



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.

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:



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



Pensacola State College

YOUR COMMUNITY YOUR LEGACY

Significant gifts to the college provide opportunities for donors to designate the name of a college facility or program in honor of the donor or another person. Scholarships, endowed chairs, lecture series, and faculty and staff awards programs are among the named gift opportunities, as are buildings or portions of buildings, including laboratories and conference rooms. Naming opportunities range from \$10,000 to \$5,000,000 and are offered in recognition of a single, tax-deductible, irrevocable gift or written pledge made over a specified period of time. Related matching funds are considered as additional to the original gift to the College. The following is a comprehensive list representing the minimum contribution required for specific naming opportunities as approved by the College Board of Trustees.

PENSACOLA CAMPUS

BLDG. 1 | BAARS BUILDING

Cybersecurity & Information Assurance

Laboratory (2 available)	\$50,000
Convergence Learning Area (2 available)	\$30,000

Cyber Forensics

Laboratory (2 available)	\$50,000
Convergence Learning Area (2 available)	\$30,000

Vocational Laboratory Spaces - V&T

Computer & Electronic Engineering Technology Laboratory (1 available)	\$35,000
Lobby/Collaborative Mall/Exhibit/Display	
Seat Sponsor (140 available- student stations)	\$500
Supporter Bricks - Wall Listing (100 available)	\$100

East Wing	\$250,000
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BLDG. 3 | LOU ROSS CENTER

NAMED

Natatorium (pool)	\$150,000
Basketball Court	\$100,000
Arena Lobby	\$75,000
Athletic Enrichment Center (Study Hall/Room 310)	\$50,000
Film Room	\$25,000
Locker Rooms (each)	\$25,000
Athletic Training Room	\$25,000
Athletic Director's Office Suite	\$25,000
Coaches offices	\$20,000

COLLEGE CAMPUS

Pensacola Campus	\$3,000,000+
Warrington Campus	\$3,000,000+
Milton Campus	\$3,000,000+
South Santa Rosa Center	\$1,000,000+
Century Center	\$1,000,000+
Downtown Center	\$1,000,000+

BLDG. 4 | ALLEN LIBERAL ARTS BUILDING

NAMED

Classrooms	\$25,000
Computer Lab (3)	\$50,000
Lecture Room (2) (rooms 400/401)	\$100,000

BLDG. 5 | G. THOMAS DELAINO STUDENT CENTER

NAMED

Center for Advising and Career Services	
Public Safety Suite	\$20,000
Student Leadership & Activities Suite	\$20,000
Student Dining/Activities Area	\$100,000
Culinary Kitchen	\$50,000
Classroom (509)	\$25,000

BLDG. 6 | STUDENT AFFAIRS BUILDING

\$1,000,000

Educational Opportunity Center	\$25,000
Education Talent Search Office	\$20,000
ADA Services	\$20,000
Student Job Services	\$20,000
Testing Center	\$50,000
Student Support Services	\$20,000
VP Student Affairs Office Suite	\$50,000
Career & Technical Education Office Suite	\$20,000
Veteran Center/Lounge	\$25,000

BLDG. 7 | BARFIELD ADMINISTRATION BUILDING

NAMED

Board Room	\$50,000
President's Conference Room	\$50,000
District Conference Room	\$50,000
President's Office Suite	\$100,000
VP Academic Affairs Office Suite	\$50,000

PENSACOLA CAMPUS (CONTINUED)

BLDG. 8 | CENTER FOR PERFORMING ARTS

	\$1,000,000
Mainstage	\$250,000
Music Library	\$25,000
Classrooms (2 available)	\$25,000 each
Scenic Construction Shop	\$25,000
3 dressing room (2 Stars/1 large)	\$25,000/\$50,000
Conference Room (851)	\$25,000

BLDG. 10 | BUSINESS BUILDING

	\$1,000,000
Classrooms	\$25,000
Computer Lab (1)	\$50,000

BLDG. 11 | HOBBS CENTER FOR TEACHING EXCELLENCE

NAMED

TEAL Center	\$20,000
Classrooms	\$20,000
Computer Lab (1)	\$20,000
Administrative Suite	\$20,000
Faculty Lounge	\$20,000

BLDG. 12 | COSMETOLOGY

	\$1,000,000
Cosmetology Salon	\$100,000
Facial Salon	\$100,000
Barbering Salon	\$100,000
Massage Salon	\$100,000
Manicure/Pedicure Lab	\$25,000
Lobby	\$50,000

BLDG. 13 | ITS

	\$1,000,000
Conference Room	\$25,000

BLDG. 14 | WILLIAM D. & MARY ELLEN SPEARS BEHAVIORAL SCIENCE

NAMED

Classrooms	\$25,000
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BLDG. 15 | ANNA LAMAR SWITZER CENTER FOR VISUAL ARTS

NAMED

Gallery A	\$100,000
Gallery B	\$50,000
Gallery C	\$20,000
Lecture Room/Auditorium #1590	\$50,000
Two Dimensional Design Studio	\$20,000
Painting & Drawing Studio	\$40,000
Ceramics Studio (1/2 Clover 1/2 open)	\$25,000
Sculpture & Jewelry Studio	\$40,000
Lecture Hall #1513	\$100,000
Courtyard	\$30,000
Kiln and Foundry Room Complex	\$30,000
Administrative Office Suite	\$20,000
Computer Lab	\$20,000

BLDG. 16 | MANAGEMENT INFORMATION SYSTEMS

Conference Room	\$25,000
Computer Lab	\$50,000

BLDG. 17 | BAROCO CENTER FOR SCIENCE & ADVANCED TECHNOLOGY (EAST)

