



NAMING OF FACILITIES & ACADEMIC PROGRAMS

POLICY

I. INTRODUCTION

This policy statement is designed to encourage opportunities for significant philanthropy to Sherman College of Chiropractic through the naming of major facilities and academic programs. The Office of Advancement (“OA”) of Sherman College of Chiropractic (“the college”) wishes to also encourage the naming of major facilities and academic programs that honor scholars and other distinguished individuals/entities who are preeminent in the profession of chiropractic and/or have contributed meaningfully to Sherman College. Any such naming must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the college. No naming shall be permitted for any entity or individual whose public image, products or services may conflict with such purpose and mission.

II. APPLICABILITY

This policy shall apply to the following:

1. Facilities: planned and existing buildings of all types, major new additions to existing buildings, as well as college grounds, all major outdoor areas including streets, entrances, gates and landscape features such as quadrangles, gardens, lakes, fountains and fields.
2. Programs: departments, centers and institutes.
3. Interior space within facilities (meeting areas, laboratories, classrooms, technique rooms, lecture halls, etc.); minor landscape features such as benches or sidewalk bricks; scholarships, fellowships and chairs.

III. PHILANTHROPIC NAMING OF FACILITIES

Requests made to OA to name a new facility or renovated existing facility must comply with the following guidelines:

1. The proposed gift should contribute significantly to the realization or completion of a facility or the enhancement of a facility's usefulness to the college.
2. All requests should demonstrate that the institution has maximized the potential of fundraising in association with facility naming. To receive best consideration, OA recommends the following:
 - i) The present value of the gift should be an amount equal to or greater than 25 percent of the cost to construct or substantially renovate the building proposed for naming and naming rights.
 - ii) The naming of existing buildings not targeted for substantial renovation will be considered on a case-by-case basis. The underlying principle of such naming should be to honor a significant gift or history of significant giving to the institution.



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3. Gifts made to fund the direct costs of construction or renovation, or to establish an endowment in support of maintenance or program costs, are encouraged and will receive more favorable consideration. (See Naming Opportunities List)
4. Building should be approved for construction or renovation in the Capital Improvement Plan.
5. If a naming opportunity is being considered for a set period of time (naming rights to a lecture hall, for example) less than 20 years, the cost of installing and removing the name should be a consideration, and plans accounting for those costs should be included in the request to the OA; otherwise naming rights will expire after 20 years or agreed upon timeframe. Upon expiration the donor will be given first right of refusal to “rename” said space.
6. The gift may be in cash or in the form of a legally binding pledge, provided however, that if in the form of a pledge, it should be paid in full within five years. A portion of the gift may be in the form of an irrevocable trust or bequest, provided that the donor is age 75 or older. If a bequest, there must be a legally binding pledge backing up the bequest. The president may consider exceptions to these gift provisions as listed in this item if a strong rationale is provided.

In some cases, the college may wish to leverage donor funds to help move a building project forward in the capital projects queue. Such gifts must meet different criteria than those required for naming a building.

IV. PHILANTHROPIC NAMING OF PROGRAMS

Requests made to the Office of the President to name a program must comply with the following guidelines:

1. The named gift levels for departments, centers and institutes will be established on a case-by-case basis. Endowed gifts are strongly encouraged.
2. Generally, the endowment established through the gift should generate 10 to 20 percent of the unit's operating budget on an annual basis, depending on the size of the unit (subject to review by the Gift Acceptance Committee).
3. Gift terms required to name a program are the same as those set forth for facilities, as described above.

V. HONORIFIC NAMING

In those cases where facility and program namings are honorific, they should be named for scholars and other distinguished individuals who are preeminent in the profession of chiropractic and/or have contributed meaningfully to Sherman College of Chiropractic. Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an honorific naming, honorific naming should not be used to circumvent the requirements of gift-related naming policies.



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The following guidelines apply to honorific naming requests:

1. No campus facility or academic program will be named for individuals employed by or formally affiliated with the college, unless and until one year has passed since the individual's college employment or affiliation has ceased.
2. The president will consider exceptions to IV.1. under the following circumstances:
 - i) If an individual has completed 10 years of service to the college and is currently serving in a position of reduced responsibility (i.e. from college president to faculty status).
 - ii) If there are health issues or special family circumstances.

VI. PROCESS AND PROCEDURES

The college's vice president for advancement (VPA) should be notified of possible facility or program naming discussions as early in the process as possible. All requests should be approved by, and submitted through, the president.

Requests should be submitted six weeks prior to the OA's meeting with the president at which time the request will be considered. Exceptions to the timeline may be considered by the college president and VPA. Requests will be reviewed within the OA before being submitted for review by the Office of the President. The Office of the President will then 1) approve the request, 2) request additional information or clarification, or 3) decline the request

In making requests for naming of facilities or academic programs, the following information is to be submitted:

1. A detailed request in letter or memo form that should provide:
 - i) The donor's name and relationship to the college, if applicable.
 - ii) The gift amount and terms, including but not limited to any costs associated with the gift, if applicable.
2. For honorific naming, a clear rationale for the request, including a description of the honoree's accomplishments and contributions to the institution or SCC, how the naming will reflect positively on the institution and/or the SCC, and, if applicable, a justification for an exception to the provisions described in Section IV, Honorific Naming, above.
3. As applicable, the overall cost of the facility construction or renovation or the overall budget of the program to be supported. If the gift represents partial or total funding for the construction, remodeling or renovation, the following information must be included:



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- i) A timetable for project implementation;
 - ii) Relationship of the project with the institution's long-range plans;
 - iii) Source and status of capital budget funds needed in addition to the gift;
 - iv) Operating budget implications, and sources of funds.
4. The proposed name of the facility or program and, if applicable, the current name of the facility or program.
 5. A copy of the gift contract and/or pledge agreement, if applicable.
 6. A biographical profile of the prospective donor or recipient of an honorific naming.

All requests will be held in the strictest confidence.

VII. PUBLIC ANNOUNCEMENT

No public announcement of a philanthropic or honorific naming should be made prior to the president's approval. Public announcements should be scheduled in coordination with the president's office and OA to ensure proper representation from the college. In cases where a gift is funding new construction or substantial renovation, the OA encourages the college to consider having 50 percent of the gift in hand before a public announcement is made. Public announcements regarding honorific naming will include the rationale for the naming, including background regarding the individual and how the naming reflects positively on the college.

VIII. REMOVAL OF NAME FROM A FACILITY OR PROGRAM

As naming authority lies with the Office of the President and the OA, so does the authority and responsibility to remove a name. In the case of a gift-related naming, the Office of the President and the OA reserves the right to remove names from facilities and programs when the gift remains unpaid beyond the five-year limit. Should this occur, OA may name an area of the facility or seek another appropriate naming opportunity that would be proportionate to the value of the gift received. The naming of a facility or program follows the facility or program for its useful life unless otherwise determined by the Office of the President or the OA. Other situations may occur that would warrant the removal of a name from a facility or program at and will be evaluated on a case-by-case basis. In the event the named space is altered due to renovation or removal, a suitable acknowledgement will be made to acknowledge the original naming opportunity (i.e., plaque, named room, as examples). The college will provide an annual report to the trustees on all such gifts and the form of recognition.