

Quinsigamond Community College and the Quinsigamond Community College Foundation Naming of Facilities, Programs and Supporting Funds

Quinsigamond Community College (QCC) and the Quinsigamond Community College Foundation, Inc (QCC Foundation) understand the importance of recognizing individuals and entities who have made significant contributions to support the mission of Quinsigamond Community College. To that end, the College and the QCC Foundation, seek to provide appropriate naming opportunities to donors for their generosity. Facilities and programs at QCC may be named for individuals or other entities, based on a number of criteria as outlined in this policy. The primary motivating factor for naming a facility or program will be to encourage private philanthropic support. Only under unique circumstances should facilities or programs be named without a financial contribution. It is the intention of the College that naming opportunities generally be in perpetuity. However, there may be opportunities for period-specific sponsorships, which would not be considered in the same category as permanent naming of facilities or programs.

The scope of this document is to outline the process and policies for those naming opportunities under the control of QCC for which donations have been made or are managed by the QCC Foundation. This document neither governs, nor reflects, the policies or decision process of the Massachusetts Board of Higher Education (BHE).

Within the categories as defined below, the decision as to the naming of College-owned buildings rests solely with the Board of Higher Education, who will make their decision after consulting with the President of the College. No commitment for naming of buildings or schools may be made prior to approval by the College Board of Trustees.

Definition

For purposes of this document, “Facilities” shall be defined to include buildings, portions of buildings, physical areas that may be used for a specific program, landscaping or other portions of the physical plant and grounds of the College. “Programs” shall include academic programs, including groupings of academic programs such as departments, centers or schools, scholarships, fellowships, academic chairs, non-academic programs (such as athletics), and any other function of the College that transcends any particular physical space.

Honorific and Memorial Naming

Naming a facility, program, monument, planting or other similar items for unparalleled scholarly distinction or other exceptional non-monetary contributions to the College should generally be done only if the name being recognized will bring great honor to the College and the community. Additionally, this act of good will and thoughtfulness should have the potential to draw additional financial resources, providing value and additional stature to the institution. The criteria for naming a facility, program, monument, planting of other similar item to honor, recognize, or memorialize an individual who has not made a significant financial contribution include the following:

- Outstanding and distinguished service to the College and the community

- Long-term, significant generosity toward QCC and its students
- Substantial contribution to the development and destiny of the College
- The extent to which an individual’s life and actions epitomize the ideals of the College community
- To memorialize one or more individuals whose deaths have significantly impacted the College

Caveats to Honorific Naming Opportunities

According to the BHE “Naming a building in honor of an individual shall be consistent with the values and mission of public higher education and shall not give the appearance of a conflict of interest, unsubstantiated recognition, or privilege. It is incumbent upon the nominating campus to conduct a background check sufficient enough in scope to ensure the named individual meets this criteria, however, the Board of Higher Education will provide guidance if needed.” (1)

“Naming a building in honor of an active public official, including a member of the General Court, Executive Branch, Campus Board of Trustees or Campus President, cannot be made per Massachusetts General Law Chapter 268(A) section 23(b) (2), which prohibits the gifts of substantial value given because of a specific position. This provision does not apply to former state employees.” (2)

Philanthropic Naming

Construction of Unplanned Facilities

Construction of unplanned or unscheduled facilities for which a donor wishes to have built will require funding of 100% of the project cost. If a donor is interested in building a facility that is not already in the College’s Master Plan, it must be submitted through the appropriate planning channels for review and acceptance. The Advancement Office, working with the donor, will forward the request to the appropriate planning groups (Academic, Facilities etc.), which will then proceed with their review of the potential project. After review and approval by the various planning bodies, all facility projects must receive final approval by both the QCC Foundation and the College Board of Trustees.

Academic or College Program Naming

Programs and endowed chairs may be named upon approval by the President, either honorifically or in recognition of philanthropy. The amount or criteria required to enable naming of a program will be determined by the President in accordance with these guidelines. Programs named for philanthropy should be based on new gifts to the institution, not previous commitments.

Potential Donors for Whom Naming Opportunities May Not be Considered

At all times, QCC will consider the potential ramifications to the College of a donor and his/her gift. If, after consideration of a potential naming gift, the President or Trustees determine that a gift, or a relationship with a particular donor, could be damaging to the College, its mission and values or its students, the College retains the right to decline either the gift or the naming opportunity related to that gift.

Buildings owned by the Commonwealth of Massachusetts

Buildings owned by the Commonwealth of Massachusetts shall be subject to the naming policies of the Board of Higher Education (or its successor organization).

Donor Thresholds (according to the current BHE policies) **(3)**

- The BHE will consider approving a naming right for a new building at the \$2,000,000 threshold.
- The BHE will consider approving a naming right for a renovated or repurposed building at the \$1,500,000 threshold.
- The BHE will consider approving a naming right for an unnamed existing building at the \$1,000,000 threshold.

These figures can be negotiated with the BHE, but approval must be received before the naming rights can be bestowed. **(4)**

At all times, the President of the QCC Foundation, in consultation with the Executive Board and the Executive Director of the QCC Foundation, shall follow defined, consistent and accountable processes in the naming of facilities or programs under her/his purview, and will ensure that naming opportunities are compatible with the mission and values of the College. All proposals related to naming of facilities or programs should be held in confidence during the review and approval process; no public communication will take place until the Board of Trustees has formally approved the proposal. **(5)**

Classrooms/Common Spaces and Academic Support Naming

According to the BHE, the following guidance has been given to the campuses regarding the naming of Classrooms/Common Spaces—athletic fields, conference rooms, lecture halls, student unions, libraries, dining commons, etc.—and Academic Support Areas including, but not limited to, schools (e.g. business, education, nursing, music), department chairs, academic programs, endowments, and scholarships.

“...Naming rights, including donor thresholds, for Classrooms/Common Spaces and Academic Support will continue to be approved at the campus level. The BHE will, however, provide local and national benchmarking to the campuses as guidance for the development of campus policies.” **(6)**

Process for Changing or Eliminating Named Facilities or Programs

As stated earlier, naming recognition is meant to be in perpetuity; however, a change may occur if a facility or program is eliminated, or is substantially changed from its previous form. The College President reserves the right, in consultation with the QCC Foundation and Board of Trustees, to pursue alternate methods of recognizing the donor whose name was on the previous facility or program. Naming of a facility or program does not entitle the donor to continued naming of facilities or programs after a facility has been demolished or substantially changed, or after a program has ceased to exist in its previous form. The exception to this would be if the College determines that a program is substantially the same, but with a revised focus or name. In cases where this determination is made, the President may recommend to retain the donor’s name on the program. In all instances, decisions to change a named facility or program rests with the Trustees, upon the recommendation of the QCC President.

If the use of a facility is changed, and the original donation was related to the previous use, the donor (if alive) may be given the opportunity to have the name retained on some portion of the same facility, or they may be offered an alternative method of recognition. The donor's name will not necessarily transfer to a new facility to be used for the original purpose. If the donor is no longer alive, the College and the QCC Foundation will make a good faith effort to contact any immediate heirs of the donor to act on the donor's behalf in determining what the donor would have preferred. If a facility's use changes but the naming was not related to the previous use, the name will remain on the facility.

If the facility is significantly changed from its previous form, the President or Trustees (in consultation with the QCC Foundation) reserve the right to provide recognition in a manner relative to the proportion the original facility makes up of the new facility. The exact type of recognition or signage may, however, not be the same as the original, depending on the facility design and layout.

The College's Advancement Office will be responsible for maintaining a record of named programs, rooms, buildings, grounds and other spaces in addition to endowed funds.

Naming of Benches, Fountains, Flag Poles and Similar Items

Donors who wish to provide funding to name items such as benches, fountains, flag poles, monuments, plantings (trees, bushes, etc.), or other similar items may choose from a list of opportunities (existing items or those planned for as part of the campus Master Plan) maintained by the Physical Plant department. In all cases, the College and the QCC Foundation will determine what items will be offered for potential funding and naming, will determine where the items will be located and the materials to be used, and will designate vendor sourcing for the items. No donor may contribute these types of items without having gone through appropriate College processes, nor may they contract with artists, construction firms, or other vendors to create or install an item without proper College authorization. Unless there are extenuating circumstances that require funding above and beyond the cost of an item and the funds to maintain the item over time (such as a need to re-route electrical wiring or utilities, or to excavate the ground in order to install the item), the cost to name an item will be based on 1.5 times the cost to purchase the item. The additional funds will held by the QCC Foundation and may be pooled with other, similar funds to assist with ongoing maintenance and repair costs to the items.

Approved by the Quinsigamond Community College Board of Trustees:

Signature

Date

Approved by Quinsigamond Community College Foundation:

Signature

Date

Footnotes:

1. Approved at the Board of Higher Education meeting on January 27, 2017
2. <https://malegislature.gov/Laws/GeneralLaws/PartIV/TitleI/Chapter268A/Section23A>
3. <https://www.mass.edu/bhe/Minutes/2017/2017-01-17%20FAAP%20Meeting%20Minutes.pdf>
4. <https://www.mass.edu/bhe/Minutes/2017/2017-01-24BHEMeetingMinutes.pdf>
5. <https://malegislature.gov/Laws/GeneralLaws/PartI/TitleII/Chapter15A/Section9>
6. <https://www.mass.edu/bhe/Minutes/2017/2017-01-17%20FAAP%20Meeting%20Minutes.pdf>

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