

SAN FRANCISCO COMMUNITY COLLEGE DISTRICT  
ADMINISTRATIVE PROCEDURE MANUAL

<b>Title:</b> <b>NAMING AND MEMORIALS</b>	<b>Number:</b> <b>AP 7.16</b>
<b>Legal Authority:</b> <b>California Education Code Section 70902</b>	<b>CCLC Number:</b> <b>AP 6620</b>

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**Glossary:**

- **Contribution:** can either be in the form of service to the college or in the form of a financial donation
- **Donation:** financial gift, endowment
- **Facilities:** campuses, centers, complexes, gyms, athletic fields
- **Memorial:** Something made in order to remind people of a deceased person or of an event
- **Naming Opportunity:** Naming opportunities are a tried and true method of raising funds and building long-lasting relationships with donors. Naming opportunities may apply to buildings, facilities or property, that have not been previously named, or have a name that may be replaced.
- **Property:** The term “property” includes, but is not limited to buildings, rooms, plazas, gardens, walkways, benches, streets, works of art, and other spatial areas or structures on District property.
- **Service:** significant contributions of time and/or talent to promote the mission of CCSF as an inclusive institution that provides outstanding education to all students and enhances the broader college community.

## NAMING

### Naming Criteria

The District may consider the following reasons for the naming of facilities, buildings, parts of buildings, programs, services or other college property:

- A. to designate the function of, or discipline to be served by, a building or facility, or the mission or purpose of a program, (*administrative or functional*) (See Appendix A)
- B. to reflect natural or local area geographic features, such as streets, hills, city districts, (*location-based*)

The following three criteria fall under the heading of commemorative naming. Normally this applies to the naming of buildings but may include naming of programs of study and/or student services.

- C. to commemorate individuals that have made important contributions to the college through extraordinary, dedicated service to the college or through contributions to the culture of the college
- D. to commemorate individuals, families, organizations, corporations or entities that have made important financial contributions to enable the teaching, learning and public service missions of the District. (See Appendix B)
- E. to commemorate individuals who, although they have no direct connection to the college, are recognized for outstanding historic, artistic, scientific, or otherwise notable accomplishments.

### Submission of Proposals for Commemorative Naming

The credentials, character and reputation of each individual, family, organization, corporation or entity for whom the commemorative naming of a building or property is being considered shall be carefully scrutinized and evaluated. Nominations submitted for consideration must be accompanied by supporting documentation:

1. Candidates for naming may be submitted by District employees, Trustees, or members of the Foundation of City College of San Francisco. Individuals interested in proposing that a college building or property be named after a person or entity must submit a proposal to the Chancellor or their designee.
2. A formal letter of request should be prepared and submitted by the individual(s) initiating the request with a statement of the nature of the request. The letter should discuss the importance of the naming to the College; the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming. In the case of naming a building or property after a living person, the magnitude of gifting and meritorious activity should be well delineated. Plans for any plaque, funding, and maintenance should be identified. The following items should be included in the proposal

packet:

- a. A resume/portfolio/CV or discussion of the individual, family, organization, corporation or entity being commemorated
  - b. Letter(s) of reference or recommendations from individuals. There is no minimum or maximum number of recommendations required. Petitions may also be submitted to show those in favor of the naming.
  - c. Proposed language or signage for the naming.
  - d. Proposed funding for any signage for the naming.
3. The completed proposal package should be submitted to the Chancellor or their designee for processing.

### **Review and Approval of Commemorative Naming**

Individuals may not commit the College to a commemorative naming before the proposal has gone through the entire review process and has been formally accepted by the Board of Trustees.

1. The Chancellor or their designee will acknowledge receipt of the naming proposal within five (5) business days.
2. The Chancellor or their designee will review the proposal and identify any concerns raised by the proposal.
3. Following receipt of the proposal, the Chancellor or their designee will shepherd the proposal through the College's Participatory Governance process.
4. The first venue for reviewing and recommending the proposal is the College's Facilities Committee. The Facilities Committee review includes consultation with faculty and staff who will be located in the facility.
5. The proposal must also be reviewed by constituent groups (refer to Rules Regulations and Procedures.)
6. The Facilities Committee will make a recommendation to the Participatory Governance Council (PGC). PGC in turn will review and make a recommendation to the Chancellor.
7. The Chancellor will bring the proposed naming before the Board of Trustees.

