

April 21, 2005

05-081

RESOLUTION TO APPROVE REVISION OF BOARD
POLICY B703 (First Reading)

PREPARED BY: Mike Drake, Executive Director, PCC Foundation

APPROVED BY: Dr. Preston Pulliams, District President

REPORT: The President appointed a subcommittee, at the direction of the Board of Directors, to review board policy B703. The subcommittee has reviewed the policy and recommends approval of the attached policy for first reading.

RECOMMENDATIONS: That the Board approve revised board policy B703.

Director Margolin moved for approval of Resolutions 05-071 through 05-081 and it passed unanimously.

Naming of College Facilities, Programs and Faculty/Staff Positions -- B 703

The PCC Board of Directors recognizes the symbolic significance to the College and to the community associated with the naming of facilities and programs. The Board of Directors has the sole authority to approve naming agreements for all College facilities, programs and faculty/staff positions.

The College Board is receptive to naming agreements that honor and recognize individuals, families and companies that have either made or intend to make and/or pledge a substantial "major gift" through the PCC Foundation for the benefit of PCC students and programs. Additionally, the Board of Directors will consider naming proposals for individuals (living or deceased), families and companies who have provided "extraordinary service" to the College or to the community.

The Board of Directors has developed guidelines for the application and implementation of its naming policy. The College Board will seek input and involvement, when financial contributions are involved, from the PCC Foundation Board in the design of naming proposals and in the preparation of naming agreements. The College Board also reserves the right to rename or terminate naming agreements upon certain triggering events, such as conviction of the donor/honoree of a felony, passage of time, or substantial reconstruction or renovation of a structure by a new donor. Such triggering events will be set forth in the naming agreement.

(April 2005)

Portland Community College
Naming Policy Guidelines
April 2005

Process and General Guidelines:

Each naming proposal will have a specific "naming agreement" prepared by the College and/or PCC Foundation staff outlining the naming provisions, recognition/stewardship, time duration and the expectations of the College and the donor. The PCC Foundation Board will review and approve each naming agreement (involving financial contributions) before forwarding to the College President. The College President will perform the final review and forward to the College Board of Directors for approval.

Each naming proposal should reserve the right to rename or cancel naming agreements for dishonorable behavior that is inconsistent with the high stature and honor of the naming opportunity, and also should include the right to rename as future conditions might change (for example, the life of the building expires or the program is discontinued). If a renaming situation occurs, the Board of Directors should acknowledge, if appropriate, the first gift in some manner (such as a plaque or naming part of a new building). These guidelines recognize, however, that each naming opportunity is a unique situation requiring agreement of the Board of Directors and the donor, and that the Board of Directors should have the discretion to apply or depart from these guidelines.

Facilities Naming Guidelines:

The minimum financial contribution to name a new facility, existing building, or a portion of a building or space should equal one-half of the current appraised value of the building/space. For new construction requiring land, the calculation should also include the cost of the land as well as the building construction costs. Costs associated with renaming and ongoing maintenance and upgrades should also be included. The duration of a name should also be considered and provided for in the naming agreement. The naming agreement should address the long-term life of the building and that, at some time in the future, the facility could be demolished or its use significantly altered. In this event, the Board of Directors would provide an alternate method of recognition that, in the judgment of the Board of Directors, best matched the donor's intent and the gift's impact on the College.

Projects should be based on a realistic gift table or gift pyramid in which the total naming opportunities are equal to more than twice the private fund raising goal for the project. For example, a project requiring \$2,000,000 in private funding should be designed with menu opportunities totaling at least \$4,000,000. Naming opportunities should first be encouraged for existing unnamed facilities or for facilities with expiring naming agreements, rather than for new construction.

The Board of Directors recognizes that it might be appropriate, from time to time, to count a donor's gift "higher" on the naming menu than the actual cash value of the gift. A donor may have a significant cumulative giving history, or may have provided additional extraordinary services to the College or community, or the gift could be considered pivotal for the overall success of the campaign. These caveats will be disclosed and outlined to the Board of Directors in presenting the naming agreement for consideration.

Program Naming Guidelines

Programs of the College, particularly professional technical programs, also can be named following the general naming guidelines. In evaluating the proposed gift, consideration should be given to whether the proposal is in the nature of a long-term endowment for the life of the program, or for support of a program for a lesser, finite number of years. As a guideline, program naming opportunities should be intended for long-term endowment proposals and other forms of recognition should be suggested to the donor for offers of support for a program for a lesser, finite number of years. Program naming gift amounts should be at least five times the program's annual budget. Gift agreements should take into consideration the amount needed to create, sustain and/or significantly advance the program now and in the future. They should also ensure that the naming likely will help attract long-term investment by industry and other individuals, and evaluate whether or not the naming brings the program added long-term stature and respect within the community and/or industry. Gift amounts to address these areas will differ from program to program. Endowments also may be accepted for creation of identified scholarship opportunities within a program.

Faculty/Staff Endowed Positions:

Endowments established to provide for faculty/staff positions also can be named. Naming agreements should be prepared as "institutional endowments" focusing on particular fields and/or positions that are broad in nature and should be integral and necessary for the institution now and in the future. Endowed staff positions are intended to provide an extra "margin of excellence" for the position and function to attract or retain exceptionally qualified individuals to the institution. While generally gift opportunities should be focused on programs which are expected to be ongoing, the evaluation of a gifting offer may also consider gifting opportunities short of endowments in programs which are likely to be of lesser duration, for example, due to rapidly changing technology. Minimum amounts to establish endowed positions are:

Endowed Instructorship	500,000
Endowed Directorship	1,000,000
Endowed Chair	1,500,000

As endowed positions are established, the institution will conduct a search to fill that position with the best qualified candidate that best meets the job qualifications and the honor and stature that the endowed position commands. A donor may not require, as a condition to a donation, that a particular individual be named to, or retained in, a particular endowed position. Holders of the endowed position must continue to meet job/position requirements and will be required to relinquish the position when leaving the institution or when changing roles within the College. The earnings from the endowment can be used to advance the position as the institution sees fit, utilizing the earnings for enhancement of salary or for support, training or adjunct activities related to the position.