

Policies and Regulations

NEPN Code: FF-R/STI

Facilities Planning and Development

Naming Facilities

Process

The Southeast Technical College President and STC Council will consider and make recommendations of a proposed naming opportunity to the Sioux Falls School Board. Prior to a recommendation, due diligence will take place to avoid any appearance of a conflict of interest in relation to the naming of a facility. The President shall have reasonable assurance that:

- the proposed name will bring additional honor and distinction to STC,
- the recognition is appropriate for the behavior exhibited by the individual, family, organization, business, corporation or foundation, and
- any philanthropic commitments connected with the naming can be realized.

A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition. The length of time for completion of the pledge will be determined by the President and the STC Council.

The recommendation along with the views of the President and STC Council shall be submitted to the Board for consideration. The Board will consider any objections to the proposed name and will act on the recommendation.

Naming Tributes

Two circumstances give rise to a naming tribute:

1. Financial contribution of an individual, family, organization, business, corporation or foundation to STC of a monetary value appropriate to the facility or property being named. Such contributions must comprise a substantial portion of the cost. If a mixture of public and private funding occurs, the contribution should constitute 40% or more of the cost of the private funding amount. This contribution, while not the majority, is integral to project completion. When a philanthropic donation does not meet the full cost of the project, naming is subject to completion of satisfactory funding arrangements from all sources, and the naming will become official only after that is achieved.
2. Naming in Recognition of Distinguished Services may honor a gift of time or talent that has had a significant positive impact on STC over an extended period of years. This honor will typically be recommended no sooner than three years after the end of the individual's service to STC. The President or a committee appointed by the President, is charged with determining whether the person proposed is worthy of the honor, as well as the degree of internal and external support for the proposed naming, prior to submitting to the STC Council and on to the Board for approval.

Physical Property

Sponsorship of physical property on campus through monetary gifts may occur:

- to pay for all or part of a new campus facility or improvement; or
- in conjunction with fundraising efforts on the part of STC or the STC Foundation.

“Property” may include, but is not limited to, buildings, portions of buildings, rooms, fixed furniture, equipment, streets and grounds.

Rights and Responsibilities

The President, in consultation with the donor, STC Foundation or other appropriate parties shall make decisions related to naming, including but not limited to the following:

- Public announcements: the right to determine content, timing, location and frequency of any announcements associated with the gift.
- Physical markers: the right to approve 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.
- Care and maintenance: the right and responsibility to determine and carry out the exact nature of any ongoing care and maintenance of any physical markers.

Permanency of Names

No naming will be approved or continued (once approved) that will call into serious question the public respect of STC or the Sioux Falls School District. No naming will be approved that would imply STC’s endorsement of any political or ideological position. This does not, however, preclude naming property for an individual who has at one time held public office or with the name of an individual or a business/corporation. A naming will generally be in effect for the useful life of the facility. Board action is required to discontinue, change, or alter the name of a previously named facility. Circumstances that may lead to this action may include, but are not limited to:

- Significant renovation or addition to a facility.
- Action by the named individual, group or company that brings discredit to STC or that compromise the public trust.
- Failure by the named individual, group or company to fulfill agreed upon obligations.
- The demolition of a facility.
- A request by the named group or company to change the name due to a business merger or acquisition.
- The dissolution of a named group or company.

All provisions in this policy also extend to the naming of property for a benefactor at the wish of a third party benefactor.

Authority and Approvals

The final authority for any naming, memorial or tribute decision rests with the President and STC Council, with approval by the Board. STC reserves the right to consider any and all factors regarding the privilege of name association with STC as particular acts and circumstances warrant. Decisions will be made consistent with the stated mission of STC. The President or designee will maintain and update an inventory of named property.

All named property is property of STC.

STC Regulation	Board Action
approved: 09-14-09	35490
reviewed: 09-12-11	36165