### **Final Authority and Approval**

Final authority for approval of naming will rest with the Board of Trustees upon recommendation from the Chancellor. Upon approval from the Board of Trustees, the Chancellor or their designee will notify the appropriate stakeholders of the decision.

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**Approved by Chancellor: May 19, 2022**

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### **Duration of Commemorative Name**

All naming opportunities may be for a set period of time, or in perpetuity, as agreed on mutually by donor, college administration and Foundation.

### **Ownership rights**

All named buildings and property continue to remain the property of the District.

### **Modification or Relocation of a Commemorative Building Name**

Whenever building names are eliminated, modified or shifted between structures, the same review and approval process should be followed (as outlined in BP 7.16 and AP 7.16.)

In the event that a building with a commemorative name is destroyed in a natural disaster and is rebuilt for its original purpose, the commemorative name shall be replaced according to the original naming resolution.

In the event that a building is completely replaced with new construction, not due to a natural disaster, or is drastically altered through remodeling, the District shall consider whether

- A. the new building shall retain the commemorative name of the building it replaces, or
- B. a new naming opportunity should be considered for the replacement building. In such a case, the original commemorative name shall be suitably honored in the new building (e.g., by a plaque placed in a prominent location) or the board may choose to place the commemorative name on another building. Before moving forward, the District shall make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members to ensure that the original purpose of the naming and the donor's wishes are preserved as appropriate.

### **Termination of a Commemorative Name**

If at any time following the approval of a naming, circumstances change substantially so that the continued use of the name may compromise the public trust, the Chancellor shall convene an ad hoc committee to discuss the circumstances surrounding the issue and make a recommendation to the Board of Trustees as to whether the name should be retained or removed. The Board of Trustees has final approval on the matter. Circumstances that may lead to the removal of a name include:

- A. The commission of a heinous crime or involvement in an egregious action by any Individual, group, organization or other entity associated with a commemorative naming.
- B. The failure of a donor to fulfill gift commitments as specified in the gift agreement.

## **MEMORIALS**

### **Criteria for Memorials**

The memorial process is not intended to be used for the naming of buildings. Memorials may be gardens, trees, benches, plaques, or works of art. The District may consider the following reasons for the creation of memorials:

- A. To recognize former and deceased employees, students, or Trustees who have contributed significantly to the cultural, social, academic, development, or political life of the College.
- B. To recognize the work of current and previous college groups or clubs that have contributed to cultural, social, academic, development, or political life of the College.
- C. To commemorate historical events that have shaped the culture of the college.

### **Submission of Proposals for Memorials**

The credentials, character and reputation of each individual, group or historical event for whom a memorial is being considered shall be carefully considered and evaluated. Nominations submitted for consideration must be accompanied by supporting documentation:

- 1. Proposals for creating memorials may be submitted by students, District employees, Trustees, or members of the Foundation of City College of San Francisco. Individuals interested in proposing that a memorial be created must submit a proposal to the Chancellor or their designee.
- 2. A formal letter of request should be prepared and submitted by the individual initiating the request with a statement of the nature of the request. The letter should discuss the importance of the memorial to the College. Plans for any plaque, funding, and maintenance should be identified. The following items should be included in the proposal packet:
  - a. An explanation of significance of the individual, group or event for the college
  - b. Letter(s) of reference or recommendations from individuals. There is no minimum or maximum number of recommendations required. Petitions may also be submitted to show those in favor of the memorial.
  - c. The nature of the proposed memorial
  - d. The proposed language or signage for the memorial.
  - e. The proposed funding for the memorial itself or for any signage for the memorial.
- 3. The formal completed proposal package should be submitted to the Chancellor or their designee for processing.

## **Review and Approval of Memorials**

The following process must be followed:

1. The Chancellor or their designee will acknowledge receipt of the memorial proposal within 5 business days.
2. The Chancellor or their designee will review the proposal and identify any concerns raised by the proposal.
3. Following receipt of the proposal, the Chancellor or their designee will shepherd the proposal through the College's Participatory Governance process.
4. The first venue for reviewing and recommending the proposal is the College's Facilities Committee.
5. The proposal must also be reviewed by constituent groups, and other stakeholders such as the Works of Art Committee. (See the Roles, Responsibilities and Processes handbook)
6. The Facilities Committee will make a recommendation to the Participatory Governance Council (PGC)
7. PGC in turn will review and make a recommendation to the Chancellor.