NAMED

Computer Lab	\$50,000
Engineering Technologies	\$50,000
Building Sciences Lab	\$50,000

BLDG. 18 | MECHANICAL TECHNOLOGY LAB

\$1,000,000

Labs	\$50,000
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BLDG. 19 | GYMNASTICS BUILDING

\$500,000

BLDG. 20 | EDWARD M. CHADBOURNE LEARNING RESOURCES CENTER

NAMED

Lecture Room (251)	\$75,000
Conference Room (2 available)	\$25,000
TEAL Lab	\$100,000
Faculty Media Center	\$25,000
Bibliographic Instruction Lab	\$20,000
Classrooms	\$25,000
Group Meeting/Study Rooms	\$20,000 each

BLDG. 21 | BAROCO CENTER FOR SCIENCE & ADVANCE TECHNOLOGY (WEST)

NAMED

Planetarium Foyer	\$25,000
Auditorium/Lecture Hall #2142	\$60,000
Biological / Physical Science Labs	\$50,000
Computer Lab Complex	\$100,000
Labs 2146, 2150, 2151, 2155, 2160, 2161, 2162	\$15,000 each

BLDG. 27 | HEALTH AND WELLNESS CENTER

\$100,000

Athletic Facilities

Baseball Field	\$100,000
Track	\$25,000
Tennis Courts	\$75,000
Racquet Ball Courts	\$25,000
Softball Field	\$100,000

MILTON CAMPUS

Classrooms	\$20,000
Inside Track	\$20,000
Bldg. 4100/Library	\$100,000
Classrooms Study Rooms	\$15,000
Educational Opportunity Center	\$15,000
Classrooms	\$20,000
Classrooms (Cosmetic Arts)	\$20,000
Green House	\$25,000

WARRINGTON CAMPUS

BLDG. 3100 BOYD HEALTH RELATED EDUCATION BUILDING	NAMED
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Dental Clinic	\$500,000
Dental Lab	\$100,000
Sonography Lab	\$100,000
Phlebotomy Lab	\$100,000
Computer Center	\$50,000
Classrooms	\$25,000

BLDG. 3000 LECTURE HALL	\$100,000
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BLDG. 3200A | VET TECH BLDG.

Classrooms	\$25,000
Labs	\$50,000

BLDG. 3200B

Fitness Center	\$75,000
Medical Labs (Physical Therapy/ Radiography)	\$50,000

BLDG. 3300 | PUBLIC SAFETY

Testing Center	\$50,000
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BLDG. 3400 VENETTOZZI ARTS & SCIENCES BUILDING	NAMED
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Science Labs	\$50,000
Classrooms	\$25,000

BLDG. 3500 | LIBRARY

Study Rooms	\$20,000
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BLDG. 3600 | HARRISON STUDENT AFFAIRS BUILDING

BLDG. 3700 | CHARLES A. ATWELL **NAMED**
HEALTH SCIENCES COMPLEX

Dean's Suite	\$75,000
Classrooms	\$25,000
EMT Training Lab	\$50,000
Critical Care Training Lab	\$50,000

SOUTH SANTA ROSA CENTER

Classroom Building	\$1,000,000
Learning Resources Center	\$500,000
Classrooms	\$25,000
Labs	\$50,000

GENERAL NAMING OPPORTUNITIES

Classrooms

Smart Classroom/Distance Learning	\$25,000
Computer Classroom	\$50,000
Multi-purpose Classroom	\$50,000

Major Units (Non-Facilities)

Departments	\$500,000
Programs	\$250,000

Endowments

Endowed Program Chairs	\$100,000
Endowed Teaching Chairs	\$100,000
Distinguished Visiting Scholars Endowment	\$40,000
Endowed Lecture Series	\$30,000
Endowed Scholarships	\$20,000

NOTE: All Named Gift Opportunities are subject to final approval by the Board of Trustees of Pensacola State College.

NOTE: The above dollar amounts represent the minimum required for general naming opportunities. Individual values of specific facilities, major academic units, and endowments shall be made through the institution through the President's office and subject to District Board of Trustee approval.

WSRE

The Kugelman Center for Telecommunications

1. Naming Opportunities for and related to WSRE facilities will be reviewed by the WSRE TV Foundation Board of Directors and recommended by the WSRE TV Foundation Executive Director/ General Manager to the President and will follow the naming guidelines established by the Pensacola State College Board of Trustees. It is understood that the intent and purpose of donor gifts and non-monetary contributions donated to the WSRE Foundation will be designated for WSRE/Kugelman Center for Telecommunications.
2. Although donations designated for use by WSRE/Kugelman Center for Telecommunications may occasionally be made via the Pensacola State College Foundation, it is understood that naming opportunities for WSRE/Kugelman Center for Telecommunications will be used solely for the intended purpose for WSRE/Kugelman Center for Telecommunications. Major fundraising initiatives undertaken by WSRE/Kugelman Center for Telecommunications under the auspices of the WSRE Board of Directors and the General Manager/Executive Director will be approved by the President and coordinated with the Pensacola State College Foundation.

Naming Opportunities Available

General Manager's Office	\$ 100,000
Director's Suite	\$ 75,000
Studio C	\$ 75,000
Central Operations	\$ 50,000
Financial Services Office	\$ 50,000
Engineering Offices	\$ 50,000
Media Graphics/Design Suite	\$ 25,000
Amos Green Room	\$ 20,000
Multi Media Room	\$ 10,000
Development Volunteer Workroom	\$ 10,000
Production Storage Room	\$ 10,000



Pensacola State College
YOUR COMMUNITY
YOUR LEGACY



PENSACOLA
 STATE COLLEGE