



100,000 Square Feet \$10,000,000

Naming of an Entire Wing or Floor based on square footage

5,000-15,000 \$500,000-\$1,500,000

Other key areas based on square footage

Classrooms

500-1500 Square Feet \$50,000-\$150,000

Lecture Halls

Labs

1,000-2,500 Square Feet \$100,000-\$250,000

Community Rooms

1,000-2,500 Square Feet \$100,000-\$250,000

Lobbies

500-2,000 Square Feet

## Approvals

1. All proposals for naming will be forwarded to the superintendent/president, who shall make a determination whether the proposed naming conforms to this policy, is otherwise appropriate, and is of sufficient merit.
2. The Hartnell Community College Board of Trustees will consider for approval the naming of buildings, substantial areas or significant landscape features. The Board will also approve the schedule of naming opportunities and the level of donation required for each upon the launching of a capital campaign on campus.

## Naming Conventions

1. Campus, satellite campuses, extension, or educational centers shall retain the name of the community where they are located (i.e. King City, Soledad, Alisal, North County/Castroville).
2. The Following conventions apply to buildings, classrooms, spaces and other areas of the college with the exception of the campus themselves, which shall retain the name of the community where they are located as mentioned above.
3. A uniform system of signage should be adopted by location.
4. Buildings and areas should have names that include their primary function:
  - a. Special use buildings or areas such as an auditorium, physical education center, health center, or such, may bear the functional name separately or in combination with the person's name (e.g. "Gunderson Health Center," "Rivera Gallery")
  - b. Outdoor areas shall bear the name of the individual and a functional description (e.g. "Parnell Drive")
5. Plaques and signage should t. Tf1 0 0 1 103.58 415.63 Tm0 g0 G31 1foe stdietuan(t)-4(. Tf5(o )3(b)-4(usi4(e)

- b. Asking the previous donor to make a new naming gift. If the donor declines, the District may offer the naming opportunity to a new donor. It may be appropriate to name part of the new building for the previous donor or to include a plaque to indicate that the new facility occupies the site of a building previously known by another name.
3. Academic Unit or Other Program. If a department, center, institute, program, or other unit is discontinued, the District will consider alternative recognition, especially where the naming is supported by an endowment gift. Appropriate recognition will be determined by the redesigned use of the endowment fund.

#### Name Changes

In matters of corporate names, the District will work with the corporation to ensure that any change to the corporation's name is considered by the District. Similarly, for individual name changes, the District will work with the individual to appropriately address changes in name in a manner that is appropriate for the donor and the District.

#### Removal of Names

In unusual or unforeseen circumstances, the District reserves the right to remove a previously approved name. The superintendent/president will bring forth the recommendation for approval by the Board of Trustees. Examples of such situations include, but are not limited to:

1. Donor does not fulfill a commitment upon which the naming was approved.
2. Continuation of the name may compromise the public trust or reputation of the District.

Approved by the Superintendent/President: June 2, 2020  
See BP 6620