

**QUEENSBOROUGH COMMUNITY COLLEGE
CITY UNIVERSITY OF NEW YORK
ACADEMIC SENATE REPORT**

FROM: Georgina Colalillo, Chairperson, Committee on the Environment, Quality of Life and Disability Issues
TO: Kathleen Villani, Secretary, Academic Senate Steering Committee
DATE: February 15, 2007
SUBJECT: Monthly Report - Proposed Naming Guidelines

The following document has been compiled by the Committee on Environment, Quality of Life and Disability Issues. The Committee has been charged with developing naming guidelines for the Queensborough Community College campus. The Committee is in agreement with the CUNY guidelines noted below for large financial donations and structures. The Committee has also reviewed and is also in agreement with the naming guidelines established by the Office of Institutional Advancement, also noted in this document. As well, The Committee has included suggestions and comments regarding the naming of other items.

General Comments:

- This document contains a sampling of naming opportunities.
- Other naming opportunities can and do exist.
- Naming opportunities will be reviewed on an as-needed basis.

It is proposed that the Academic Senate :

- 1. Recognize the CUNY Guidelines**
- 2. Accept the Naming Guidelines Established by the QCC Office of Institutional Advancement**
- 3. Adopt Naming Guidelines Proposed By the Committee on Environment, Quality of Life and Disability Issues**

1. Naming Guidelines for CUNY Colleges October 2004

Naming of a School	\$10,000,000
Name on an Academic Building	15 - 25% of total cost
Name a Center, Institute, Program or Academic Unit	\$5,000,000
Endowment for a named Chair	\$2,000,000
Endowed Professorship	\$750,000
Funds for Visiting Scholar / Artist-in-Residence	\$250,000
Funds for special lectures	\$100,000

Endowed Full Student Scholarships	\$100,000
Other Endowments	\$50,000
Academic Awards and Prizes	\$25,000

2. Naming Guidelines Established By The QCC Office Of Institutional Advancement

No guidelines currently are present for the following items in the CUNY Naming Guidelines:

- Holocaust Center Naming Opportunities
- Art Gallery Naming Opportunities
- Giving Opportunities
- Sponsorships
- Memorial Tributes

Guidelines for naming the above items have been established by the Office of Institutional Advancement – Rosemary Zins, Vice President, and approved by the QCC Fund. These guidelines are as follows:

Note: Donators are informed that any donated monies that remain after the purchase of the donated item are accumulated into an unrestricted account in the QCC Fund.

Holocaust Center Naming Opportunities

Name on Center	\$1,000,000
Library in HRC	\$360,000
Exhibit Gallery I	\$250,000
Exhibit Gallery II	\$250,000
Reception Vestibule	\$100,000
Teacher Training Institute	\$100,000
Internship Documentation Institute	\$100,000
Cinema Institute	\$100,000
Smart Classroom	\$100,000
DVD/Projection System	\$100,000
Wall of Remembrance	\$54,000
Electronic A-V System	\$54,000
Doctoral Dissertation Archives	\$36,000
Microfilm Collection	\$36,000
Survivor Interview Collection	\$36,000
Display Cabinets	\$3,600
Computers	\$900
Desks/Chairs	\$360
Mezzuot	\$360

Naming Guidelines Established By The Office Of Institutional Advancement
(cont'd)

Art Gallery Naming Opportunities

Name on Building	\$2,000,000
Exhibit Gallery I (Permanent Collection)	\$500,000
Exhibit Gallery II (Permanent Collection)	\$300,000
Theater in Gallery	\$300,000
Exhibit Gallery III (Special Collection)	\$250,000
Oakland Dining Room	\$250,000
Exhibit Gallery IV (Exhibit Space)	\$200,000
Exhibit Gallery V (Exhibit Space)	\$200,000
Gift Shop (Main Entrance)	\$150,000
Loggia	\$100,000
Outdoor Terrace	\$25,000
Elevator	\$15,000
Ground Floor Elevator Foyer	\$15,000

