



Santa Rosa Junior College Naming Guidelines

Santa Rosa Junior College seeks to recognize individuals and community partners by providing naming opportunities within the District. These guidelines will establish a uniform and consistent procedure to gain approval and to record namings for all District locations. The Board of Trustees, Board Facilities Committee and SRJC Foundation approval is required before the naming of any location, site, area or other District-owned property.

Intent

The primary intent of the naming process is to allow SRJC to recognize the importance of individuals or community partners to the College. The intent is also to secure funding for a wide variety of student and College needs.

Naming Opportunities and Guidelines

The Board Facilities Committee and Board of Trustees will pre-approve **all** namings within the District. The Board Facilities Committee, Facilities/Planning and Operations, SRJC Foundation and Naming Committee will serve as the clearinghouse for the review and approval of namings and recognitions within the District.

How Naming Levels are Determined

Appropriate naming levels are determined by a variety of factors including, but not limited to, location, area size or square footage, District use and function, visibility to the community, and potential donor interest.

District Sponsored Namings/Recognitions

In honor and recognition of SRJC staff, faculty and administrators the Sonoma County Junior College District will install the following at District expense:

Staff, Faculty and Administrator Recognitions - Policy 6.7.6 & 6.7.6P

Memorial Plaque - Staff, faculty or administrators who have contributed five or more years of service to SRJC and have passed away during their employment at the College, will be recognized with a memorial plaque in Newman Auditorium or Bailey Hall.

Honor Plaque - Staff, faculty or administrators who have contributed 15 or more years of service to SRJC will be recognized with a plaque in Newman Auditorium or Bailey Hall.

Donor Namings and Recognition Opportunities

Commemorative Bricks

Any individual or community partner may purchase a commemorative brick and personalize the inscription for installation in the Brick Garden on the Santa Rosa Campus. Brick purchases will be promoted to SRJC students, parents, alumni, faculty, staff, current and prospective donors, and the community at large. The SRJC Alumni Association will manage the program and derive profits from the sale of bricks.

Naming Reserves for District Buildings, Structures and Spaces

Naming reserves will include but is not limited to: interior building spaces, exterior structures, outdoor locations, and District owned equipment. All permanent namings, including promotional signs and displays, must be submitted to the Naming Committee and approved by the Board Facilities Committee and the Board of Trustees prior to installation.

Naming Reserve Levels

The following reserve levels and recognitions have been established to ensure continuity and fair practices within the District.

Honor Wall of Donors \$1,000 or greater to the following endowments: Frank P. Doyle Library, Lawrence A. Bertolini Student Center, B. Robert Burdo Culinary Arts Center, William B. Race Health Sciences Building, and SRJC Petaluma Campus.

**Additional Honor Walls will be installed in new and renovated buildings when appropriate.1*

Honor Wall Levels Leaders - \$100,000 or greater
Partners - \$25,000 - \$99,999
Patrons - \$10,000 - \$24,999
Friends - \$1,000 - \$9,999

SRJC Marquees \$100,000 or more at the locations of all approved District sites.
Includes Honor Wall of Donors inscription

SRJC Area Plaques \$10,000 - \$99,999 at the locations of all approved District sites.
Includes Honor Wall inscription as detailed above.

**Refer attached design standards for Honor Walls, Marquees and Area Plaques.*

Naming District Buildings

At this time, the District Board of Trustees oversee the naming of buildings within the District. Buildings are currently named after long-standing members of the Board of Trustees with a minimum of eight years of service.

Gift Clearance Protocol

Prior to any contact with prospective donors for naming reserves, please contact the SRJC Foundation Executive Director to receive clearance to contact identified prospects. This step ensures centralization of donor management and increases the possibility of successful outcomes for gift asks.

Ownership of Gifted or Purchased Property

All named property is the property of the Sonoma County Junior College School District.

Naming Process/Oversight

Requests for approval of namings should be directed to the SRJC Foundation and the SRJC Facilities, Planning and Operations Department by the component/department Vice President. Following receipt of the request, the SRJC Foundation and SRJC Facilities, Planning and Operations Department will convene the Naming Committee to review and present the request and supporting documents to the Board of Trustees Facilities Committee. The District Board of Trustees has final approval on all namings.

Duties of the Naming Committee

The chief function of the Naming Committee will be to insure uniformity and consistency of namings throughout the District. The Committee will be appointed by and report directly to the SRJC Superintendent/President. The Committee will consist of the Executive Director of the SRJC Foundation, the Dean of Facilities, Planning and Operations and appointed College representatives.

The Naming Committee will:

1. Consider proposed names/recognitions and apprise interested parties of the guidelines for the selection;
2. Act as the formal conduit for names to be submitted, researched, and forwarded for recommendation;

3. Develop naming opportunities for new and existing locations;
4. Recommend specific names in response to new naming opportunities.
5. Maintain records of approved dedications and namings;
6. Notify the requester of the dedication of the approval status once the Board of Trustees has acted upon the request.

The Naming Committee chair(s) may act administratively on the review and recommendation of minor building and facilities naming and dedications through the process above without convening the full Naming Committee.

Request Submittal to the Naming Committee

In accordance with Policy 6.7.6P a formal letter of request should be submitted by the component/department Vice President or Designee.

The letter shall include the following information:

1. Name of individual, group, association, organization, etc.
2. Specific structure, facility, landscape area, or other District property proposed for designation.
3. Concise statement outlining the honoree's connection to SRJC and justification for naming. Please include support materials.
4. Source of funding for naming.

The letter should also describe the importance of the naming to SRJC; the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming. In the case of a naming representing a living person, the magnitude of gifting and meritorious activity should be well delineated. The request should include anticipated costs to the District and/or department.

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