



Facilities Naming Guidelines

Pensacola State College, hereinafter referred to as "College", possesses many valuable tangible and intangible assets, which may have significance in building resources for the institution. Significant funds are required to enable the College to continue to construct and renovate its facilities to ensure student access and the delivery of a high quality educational program. Private donor's contributions play an important role in the receipt for these necessary resources. The intent of the Naming Guidelines is to preserve the integrity of the College's assets ensuring that if they are named, they are done so with consideration of appropriate gifts or non-monetary contributions to the College and Pensacola State College Foundation, Inc.

Purpose

Pensacola State College seeks to provide appropriate recognition to donors for their generosity. Although such recognition may take many forms, the Naming Guidelines seeks to establish guidelines for the naming of facilities and programs and serves as a guideline for the Pensacola State College District Board of Trustees, herein referred to as the "Board of Trustees", the President of the College, herein referred to as "President", the Pensacola State College Foundation Board of Governors, hereinafter referred to as "Foundation Board", the Foundation Executive Director and staff and volunteers who assist in the solicitation of gifts.

The Naming Guidelines are established to assure an appropriate reflection of the history of the College as well as consistency, fairness, fitting recognition and good value in exchange for the honor or privilege of name association with a program, fund, or physical aspect of the College. As gifts can encourage others to give, the Naming Guidelines are intended only as a guide and allows for flexibility on a case-by-case basis.

Definitions

Gift	A "gift" is a voluntary, philanthropic transfer of assets received from an individual, a corporation, a foundation or other organization. A gift may be made through a number of vehicles, including but not limited to cash, stocks, estates, trusts, in-kind and real estate.
Institution	The term "institution" in these guidelines refers to the Pensacola State College.
Naming	The term "naming" in these guidelines refers to the conferral of an individual's or organization's name to a building, room, endowed chair, or other initiative or property to honor the philanthropic support and/or distinguished contributions of that individual or organization.
Facilities	Facilities include tangible and intangible assets. Tangible assets include, but are not limited to: campuses, outreach centers, buildings, outdoor facilities (ex. courtyards, lakes, parking lots, trails, walks, structural components of outdoor settings of the College) laboratories, classrooms, and conference rooms. Intangible assets include, but are not limited to: schools, college-wide centers and institutes, departments, campus centers and institutes, academic chairs, teaching chairs, and scholarship funds.

Facilities Naming Guidelines

Categories of Naming

Gift Related Naming

A gift-related naming occurs when a donor makes a tax-deductible contribution to the institution or the Pensacola State College Foundation and is recognized with a naming.

Honorific Naming

An honorific naming may be bestowed in recognition of the dedication or meritorious contribution of a person. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the institution, must have an established relationship with the institution, and must have contributed measurably to the good of society. When an individual is considered for an honorific naming, the proposal shall be reviewed and approved by the Foundation Executive Director / Chief Development Officer and the President prior to being submitted to the Board of Trustees for final approval. The Board of Trustees must approve all honorific naming.

Naming Opportunities and Necessary Approvals

Guidelines

The Pensacola State College District Board of Trustees (Board of Trustees) authorizes the Pensacola State College Foundation, Inc., as its direct support organization, to recommend the naming of facilities (tangible and intangible assets) of the College in recognition and acknowledgment of philanthropic gifts from individuals and other entities.

Naming opportunities shall extend to both tangible and intangible assets. Tangible assets include, but are not limited to: campuses, outreach centers, buildings, outdoor facilities (ex. courtyards, lakes, parking lots, trails, walkways, structural components of outdoor settings of the College) laboratories, classrooms, and conference rooms. Intangible assets include, but are not limited to: schools, departments, campus centers and institutes, academic chairs, teaching chairs, and scholarship funds.

Naming opportunities that are not otherwise set forth in these guidelines must be recommended by the Foundation Executive Director to the President. Upon the President's recommendation, naming facility will then be submitted for approval by the Board of Trustees.

Naming Guidelines in Recognition of a Contribution to the College

The Foundation Board will be responsible for setting and recommending minimum gift amounts required for naming of each type of asset subject to ratification by the Pensacola State College Board of Trustees. Sponsorships, bricks, and special events or programs do not fall under these guidelines.

