

Board Policy: 901 – Naming

Subject: Community Relations
Series 901: Naming

Naming Categories

Kirkwood Community College will consider the following two general categories of naming opportunities.

1. **Honorary Naming** - Kirkwood considers the naming of a building, part of a building or other property in honor of an individual to be one of the highest recognitions the college can bestow. In that context, only in extraordinary circumstances will property be named to memorialize individuals who have made extraordinary contribution to the college. Persons considered for naming honors shall have been dedicated to the purpose, nature and mission of the college, and have achieved outstanding distinction through civic, intellectual or artistic contributions to the development of the area, state and nation.
2. **Philanthropic Naming** - Consideration for naming of a college building, part of a building or other property may be given in recognition of substantial financial gifts to the college. Kirkwood will seek financial contributions commensurate with the honor sought and compatible with the mission of the college.

Considerations

1. All naming recognition must be consistent with the college's mission and roles as a public trust. In this regard, due attention shall be given to both long-term and short-term appropriateness of naming.
2. The credentials, character and reputation of each individual for whom the naming of significant property is being considered shall be appropriately scrutinized.
3. Kirkwood reserves the right to change the building's name or to remove the naming right should a significant change in the circumstances of the donor occur.

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