



Policy No. 4-19

Subject: Naming of Buildings, Spaces, and Equipment

Last Revised: 03/15/2024

Historical Status: 11/14/2016

Division	Policy Manager	Administrative Supervisor	Reference
Finance and Campus Operations	Vice President of Financial and Administrative Services	Vice President of Financial and Administrative Services	VCCS Policy Section 10.0

I. POLICY

It is the policy of Virginia Highlands Community College (VHCC) to provide for the naming of college buildings, spaces, and non-consumable equipment on the basis of significant service and/or private sector giving.

II. PERTINENT INFORMATION

- A. Consistent and thoughtful naming of college buildings, sites, spaces, and non-consumable equipment is important to the College’s identity, brand, and constituents. Naming considerations should reflect the vision and mission of VHCC as well as the history and values of its service region.
- B. The VHCC College Board and President reserve the right to consider any and all factors regarding the privilege of name association with any physical aspect of VHCC. Prior to any approval, the VHCC College Board shall have reasonable assurance that the proposed name is appropriate and shall bring additional honor and distinction to the College.

III. DEFINITIONS

- A. Building: a building shall be construed as a College structure with a roof and walls; on campus or off campus.
- B. Non-consumable Equipment: non-consumable equipment may include such things as laboratory machines, benches, planters, book collections, etc.
- C. Spaces: spaces shall include indoor and outdoor sites including classrooms, laboratories, common areas (i.e. auditoriums, student centers, gardens, etc.).

IV. GENERAL GUIDELINES

- A. Guidelines for naming related to monetary gifts. The naming of any buildings, spaces, and non-consumable equipment may be appropriate when a significant gift is received by VHCC or its affiliated VHCC Educational Foundation. Any philanthropic commitments connected with the naming shall not be speculative; rather, they must be realized via a gift agreement, actual closure of the gift, or significant progress toward a multi-year/multi-phase pledge. Monetary contribution

levels for naming will be established from time-to-time and may be established with either fixed or minimum dollar amounts.

- B. Guidelines for naming related to service and impact. A tribute may be offered for a contribution of time or talent that has had a significant positive impact on the institution over a period of time. The merits of naming any buildings, spaces, and non-consumable equipment should be determined by carefully weighing the individual's high scholarship, devotion, or distinguished service to the College and meeting the highest values and societal standards.
- C. Naming eligibility. Individuals are not eligible to be the subject of naming if currently employed at the College or elsewhere within the Virginia Community College System, serving on the VHCC College Board, or serving on the State Board for Community Colleges.
- D. Permanency of naming. When naming is related to a monetary gift, the naming designation shall last as long as the facility, space, or non-consumable equipment remains in use and serves its original function, unless otherwise stipulated at the time of the gift acceptance. If a naming is the result of a tribute for service or impact, the designation shall also survive as long as the facility, space, or non-consumable equipment remains in use and serves its original function. Demolition or significant renovation of a named building or space shall prompt the College to revisit the naming. In the case of non-consumable equipment, naming will be evaluated if the equipment is replaced or removed (i.e. at the end of its useful life or cessation of use). Any impropriety, illegal activity, or other act that brings dishonor to the College on the part of the named individual or organization shall make the naming subject to reconsideration by the College. If naming is related to a corporate or non-profit organization, the organization retains the designation until the organization is no longer in existence, unless otherwise stipulated.

V. DELEGATION OF AUTHORITY

- A. The College Board has the authority, and delegates to the President the responsibility to establish procedures to meet the requirements of this policy.

APPENDIX

VI. RELATED STANDARDS, LEGAL CITATIONS, OR SUPPORTING DOCUMENTS

- A. VCCS Policy Section 10.0

VII. OPERATING REQUIREMENTS

- A. Naming of entire College buildings must have the approval of the VHCC College Board. The College Board may request that the VHCC Educational Foundation Board of Directors offer an endorsement and/or support of the naming, particularly if related to a naming prompted by a monetary gift. Naming of spaces (classrooms, laboratories, etc.) and non-consumable equipment must have the approval of the College President. When a name is to be removed from a building, space, or non-consumable equipment, approval shall be sought from the same source as is required for the original naming.
- B. College buildings and spaces should have names that include their primary function. Special use buildings or spaces such as an auditorium, student center, or

such, may bear the functional name separately or in combination with an honored individual's or organization's name (i.e. Keyser-Aday Theatre). All signage must be tasteful, discrete, and consistent with other campus signage (size, design, color). The naming of a building to honor an individual may use the full name of the individual or the surname. In the case of organizations, the College may use a shortened name sufficient to recognize the business.

- C. The College President, upon advice and consent from the VHCC College Board, may require that a background check is performed on an individual being considered as a naming prospect (living or deceased) or designee based on particular facts and circumstances. The individual, individual's executor, or designee shall be required to sign an authorization allowing the background check, if a background check is determined necessary.
- D. The College President, in collaboration with the VHCC College Board and VHCC Educational Foundation, has the right determine the content, timing, location, and frequency of any public announcements associated with any naming activities.
- E. The College shall determine and carry out the exact nature of any ongoing care and maintenance of naming signage and/or physical markers.