Giving Opportunities

Endow the Holocaust Resource Center	\$5,000,000
Endow the Art Gallery	\$5,000,000
Endow the Performing Arts Center	\$5,000,000
Endow a Department	\$5,000,000
Endow a Program	\$2,500,000
Endow a Chair	\$1,500,000
Endow the Center for Excellence in Teaching and Learning	\$1,000,000
Endow a Laboratory	\$1,000,000
Endow a Professorship	\$750,000
Endow an Academy/Learning Cohort	\$500,000
Endow a Faculty Development Fund	\$250,000
Endow a Classroom	\$100,000
Endow a Full Tuition Scholarship	\$100,000
Endow a Student Research Fund	\$50,000
Endow a Study Abroad/International Experience	\$25,000
Endow a Scholarship	\$10,000

Sponsorships

Art Gallery Exhibit	\$50,000
Holocaust Resource Center Exhibit	\$50,000
Performing Arts Series	\$50,000
Academic Convocation	\$50,000
Student Government Retreat	\$50,000
Alumni Homecoming	\$50,000
Presidential Lecture Series	\$25,000
Scholarship Reception	\$25,000
Student Research Presentations	\$10,000
Tuition Assistance for 2 Years	\$5,000
Tuition Assistance for 1 Year	\$2,500

Naming Guidelines Established By The Office Of Institutional Advancement
(cont'd)

Memorial Tributes

Named Memorial Scholarship Fund	\$10,000
Tuition Assistance for 2 years	\$5,000
Tuition Assistance for 1 year	\$2,500
Aluminum Bench	\$2,000
Specimen Tree with Plaque	\$1,500
Teak Bench	\$1,000
Theater Seat	\$1,000
Granite Square (12’')	\$500
Tree with Plaque	\$250
(Dogwood, Magnolia, Evergreen, Flowering Cherry – approx. 4’ – 6’)	
Legacy Scholarship Donation	any amount

Comments

1. Naming for Life: Buildings at CUNY are indeed named for the lifetime of that building. There is nothing explicitly stated (or implied) in the CUNY Naming Guidelines that addresses the issue of length of time for the building to remain named as such. The members of the QCC Fund are currently comfortable with naming for life at this point in time, despite trends.
2. Re-Naming Based on Construction/Renovation: Currently, if a building is improved or undergoes a major renovation via a donation, there is no guideline regarding the re-naming of a building. No guideline currently exists regarding whether the new donor can receive naming credit for the renovation. In the future, this issue will become part of the discussion when accepting construction/renovation funds.
3. Poor Character: Currently, there is no guideline if a donor displays poor character after the donation is made and the naming is completed. In the future, this issue will become part of the discussion when accepting donations.
4. Structures within a Building: Structures, programs, initiatives and other designated spaces are also potential naming opportunities. For example, The _____ Learning Center in the Schmeller Library and The _____ Theater in the Humanities Building could be considered as additional opportunities for naming.

3. Naming Guidelines Proposed By the Committee on Environment, Quality of Life and Disability Issues

Potential Donor Opportunities (in consideration with the Campus Master Plan and currently proposed projects that cannot move forward due to insufficient funding):

Barnes and Noble Bookstore	*
Head Start Center	*
Library	named
Student Cafeteria/Dining Room	\$2,000,000
Patio Enclosure Outdoor Student Dining Area	\$2,000,000
Student Center	\$2,000,000
Pool	\$2,000,000
Track/Athletic Field	\$1,000,000
Field House	\$1,000,000
Observatory	\$1,000,000
Gymnasium	named
Tennis Courts	\$500,000
Upper/Lower Mall Areas	\$300,000
Humanities Theatre Entrance/Lobby	\$200,000
Main Entrance/Lobby	\$150,000
Roadway in Front of Academic Buildings	\$150,000
Locker Rooms	\$100,000
Weight Rooms	\$100,000
Outdoor Sculpture w/ Memorial Plaque	\$100,000
Humanities Build.3rd Floor Outdoor Space	\$100,000
Endow a Science, Computer, Language Lab	\$100,000
Creation of Green/Park Space	\$100,000
(i.e. Green Space behind Administration. Building. & Oakland)	
Box Office	\$50,000
Child Care Playground	\$50,000
Entry Landscaping of Academic Building w/ memorial plaque	\$25,000
Hallway with Plaque	\$15,000
Elevators	\$15,000
Memorial Garden w/ plaque	\$10,000
Bookstore Outdoor Dining Area	\$10,000

* This facility houses a vendor that has its own corporate branding and therefore cannot be named.