

Procedure Title: Naming Opportunities for Buildings, Classrooms, or Other BMCC Property
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Board Policy Reference: IV.H. Asset Protection

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Purpose

On occasion, the BMCC Board of Education may wish to recognize the contribution of a personal gift or significant lifetime contribution to the programs at BMCC by naming a classroom, building, or other college property after a person, family or organization.

These naming opportunities will be made only with the consent of the person involved (or surviving family) and the BMCC Board of Education. The reputation and public standing of the subject must be beyond reproach and in accordance with the BMCC mission

BMCC reserves the right to change the name of any classroom, building, or property in the future event that the name involved is no longer consistent with the college's reputation or mission. For example, should the name of the person or family become intertwined with a scandal involving moral turpitude, the college Board may decide that the name is no longer consistent with the college's best interests. Funds donated previously in the naming opportunity would not normally be refunded in such a case.

Naming opportunities may also be part of fundraising efforts to construct new buildings or start/expand/enhance academic programs or services. In such cases naming amounts would be established as part of the campaign.

A separate college administrative procedure outlines guidelines for naming opportunities related to endowed positions or scholarships.

Guidelines and Definitions

1. **Lifetime Contribution:** This may be in any field, but the person involved should enjoy substantial positive public recognition. The lifetime achievement should be related to the classroom or building involved.

2. **Gifts:**
 - a. Classrooms, laboratories, or portions of buildings will not normally be named for gifts of less than \$100,000.
 - b. Public areas such as a library, student union, Boardroom, theater, or campus commons will not normally be named for gifts of less than \$500,000.
 - c. Buildings will not normally be named for gifts of less than one million dollars.
 - d. All gifts resulting in named property will be donated through the BMCC Foundation with the stipulation that they be used for the best interests of the college as determined by the President or Board of Education. Gifts resulting in named property will not normally be used to establish scholarships.