



Committee Meeting: Policy & Governance Committee	Date: March 18, 2025
Committee Chair: Melodie Baker	
New or Edited: Edited	

POLICY NAME: College Naming Rights Policy

POLICY TYPE: Board

SUBMITTED BY: Legal Affairs

ISSUE OR STATEMENT OF PURPOSE: To ensure that all College buildings, facilities, grounds, equipment, or other assets are named in a manner consistent with the vision, mission, and values of Erie Community College, and to establish general guidelines for the “naming of things” in recognition of philanthropy for the benefit of Erie Community College.

NEW OR EDITED POLICY: Edited

The Erie Community College Foundation seeks to generate support by providing opportunities for naming rights in the form of philanthropic support and sponsorships. This Naming Rights Policy will ensure that the reputation and integrity of Erie Community College is maintained, and that a fair, equitable and transparent process is in place by providing a framework for the Erie Community College Foundation to seek new opportunities that generate financial support to advance Erie Community College’s mission.

This policy applies to the naming of all permanent physical facilities of Erie Community College, as well as programmatic support, in recognition of a donor’s generosity. Because such gifts will be substantial in amount and may reflect on Erie Community College in perpetuity, naming opportunities and the terms and conditions associated with such naming, shall generally model the most current SUNY Naming Opportunities Policy and Procedure guidelines for state-sponsored institutions while keeping the SUNY Erie mission and policies at the fore in making decisions.

Naming is a form of donor recognition. It is not intended to reflect actual or replacement cost, nor does it restrict where a gift is spent unless otherwise specified by the donor or committed to by the Foundation in the process of securing the gift.

Types of Facilities:

Major facility: Any large or prominent facility. Examples include large or well-known structures, academic buildings, facilities that receive frequent visits by the general public; prominent interior spaces such as an atrium, auditorium, library, major conference rooms, the floor of a building, a playing surface; and prominent exterior



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spaces, such as college access/circulation roads, athletic fields, and quadrangles or open/natural spaces used for educational purposes, or as a student amenity.

Minor facility: A space or facility which has a lower public profile or utilization by the general public including classrooms, offices, lounges, laboratories, workspaces or small conference rooms. In case of doubt, a facility should be considered minor.

A. Policy

***Overview:** The College Foundation shall solicit and/or receive proposals from potential donors for naming opportunities. The Foundation shall present its recommendations on naming opportunities to the College President.*

As set forth in the Procedures section herein, the President will review recommendations from the Foundation for the naming of facilities and submit such that the President deems appropriate for consideration to the Board of Trustees. The approval of naming opportunities for Erie Community College lies solely with the College's Board of Trustees upon recommendation of the College President. The President shall, in said recommendation, include a description of the facility, space, or program to be named, the proposed gift opportunity, the merits of the individual or organization to be recognized and the method of recognition.

1. The naming of a physical or non-physical asset of Erie Community College is appropriate when a gift is received for the benefit of the College and the donor has expressed an interest in or directed his/her donation(s) to a specific program, building or facility. A significant gift is determined as per the fundraising goals and objectives established by the College President and the Foundation or per the proposed gift amount in relationship to the overall cost of a physical or non-physical asset.
2. A physical or non-physical asset may be named on behalf of an individual, business, or legal entity.
3. The naming of a physical or non-physical asset in recognition of a donor or a donor's honoree implies a promise to that donor that the asset will be maintained in perpetuity and, if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
4. Naming right pledge payments must be completed within 5 years. The Erie Community College Foundation may elect not to formally recognize the naming right until a minimum of 50 percent of the pledged funds has been received.
5. Buildings, campus grounds or other physical facilities cannot be named for individuals currently employed by Erie Community College, Erie County, the State of New York, or elected officials currently in office.
6. To support the naming of a non-physical asset (e.g. center, institute, program, academic unit) through the



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establishment of an endowment, the amount of the endowed gift must be sufficient to generate annual earnings that would be necessary to sustain the non-physical asset on a permanent basis. The Foundation has set a minimum expectation of earnings of 5% annually. The funding required to establish an endowment will be determined on a case-by-case basis specific to the building, facility, space or program.

7. All naming agreements will allow for modification or removal of the naming if a future action or event occurs that will cause irreparable injury to the college's image, reputation, or ability to pursue its mission.

In the case where the issue of such a circumstance initiates with the Foundation, said circumstance will be reviewed by the Foundation Board of Directors. The Board of Directors shall present a removal/modification recommendation to the College President. The College President shall determine the merits of said recommendation and whether such shall be presented to the Board of Trustees to make a final decision.

