her original intent. In the event a named building or area within an existing building is destroyed by fire or an act of God, SCNM is not required to rebuild the building or area within an existing building. However, if the College uses insurance proceeds to reconstruct the building or area within an existing building and the proceeds exceed 66% of the expense for such reconstruction, then SCNM shall maintain the name of the donor on the building or area within an existing building.

The College reserves the right to remove the donor's name under the following circumstances:

- In the event the donor fails to fulfill their full pledge to the College;
- The donor or honoree is found guilty of, or pleads No Contest to any criminal code violation;
- The donor or honoree enters into a settlement agreement with any government agency or authority to avoid governmental prosecution;
- Or by majority vote of the Board of Trustees if the donor or honoree has engaged in conduct that besmirches the reputation or goodwill of the College.

## **VII. RESPONSIBILITY FOR IMPLEMENTATION**

Development Department

## **VIII. RELATED POLICIES**

Gift Acceptance Policy

Gift Acknowledgement Policy

## **IX. RELATED DOCUMENTS**

Naming Policy Procedures (In progress)

## **X. NEXT REVIEW DATE**

Annual Review

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### XI. VERSION CONTROL AND CHANGE HISTORY

Version Control	Approved By/Date	Date Effective	Amendment
1	President's Council 10/25/2017	10/25/2017	
2			

### XII. POLICY AUTHOR/CONTACT

Development Manager