

Title: College of the Holy Cross Naming Policy
Policy Administrator: Vice President for Advancement
Effective Date: September 8, 2017
Approved By: College of the Holy Cross Board of Trustees, Institutional Advancement
Committee

Purpose:

Naming opportunities exist to recognize the dedication, accomplishment and/or generosity of extraordinary individuals and entities whose support is valuable to the College of the Holy Cross's mission and programs. This policy, established in 2017 as the first approved naming policy adopted by the College, is intended to provide for an orderly practice, minimum standards and guidelines for employees to follow with respect to Naming Opportunities and the terms and conditions, duration and

Advancement. The criteria for Gift-Related Naming will consider the value, visibility, improvements and marketability of the location and may be based on a minimum donation after taking into consideration the total cost of the project and the availability of other funds.

- b. *Streets*. The naming of all streets located on College property must be reviewed, and if acceptable, approved by the President upon recommendation of the Vice President for Advancement.
- c. *Facilities*. Naming of other Facilities (such as lecture halls, classrooms, laboratories, studios, auditoriums, other rooms, other building components, grounds, outdoor renovations, gardens, trees, fountains and benches) must be reviewed, and if acceptable, approved by the President upon recommendation of the Vice President for Advancement.
- d. *Programs, Institutes, Centers and Other Organizations*. Naming of programs, institutes, centers and other entities must be reviewed, and if acceptable, approved by the President upon the recommendation of the Vice President for Advancement regardless of the cash value of the gift.
- e. *Academic Positions and Funds*. Naming of academic positions and funds must be reviewed, and if acceptable, approved by the President upon recommendation of the Vice President for Advancement, after consulting with the Vice President of Academic Affairs, Dean of the College, or

c.

- e. In the event of changed circumstances, the College reserves the right, on reasonable grounds, to revise the form of or withdraw recognition.

Revocation decisions shall be made by the President based upon the recommendation of the Vice President for Advancement. The President will determine whether the Board of Trustees should be consulted. The Office of Advancement shall make donors aware of the possibility of revocation

6. *Documentation:*

The Office of Advancement shall maintain documentation related to each naming, including, but not limited to:

- a. Any agreement with respect to Gift-Related Naming;
- b. The exact name to be adopted;
- c. A precise description of the Facility, program, position, unit or component named;
- d. A description of the due diligence performed on the honoree;
- e. Approval by the relevant authority;
- f. Consistency with announced Naming Opportunity minimum amounts;
- g. Any other relevant information.

Exceptions:

Exceptions to this Policy must be reviewed and approved by the President in consultation with the Vice President for Advancement.

Related Information:

Gift Acceptance Policy
College Naming Opportunities Directory