Notwithstanding the foregoing, the College President may present any circumstance to the Board of Trustees for determination of naming removal or modification where the President determines circumstances warrant such review.

8. All proposed names for major facilities must be held in strict confidence during the review and approval process. There will be no general communication, public discussion or commitment made with regard to the proposed naming before all the necessary approvals have been completed.

B. Procedure

1. Upon the Foundation's receipt of a proposed naming opportunity, the Foundation shall endeavor to appropriately assess and negotiate the solicitation. The Foundation shall present said proposal to the President of Erie Community College for his/her consideration to submit to the Erie Community College Board of Trustees for appropriate action.

In consideration of a proposal, the President shall assess whether said proposal aligns with the mission of the College. Additionally, the President shall assess any restrictions by the donor as to the use of the donated funds. The President shall consider whether such restrictions are reasonable and align with the mission and strategic goals of the College. Upon thoughtful consideration, the President may determine that a proposal is not suitable to be recommended to the Board of Trustees for approval.

- a. For naming considerations which the President considers substantial, the President may convene a committee comprising of a College Board of Trustees member, the College President, a College Foundation Board member, a College Facilities Department representative, a College Finance Department representative and the College's legal counsel. Said committee will consider and decide upon a value of the naming rights opportunity at hand. Upon an agreement with the donor, the College President shall present the committee's determination and opportunity to the College Board of Trustees for approval.



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- b. Any naming rights agreement approved by the College's Board of Trustees will be made available to the Erie Community College Foundation via electronic delivery within 14 days of the Board of Trustees' ratification.
2. All other naming opportunities regarding assets, physical or non-physical, will be assessed by the Foundation and referred to the College President for recommendation to the Erie Community College Board of Trustees. The College President, in reviewing a naming opportunity referred from the Foundation, retains the authority to determine whether a naming proposal aligns with the mission and strategic goals of the College prior to presenting to the College Board of Trustees for approval.
3. Each naming opportunity shall be reviewed carefully by the Office of the President, with all deliberate speed for compliance with applicable law, including laws related to prohibited gifts and ethical principles, especially where there is direct or indirect business or other continuing relationship between the donor and the College, the State University of New York, Erie County and/or their respective officers or employees.
4. All proposed naming rights shall be held in strict confidence during the review and approval process.
5. The Foundation shall be required to maintain a record of all named physical and non-physical assets. Such naming rights donations shall be accounted for in the Foundation's annual audit; federal 990 report; quarterly reports to the Board of Trustees; and the Foundation's annual report. Further, said records shall be available to SUNY upon request.

Minimum gift required for consideration of naming rights

The College President, in consultation with the Board of Trustees, or as may be otherwise set forth herein, shall establish appropriate levels of philanthropy that result in naming opportunities on a project specific basis. As a rule, named endowments shall be sufficient enough to be self-sustaining with the principal maintained as a restricted gift in perpetuity and distributions based on interest earned on the gift.

DOES IT SUPERCEDE A POLICY/WHICH ONE: College Naming Rights Policy Board approved December 14, 2017

POLICY & GOVERNANCE COMMITTEE RECOMMENDED ACTION:

Policy & Governance Committee recommends the Board of Trustees approve this Board policy under Committee Briefings, Policy and Governance Committee. This Policy supersedes all prior policies/procedures and practices related to College Naming Rights Policy.

DATE OF BOARD APPROVAL: March 27, 2025



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POLICY & GOVERNANCE COMMITTEE TEAM FOLLOW-UP:

Following Trustee approval, this Board policy will be included in the SUNY Erie Community College Board of Trustees Policy Manual and shared with the Executive Committee of the ECC Foundation and its full membership.

INFORMATION/INPUT CONSIDERED DURING POLICY & GOVERNANCE COMMITTEE DELIBERATIONS:

- ECC By-Laws
- ECC Foundation By-Laws
- SUNY Document 9252, Procedure Title: Naming Opportunities on State University Campuses
- Various other SUNY Community College-Foundation Naming Opportunities Policies

The Guidelines for Naming Space and Facilities document was reviewed by members of the Erie Community College Senior Executive Staff and members of the ECC Board of Trustees.

The Policy has been reviewed and discussed at the Policy & Governance Committee meeting of March 18, 2025

History

Item:	Date:	Explanation:
Policy Revised and BOT Approved	March 27, 2025	
Policy Revised, Renamed and BOT Approved	December 14, 2017	
Policy adopted	June 2000	

SUNY Erie Cross References

Policy Name or Procedure:	Where to find: