

June 19, 2014

14-153

REVISE BOARD POLICY B 703 (FIRST READING)

PREPARED BY: Kristin Watkins, Associate Vice President, College Advancement

APPROVED BY: Dr. Jeremy Brown, President

REPORT: By Board Policy B 703, the Board has the sole authority to approve the naming of College facilities and programs. The PCC Foundation Board makes recommendations to the College Board regarding the naming of facilities or programs in recognition of philanthropic gifts.

The PCC Foundation revised its philanthropic naming policy in June 2014 in order to provide greater clarity on several issues, including the College Board's ultimate authority for the approval of philanthropic naming of buildings, spaces, college programs, and faculty or staff positions; the process the PCC Foundation will use in proposing naming agreements and obtaining such approvals from the College Board; and the types of gifts that may be considered for philanthropic naming. The PCC Foundation's Philanthropic Naming Policy is attached as Exhibit C.

A review of the College Board's naming policy was deemed timely, given the large number of buildings coming on-line as a result of the 2008 Bond program and the Foundation Board's recent revisions to its philanthropic naming policy. The revised Board policy continues to state clearly the Board of Directors' sole authority to approve naming proposals. It is recommended that the naming of faculty and staff positions be added to the policy, along with additional clarity about the types of naming opportunities (philanthropic and honorary) the College will consider for individuals, families, entities or organizations; the role of the PCC Foundation in proposing and preparing naming agreements; and the criteria for honorary naming.

RECOMMENDATION: That the Board of Directors approve on First Reading the proposed revision to Policy B 703 as shown in Exhibit D and adopt Exhibit C as the College's guidelines for naming buildings for philanthropic purposes.