## **Final Authority and Approval**

Individuals may not commit the College to creating a memorial before the proposal has gone through the entire review process and has been formally accepted by the Board of Trustees. Final authority for approval of memorials will rest with the Board of Trustees upon recommendation from the Chancellor. Upon approval from the Board of Trustees, the Chancellor or their designee will notify the appropriate stakeholders of the decision.

## **Ownership rights**

All memorials installed on District property become themselves property of the District.

## **Duration of Memorials**

The District recognizes that memorials are created with the intention of having them remain in perpetuity. Every attempt should be made to preserve those memorials. However, space on campus is a College resource and may be reallocated from time to time to best meet the needs of the College. Memorials may need to be relocated or displaced. Before moving forward, the District shall make all reasonable efforts to inform in advance the original sponsors of the memorial to ensure that the original purpose of the memorial is recognized and that the sponsors are consulted in any plan for relocation.

## **Removal of a Memorial**

If at any time following the approval of a memorial, circumstances change substantially so that

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**Approved by Chancellor: May 19, 2022**

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the continued existence of the memorial may reflect poorly on the college, the Board of Trustees reserves the right to remove any memorial. The Chancellor shall convene an ad hoc committee to discuss the circumstances surrounding the issue and make a recommendation to the Board of Trustees as to whether the memorial should be retained or removed.

Circumstances that may lead to the removal of a memorial include:

- A. the commission, or revelation of any past commission, of an egregious action by the Individual or group being memorialized.
- B. a new understanding of the historical event being memorialized, that calls into question whether that event should still be considered notable or worthy of honor.

The Board of Trustees will have final approval on this matter.

### **Recognition of Existing Memorials**

Any existing memorial which has been brought before the Chancellor or Board following an earlier process, and the resulting approval or recognition is documented, does not require any further action to maintain its status as an approved memorial. They can be considered to be “grandfathered in.”



## Appendix A

### Guidance for Administrative or Functional Naming of Buildings

1. The use of functional names for major buildings should be limited. Over time, functions within a building will change and the name could result in confusion.
2. Some buildings may be designated by a combination of functional and commemorative names. An example would be the John Smith Performance Center.
3. In cases where functions change within the building, the commemorative name will remain with the building while the functional name will be removed or amended.
4. Departmental or program identification may appear on the exterior building sign only as controlled by and outlined in campus sign design guidelines. However, if the building already has a commemorative name, the department or program identification may appear only on an exterior sign that also contains the commemorative building name.
5. Names of buildings and facilities with functional names may be amended to reflect future commemorative names.

### Guidance for Administrative or Functional Naming of Property

1. Departmental libraries, computer laboratories, meeting rooms, and similar areas should not be given names that tie them to specific locations.
2. The naming of movable property (such as benches, works of art) should not be given names that tie them to specific locations.

## **Appendix B**

### **Types of Financial Contributions**

Acceptable forms of gifts to result in a naming include cash, appreciated securities, real property, and under special circumstances, life-income gifts (charitable remainder trusts), gifts through estate planning, and gifts-in-kind.

Naming opportunities shall be available for a deferred gift if the gift is irrevocable and the District is provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable. In most cases, gifts may be made through legally binding pledges fulfilled within no more than five years.

In instances when private funds are needed to pay for immediate remodeling, renovation, and/or construction, donations made through irrevocable deferred gift techniques shall not be accepted. A naming opportunity may, however, be accepted for an existing, unnamed facility not requiring major remodeling or renovation as long as the irrevocable deferred gift technique has been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.

Generally, for privately funded buildings, it is recommended that the value of a gift affording a donor the opportunity to name a new building would be at least fifty percent of the private fundraising goal. An appropriate value should be established by the Chancellor, in consultation with senior staff and the Foundation, at the time construction plans are being developed. For publicly funded buildings, it is recommended that the value of a gift affording a donor the opportunity to name a new building would be at least twenty-five percent of the cost of the building or an amount that would provide significant and on-going funding for the College program.

### **Funding/Donation Levels**

Funding levels for specific naming opportunities shall be developed in collaboration, where appropriate, with senior staff, Facilities and the Foundation. The amount of the donation required shall be based on type, size, prominence, maintenance, and/or replacement cost of the facility, grounds, or program.

## **Appendix C**

### **Plaque Design and Language Approval**

Plaques may acknowledge gifts to the College, commemorate the naming of a building or property, or company (or act as) a memorial.

The Chancellor or their designee must review and approve all proposed plaque language and design and must consult as needed with the appropriate stakeholders.

**Recommended by Participatory Governance Council: May 5, 2022**

**Approved by Chancellor: May 19, 2022**

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