

**Southwest Virginia Higher Education Center (SWHEC / Agency 948)**  
**Board of Trustees**  
**Facility & Programs Naming Policy**

**Purpose**

Naming of facilities and programs is a way to honor distinguished alumni, board members, donors, retirees, and friends of the Southwest Virginia Higher Education Center. The purpose of this policy is to support a consistent methodology that ensure that all naming practices reflect the Center's purpose, mission, and evolving history.

**Guidelines for naming tributes**

1. A tribute may be offered for a contribution of time or talent that has had a significant positive impact on the Center over an extended period of years. This honor is usually reserved for an agency head, member of the Board of Trustees, member of the Foundation Board, or member of the General Assembly. The merits of naming a Center space or program should be determined by carefully weighing one's high scholarship, devotion of distinguished service, and meet the highest values and societal standards.
  - a. Such an honor will typically be recommended no less than three years following the end of the individual's service to the Center.

**Guidelines for naming opportunities when a significant gift is received**

1. The naming of any classroom or interior space is usually only appropriate when a significant gift is received.
2. Monetary contribution levels for naming opportunities will be initially set by the Executive Committee of the Board of Trustees and periodically reviewed by the Board or Executive Committee as needed.
3. Specific contribution levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property at the Center.
  - a. Such property may include but is not limited to benches, planters, gardens, and equipment.
  - b. Amounts for these naming opportunities shall be reviewed periodically by the Center Board of Trustees.

**Permanency of names**

1. When a gift from an individual or family is involved, a facility receives designation that shall last as long as the facility remains in use and serves its original function unless otherwise stipulated at the time of the gift acceptance, subject to the following:
  - a. Demolition or significant renovation of the facility shall terminate the designation.

- b. Any illegal or impropriety or other act that brings dishonor to the Center on the part of the donor shall make the gift and naming subject to reconsideration by the Center. Other acts may include, but are not limited to, negative influence, negative publicity or actions that operate in opposition of the Center.
2. When a corporate donor makes the gift, the corporation keeps the designation until the corporation is no longer in existence, as long as the facility remains in use and serves its original function unless otherwise stipulated at the time of the gift acceptance, subject to the following:
  - a. Demolition or significant renovation of the facility shall terminate the designation.
  - b. Any illegal or impropriety or other act that brings dishonor to the Center on the part of the corporation shall make the gift and naming subject to reconsideration by the Center.
  - c. When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility

#### **Authority and approvals**

1. The final authority for a naming or tribute decisions rests with Board of Trustees.
2. Prior to approval, the Board of Trustees shall have reasonable assurance that:
  - a. The proposed name shall bring additional honor and distinction to the Center.
  - b. Any philanthropic commitments connected with the naming shall be realized.
  - c. The Board of Trustees may require a background check be performed on a donor (living or deceased) or designee based on particular facts and circumstances.
    - i. The donor, donor's executor, or designee shall be required to sign an authorization allowing the background check, if a background check is determined to be necessary.
3. The Executive Director, in collaboration with the Board of Trustees, has the right to:
  - a. Determine content, timing, location, and frequency of any public announcements associated with the gift or naming action.
  - b. Approve the color, design, and size of any physical marker that provides information about the designee or donor and/or the nature of the gift or honor.
  - c. Determine and carry out the exact nature of any ongoing care and maintenance of any memorial of tribute gifts or their physical markers.
4. The Guidelines set forth in this policy statement shall not be deemed all-inclusive. The Executive Director and Board of Trustees reserve the right to consider any and all factors regarding the privilege of name association with interior rooms, sites, common areas, and programs of the Southwest Virginia Higher Education Center.

#### **Naming conventions**

1. A uniform system of signage should be adopted by location.
2. Rooms and areas should have names that include their primary function:

- a. Special use rooms or areas such as the grand hall, president's conference room, or such, may be the functional name separately or in combination with the person's name (i.e., Joseph P. Johnson, Jr. Grand Hall, Rachel D. Fowlkes Executive Auditorium, William C. Wampler, Jr. Hall).
  - b. Outdoor areas shall bear the name of the individual and a functional description.
3. Plaques and signage should be tasteful, discrete, and consistent with other Center signage.

**ADOPTED: December 8, 2022**