
Chapter: Facilities

Modification No. 005

Subject: **Naming Campuses, Facilities, Buildings, Rooms, and Institutes**

- I. The Board of Trustees shall approve the naming and renaming of all campuses, buildings, programs, rooms, areas within and outside of buildings, Institutes, Centers, and special programs when a designation other than location or functional description is recommended.
- II. Campuses generally shall be named for the geographic section of the County in which the campus is located.
- III. Buildings, rooms, courtyards, areas outside of buildings, Institutes, Centers and major programs generally shall be named for the function that they serve.
- IV. Upon approval by the Board of Trustees, they also may be named for individuals, businesses, foundations or families who have had a significant impact on the College. In carrying out such a policy, the Board of Trustees shall take into account the level of significant contributions of the individual to the College, the total cost of the project, and questions affecting public image and academic reputation. The Board of Trustees shall consider all relevant circumstances and will determine naming rights on a case-by-case basis.
- V. The naming must be a positive reflection on the College and comport well with the purpose and mission of Montgomery College.

Any naming pursuant to this policy ordinarily remains for its useful life, unless otherwise determined by the Board. The Board reserves the right to rescind a naming recognition if that name damages the College's reputation or in the event of a change of circumstances with a donor (e.g., if the intent of a gift cannot be fulfilled).
- VI. Names of buildings that have been demolished, or otherwise destroyed, may be considered for reuse pursuant to the provisions of this policy.
- VII. The President of the College is authorized to establish criteria and procedures for recommending such names to the Board of Trustees.

Board Approval: February 25, 1985; September 19, 1988; January 19, 1999; April 27, 2015; May 15, 2023.

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I. General Statement of Responsibilities

- A. The President shall recommend to the Board of Trustees the names of campuses and buildings, as well as the names of rooms, portions of rooms, special areas within or outside buildings, and Centers, Institutes and major programs, not designated by location or function. The recommendation shall take into account questions of image, reputation, public service and opportunity to recognize individuals, businesses, foundations and families whose contributions to the College and the community have been significant and transformational.
- B. When it is recommended that a building, area, institute, center or major program be named for an individual, business, foundation, or family whose contribution to the College or a campus, department or project has been substantial and transformational, the Senior Vice President for Advancement and Community Engagement, Senior Vice President for Student Services, Senior Vice President for Academic Affairs, and Senior Vice President for Administrative and Fiscal Services shall recommend to the President the nature and/or level of significant contribution appropriate for such a named-giving opportunity and consider the guidelines for donor recognition developed by the Montgomery College Foundation.
- C. If a named building is to be repurposed or substantially modified, the building may be renamed. In the event of a renaming, the College will attempt to contact the donor or honoree or relatives of the donor or honoree to inform them of the renaming.

II. Selection of Names

- A. The Senior Vice Presidents shall recommend to the President the names of all central, campus and off-campus facilities as well as areas and programs.
- B. The Senior Vice President for Advancement and Community Engagement, upon consultation with the other senior vice presidents, shall recommend to the President the name of any College facility, area or program to be named after a benefactor or a name designated by the benefactor. The senior leadership shall take into account the level of contribution, total cost of the program, or project, and issues affecting public image and academic reputation.
- C. In recommending the name of a facility after an individual the recommending official shall utilize the following criteria:
 - 1. Outstanding service to the community and the College or the academic professions, as indicated by specific acts of documented outstanding service which have been recognized as placing the individual in a category well above others who have rendered sustained and distinguished services.

2. Exemplary contributions to the discipline or function of the facility or program to be named.
3. The College will conduct a due diligence review of each proposed individual, group, business, or foundation to be honored through naming. The review will include a review of potential conflicts of interest, evaluation of impact on future giving by the proposed honoree or others, potential impact on academic and research autonomy, etc.
4. For naming of a major program or facility, consultation with the College's general counsel on naming or renaming will take place to ensure compliance with applicable laws and regulations and to determine if the naming adversely affects existing or future tax-exempt bonds.
5. Posthumous naming recommendations are permitted.
6. Naming of buildings, programs, or facilities in honor of current employees is permitted after their employment with the College is completed.
7. All recommendations to the President will include the criteria utilized, the names of all individuals and groups considered, the process followed in developing the recommendation, and a draft resolution.

III. Rescinding Name Recognition

In extraordinary circumstances, the President may recommend to the Board of Trustees the removal of a name pursuant to this policy, if doing so is deemed to be in the College's best interests. Reconsideration may occur if the naming would be damaging to the reputation of the College, or would contradict applicable law or the policies, procedures, or strategic directives of the Board or College. A name bestowed in recognition of a gift may also be removed if the intent of the gift cannot be fulfilled or if the donor's reputation has changed substantially that the use of the name may compromise the public trust or dishonor the College or be contrary to the best interests of the College.

Administrative Approval: February 25, 1985; January 19, 1999; January 8, 2003; April 27, 2015; May 15, 2023