

## **Motion to Establish Naming Opportunities for the “Generations of Impact” Campaign**

In accordance with the Building Naming Policy approved by the Board on 9/4/14 Central Community College is outlining the process of which naming opportunities will be evaluated and permitted and in doing so establishing the objectives for the Generations of Impact campaign.

The CCC Foundation is taking on a *Generations of Impact* Campaign, which focuses on planned giving. As a result, significant planned gifts and thus naming opportunity inquiries are expected. Should a planned giving donor request a naming opportunity, the Foundation would work with the appropriate Campus President and College President in determining whether the contribution is of a significant enough level to warrant a naming opportunity, abides to the College’s “Building Naming Policy”, and if the naming opportunity should move forward for final approval according to the “Building Naming Policy”.

Under Paragraph B in the Building Naming Policy line item 3 states “When a building or significant area has been named, the College shall continue to use the name so long as the building or area remains in use and serves its original function.” The college would like to be clearer on when the use of this name would be discontinued. The College recommends that the time frame of 20 years be established in all of these naming opportunities. After that point the College using it’s own discretion may choose to keep the name or retire the use of that name.

Further, the establishment of the name will be brought before the board for final approval following the established procedure under this policy.

The College President recommends this procedure for the “Generations of Impact” Campaign.