The Foundation Board may make recommendations; however, ultimate authority to accept or decline any proposal to name at Pensacola State College rests with the President and the Board of Trustees. Should a donor contribution be utilized to construct a building with matching funds from the State of Florida Facilities Enhancement Challenge Grant, and if consideration under review is for a naming for a living person, the Board of Trustees must receive prior approval for the naming from the Florida State Board of Education, per Florida Statute, 1011.32(12).

1. Relevance

A gift-related naming opportunity requires that the gift amount significantly advance the College, endowments, scholarships or other projects or must be reasonably related to the facility, place, position or item being named, as approved by the President.

Naming Guidelines in Recognition of a Contribution to the College (continued)

2. Determination of Current Value

For the purposes of the Naming Guidelines, the current value of buildings and other major facilities and of donated real property shall be determined by the Florida Department of Education, Division of Florida Colleges and/or an independent appraisal. In all other circumstances where current value is required to be determined under these guidelines, the determination shall be made by the institution through the President's Office.

3. Gifts of Monies, Securities, Real Estate, Personal Property and Other Types of Gifts

The President has the authority to consider various types of gift arrangements other than cash, securities, real estate and personal property to be gifted in consideration of a naming, in accordance with gift acceptance policies established by the Foundation and recommended by the Foundation Executive Director for approval by the Board of Trustees.

These arrangements may include, but are not limited to, charitable trusts, charitable gift annuities, life estate gifts, life insurance, irrevocable beneficiary designations and gifts of less than the entire interest in a property. The Board of Trustees shall be informed, by the President, of the manner in which the gift is pledged, and the Board of Trustees shall determine whether it is in the best interest of the institution to accept or reject the gift.

4. Duration of a Naming/Permanency of a Naming

A naming in recognition of a gift shall be for the life of the building, other facility, program or endowment, or item being named unless otherwise agreed to in the gift agreement.

Where a building or part thereof has been named and a gift from an individual, family, organization or foundation is involved, a facility receives a designation that shall last the lifetime of the facility, unless otherwise stipulated in a written, signed Memorandum of Understanding (MOU), at the time of gift acceptance, subject to the provisions specified below.

Where a building or part thereof has been named and a gift from a corporation is involved, the corporation shall be given the opportunity to substitute another naming opportunity of similar value with the name subject to approval by the Board of Trustees for a period of time to be negotiated between the College and the donor.

Provisions: Any legal impropriety or other act which brings dishonor or disrepute to the College or the community at large on the part of the donor, the individual bestowed in an honorific naming, or a corporate donor, shall make the gift and naming subject to reconsideration by the District Board of Trustees.

5. All Naming

All naming must be in accordance with the requirements of Pensacola State College and the Naming Guidelines.

6. Fundraising, Development Campaigns and Marketing of Naming Opportunities

All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the President and the Foundation Executive Director. The President shall be responsible for obtaining required approvals from the Board of Trustees related to naming. The President may delegate responsibilities to the Foundation Executive Director for coordination of fundraising and development campaign efforts to secure gifts related to naming opportunities.

On approval by the Board of Trustees, the President and Foundation Executive Director shall maintain a college-wide naming schedule listing required gift levels for naming opportunities.

Naming Guidelines in Recognition of a Contribution to the College (continued)

7. Approval Authority

Unless previously stipulated, as in the event of a Capital Campaign where such solicitations are planned, the President must approve all gift-related naming opportunities of \$1,000,000 or more prior to solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to recommendation by the Foundation Executive Director and approval by the President and the Board of Trustees. Each proposal shall be made in writing in accordance with the requirements of the Naming Guidelines. A gift agreement stating the terms of the gift-related naming must be signed by both the donor and the President and Foundation Board Chair when applicable. The proposal and gift agreement shall be maintained by the Foundation and Development office in accordance with Federal and State Records Retention Requirements.

8. Exceptions

The President may recommend to the Board of Trustees a naming opportunity that does not fall within these guidelines. The Board of Trustees must approve any exception.

Gift Acceptance/Funding

Cash, cash equivalent gifts or irrevocable deferred gifts qualify for the naming of facilities.

Gifts committed through pledges or irrevocable deferred arrangements may qualify for naming, but will not be activated until at least 51% of the commitment has been received by the Foundation and documented in the financial records of the Foundation. Board of Trustee's approval cannot be granted in gift naming opportunities until the donor's name or the name of the person being honored is presented in writing.

If irrevocable deferred gifts are to be used for the naming gift (existing or planned facilities), the value of the trust will be considered to be the "Present Value of the Remainder Interest" at the time the trust is created. Present value refers to the current value of the remainder interest of trust assets, as determined by Internal Revenue Code. The Present Value of the Remainder Interest must be greater than or equal to the level for naming facilities set by the College. The Pensacola State College Foundation is to be provided with a copy of the duly signed and executed document designating the gift as irrevocable.

Irrevocable trust gifts will be considered on a case by case basis for naming new construction or facilities. The District Board of Trustees will consider naming facilities for donor once the project is fully funded. The Foundation will seek matching funds from the State of Florida for all eligible gifts received for naming facilities. Florida Statute 1011.32(3,6).

Facilities

- An approved Naming Opportunities List should be maintained in the Offices of the President and Foundation Executive Director, which outlines the available naming opportunities for new or existing facilities. Facilities – a building or a specialized wing, room or area within a college building, an activity area such as an athletic field, a gazebo or specialized structure within an activity area (e.g. bleachers or stands, field house, press box, etc.) of the college campuses. Any other physical feature of the college campus which is determined as a desirable naming opportunity by a potential donor.
- Donors of appropriate amounts may have their names submitted for consideration of naming a facility. Final authority for naming facilities rests with the Board of Trustees, upon recommendation by the President.
- A decision to create new property or activities, or to renovate existing property, is to be made on the basis of established College operational criteria approved by the President.
- Any artist's renderings, construction models, or other plans should be identified as conceptual and not a literal depiction of what a new or renovated property will ultimately be.
- Details of construction planning, furnishing, equipment, etc., rests solely with the President in consultation with the Department managing Facilities. However, the donor may be invited to participate in planning dialogue where appropriate.

Guidelines for Termination of Naming

- Cancellation of a program, termination of a chair, relocation or closure of a facility, demolition of a building or a similar happenstance may result in the termination of named recognition. If appropriate, the Foundation Board may recommend that an alternative form of recognition be extended.
- The Foundation Board will present a proposal to the President regarding the discontinued use of an existing name which will outline the reasons for termination and present an analysis of risks associated with this action. The President's recommendation for the termination of naming will be forwarded to the Board of Trustees for consideration.
- The Foundation is responsible for contacting the individual or group regarding termination of naming. If the individual is deceased, the Foundation will take due action to contact next of kin, or personal representative.
- Existing named property, with mutual consent of donor and Foundation Board, may be grandfathered under the Naming Guidelines.

Recognition of Facilities Naming Donors

- All gifts to name buildings will be recognized with the appropriate name displayed prominently on the exterior of the building in accordance with Pensacola State College's typeface and signage codes. They shall be mounted, near the main entrance of the building.
- All gifts to name facilities other than buildings shall be commemorated with a bronze or appropriate plaque or signage.
- Donor wishes are to be taken into consideration with regards to unveiling the memorials and commemorative gifts and will be conducted in consultation with the Foundation Executive Director.

Donor Recognition

The designation of a naming shall not be publicly announced until final approval has been obtained as required under the Naming Guidelines. Further, for cash or other liquid assets, a donor shall not be publicly recognized in regard to a naming until the institution has received at least 51% of any gift related to the naming and the remainder must be received within five to seven years unless recommended and approved by the President and the Board of Trustees.

In consideration of naming opportunities related to legacy gifts, the board could consider a naming opportunity after the legacy gift has been received.

The President and Foundation Executive Director shall maintain a uniform donor recognition plan for naming opportunities. (See reference document: Donor Recognition Plan under consideration)

Should the company, organization, or individual making a naming gift come into disrepute in the college or community at-large, the President may recommend to the District Board of Trustees that the use of the name be discontinued.

Donor Recognition

Florida Statute 1011.32(12). Facilities Enhancement Challenge Grant

Reference documents

- Naming Opportunities

Approved:

Effective:

Revised: 04/17/2024



Pensacola State College does not discriminate on the basis of race, color, national origin, sex, disability, age, ethnicity, religion, marital status, pregnancy, sexual orientation, gender identity or genetic information in its programs, activities and employment. For inquiries regarding the College's non-discrimination policies, contact: The Executive Director of Institutional Equity and Student Conduct, 1000 College Boulevard, Building 5, Pensacola, Florida 32504, (850) 484-1759.

Adopted 04/17/2024