



Administrative Regulation
Chapter 6 – Business & Fiscal Affairs

AR 6620 NAMING OF DISTRICT FACILITIES

The District may name a facility in honor of persons or entities. The naming must be consistent with the District's role as a public institution and shall reflect the District's and Community's values. The Board of Trustees shall have the final responsibility for the naming in recognition of contributions made to the District.

1. Applicability

This procedure encompasses opportunities for the naming of the following facilities:

- District buildings and definable portions of buildings; including but not limited to foyers, wings, classrooms, conference rooms, labs, offices, studios, auditoria, theaters, and dining commons.
- District grounds or landscaping improvements, including but not limited to campuses, plazas, courtyards, quads, gardens, fountains, bell or clock towers, gates, artwork, athletic fields and facilities, campus entries, trees and other plantings, benches, plaques, bricks or tiles.

2. Criteria for consideration of naming of an improvement related to a gift of funds:

- a) The naming should lend prestige to the District and its faculty, staff, students and community.
- b) The individual or entity's character and reputation shall be carefully evaluated to ensure they reflect the District's values.
- c) For consideration in naming of a property or building the gift should:
 - Represent 25% or more of the total cost of the property or building or
 - Provide substantial funding that would not have been available from other sources and is required to complete the project.
- d) For consideration in naming of a room or other portion within a building the gift should:
 - Represent 25% or more of the total cost of construction or renovation of the space, or
 - Provide substantial funding that would not have been available from other sources and is required to complete the project.
- e) For consideration of the naming of a garden, water feature, or architectural/grounds feature, the gift should cover the full cost of the feature as well as the establishment of a maintenance fund equal to no less than 20% of the cost of the feature.
- f) No more than one property or building may be named for any one individual or entity.

3. Process for the proposal of naming an improvement related to a gift of funds:

- a) All requests shall be in writing and demonstrate how the proposal meets the appropriate criteria for consideration outlined in section 2 of this regulation.
 - Faculty and staff shall submit their proposal to their area Vice President for consideration. If the Vice President concurs with the proposal, they shall submit it to the Superintendent/President for consideration.

- Community members shall submit their proposal to the Superintendent/President for consideration.
- If the Superintendent/President believes the proposal meets the criteria outlined in section 2 of this regulation they may submit the proposal to the Board of Trustees for consideration at an open meeting of the Board.

3. Criteria for consideration of honorific naming of an improvement without a related gift of funds:

- a) The honoree shall have achieved exemplary distinction in one or more of the following ways:
 - Served as an employee of the Santa Monica Community College District and has earned a statewide, national, or international reputation for their extraordinary contributions to higher education, which warrants special recognition, or
 - Contributed to the District and its students in such a way as to warrant special recognition.
- b) Honorific naming of an employee may only be considered after the employee has retired or been deceased for at least two years.
- c) No more than one property or building may be named for any one individual or entity.
- d) No property shall be named after any individual who is currently holding elected or appointed office.
- e) The nominating individual or group shall establish a fund with the Santa Monica College Foundation (SMCF) to receive pledges to cover all costs related to the naming, including a maintenance fund equal to no less than 20% of the direct costs of the naming. For example, if the supplies and labor to add lettering to the property total \$5,000, the fund should be established with no less than \$6,000 to cover the direct cost and future maintenance.

4. Process for the proposal of naming an improvement with or without a gift of funds:

- a) All requests shall be in writing and demonstrate how the proposal meets the appropriate criteria for consideration outlined in section 3 of this regulation.
 - Faculty and staff shall submit their recommendation to their area Vice President for consideration. If the Vice President concurs with the proposal, they shall submit it to the Superintendent/President for consideration.
 - Community members shall submit their proposal to the Superintendent/President for consideration.
 - If the Superintendent/President believes the proposal meets the criteria outlined in section 3 of this regulation they may submit the proposal to the Board of Trustees for consideration at an open meeting of the Board.
 - If the proposal to name a property or improvement is approved by the Board of Trustees, the naming recognition will only occur after the SMC Foundation has received irrevocable cash donations in the amount specified in section 3e of this regulation.

5. Change in Circumstances:

- a) If the District proposes changing the function of, or demolition/replacement of a named property that was related to a gift of funds, a full review shall be made to ensure consistency with the gifting agreement.
- b) If the circumstances change related to an approved naming so that the continued use of that name undermines the public trust, the District legal counsel shall consult with the Board of Trustees and Superintendent/President regarding future actions.

6. Other Considerations:

- a) The Santa Monica Community College District reserves the right to conduct background investigations to determine the appropriateness of all naming determinations.
- b) Naming recognitions will only occur after an irrevocable commitment has been received for the donation required by this regulation.
- c) Any signage acknowledging the District's appreciation is subject to the Superintendent/President's discretion and shall exclude logos to avoid the appearance of advertising.
- d) Any gift agreement shall include a clause that allows the District to rename the building if the name creates an environment that compromises the public trust.
- e) All rules and regulations related to the naming of properties and improvements constructed with tax-exempt debt shall be followed.

References: Education Code Section 72000(2) and 70902(b)(6)

Approved: 12/3/2024