



Board Policy 807: Naming of Facilities and Spaces

Community Relations

The Board of Directors is committed to consistent, transparent, and equitable framework for granting naming rights for facilities, spaces, programs, and other assets of the Iowa Valley Community College District (IVCCD). Naming opportunities recognize significant philanthropic contributions, honor distinguished service, and advance IVCCD's mission to provide accessible, high-quality education, training, and community engagement.

This policy applies to the naming of: Entire buildings or major facilities; laboratories, classrooms, arenas, and auditoriums; offices, conference rooms, and collaborative areas; and any other physical or academic unit designated by the District. This policy does not apply to temporary recognition signage, sponsorships, or advertising unless tied to a naming opportunity.

Naming Authority

The Board of Directors retains final authority over all naming rights. The President reviews proposals, ensures alignment with the District's mission and values, and submits recommendations to the Board. The Marshalltown Community College Foundation, Ellsworth Community College Foundation, or Ellsworth College Trustees may solicit, negotiate, and propose naming opportunities in coordination with the President. No naming becomes final until formally approved by the Board.

All naming decisions must reflect positively on IVCCD and align with its educational mission. Names may be granted in recognition of financial contributions or outstanding service; honorary naming follows the same approval process as philanthropic naming. IVCCD reserves the right to decline a naming proposal or remove an existing name if contractual terms expire, if the facility's use changes, or if the donor's reputation significantly diminishes in a way that could harm the institution. All philanthropic and honorary naming rights are granted for a maximum period of 50 years unless otherwise approved in a Board-approved naming agreement.

Naming Criteria

Buildings currently owned, constructed or acquired by Iowa Valley Community College District may be given names with IVCCD Board approval. Name recommendations may be requested by Administration on behalf of the District. The following criteria will be considered in both making recommendations and selecting a name:

- Buildings and rooms may be named in honor of people either living or deceased
- The individual's profession is not pertinent to eligibility
- The individual made a significant contribution to education at any level (local, state, national, or international)
- The individual is not required to have made a financial contribution to IVCCD
- The individual may be well known to IVCCD or to one of its campuses
- The individual may be a current employee

All donor recognition and signage must comply with IVCCD design standards, using formats such as "The [Name] Arena," "[Name] Family Classroom," or "[Name] Technology Lab," and shall not be promotional or imply product endorsement.

If a named space undergoes repurposing, relocation, or major renovation, IVCCD will work with donors or honorees to the best of the district's ability to provide recognition consistent with the original intent, including relocating signage or assigning naming rights to a comparable area for the duration of the maximum 50-year term. After the 50-year period the naming right expires automatically. IVCCD may renew the name, assign a new honoree, or seek a new philanthropic naming opportunity. All naming agreements must also comply with federal and state law, IVCCD policies, and accepted ethical standards in higher education philanthropy.

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Legal Reference

None

Related Administrative Rules and Regulations

None

Revision History

August 10, 2022; April 8, 2015