

Policy 5-20	Naming Policy	Created: 03/14/2024 Revised: 06/06/2024 Approved: 06/20/2024
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I. PURPOSE

The purpose of this policy is to establish the authority and opportunities for naming and renaming Jackson County Library District (JCLD) interior and exterior spaces. Consistent with this policy and the Gift Acceptance Policy, the specific recognition given to honor donors will vary.

II. INTRODUCTION

JCLD may provide naming opportunities for the benefit of honoring individuals, families, or non-commercial entities in the community. The funds procured will be used to improve library spaces, collections, and programming. All requests will go through an approval process to assess whether the naming opportunity aligns with the mission and values of the Library. In line with [5-17 Gift Acceptance Policy](#), donors are encouraged to make gifts through Jackson County Library Foundation, a 501(c)(3) nonprofit organization, with whom this policy was developed.

III. AUTHORITY

The Jackson County Library Director has authority over the naming opportunities outlined in this policy. All naming proposals related to Library buildings or departments/areas of facilities must be approved by JCLD Board of Directors before commitments are made to any prospective donor or honoree.

JCLF’s Board and campaign steering committee members may support JCLD in its efforts to solicit donors, obtain appropriate approvals and develop formal naming rights and name recognition agreements with potential donors. JCLF has sole responsibility for accepting and disbursing financial contributions related to naming and name recognition opportunities, and for administering naming rights agreements in line with this policy.

IV. NAMING GUIDELINES

All naming opportunities will be consistent with the branding of JCLD and will adhere to formatting guidelines. The name of the donor or honoree will be recognized in the following language: “XYZ Room provided through the generous support of XYZ Company ”or “XYZ Person or Family Room, Space or Corner.”

V. NAMING OPPORTUNITIES

A. Bookplates

Bookplates may be purchased in honor of an individual or family or as a gesture of goodwill from an organization or business. Specific books or collections may be suggested by the donor, but all items will be purchased in accordance with the Collection Development Policy.

Books with bookplates will follow the guidelines as laid out in the Collection Development Policy, which includes removing them from the collection at the end of their useful life. Due to the nature and frequency of bookplate requests they are not subject to the approval process that exists for structures and larger equipment. All requests will go through JCLF.

B. Donor Recognition Plaques

Plaques may be posted outside doors in buildings that a major contribution helped build. Request for specific plaques will be reviewed by the Library Director. The plaque design will be in keeping with branding guidelines at the time of the gift. In the event that plaques are removed, reasonable efforts will be made to give the plaque to the named donor(s) as a memento.

C. Donor Recognition Wall

A donor recognition wall is a wall that displays the names of all the donors being recognized for participation in library campaigns or programs. This wall can take many creative forms depending on the campaign and the library.

D. Donor Recognition Sign

Recognition signs list the names of donors who contributed to a particular campaign. A sign is usually portable and printed on a plastic or vinyl banner instead of metal or brick. As such, donor recognition signs are often used for charity walks and other off-site or outdoor events and would be used as a temporary way to share recognition.

E. Library Interior and Exterior Spaces

JCLD library facilities are named after the geographical location where they are located. Within JCLD facilities, JCLD allows for naming rights and naming opportunities with the guidelines listed below.

- i. Naming opportunities may occur during building expansions, renovations, and equipment acquisitions. In interior and exterior spaces, there may be naming opportunities such as meeting and study rooms, alcoves, fireplaces, service areas, and outdoor spaces such as gardens, courtyards, plazas, and walkways.
- ii. Other JCLD naming opportunities may include library equipment such as book lockers and vehicles that may or may not be located on JCLD property.

VI. DUE DILIGENCE

In all cases of naming opportunities, care is taken to ensure that individuals and entities align with JCLD's mission and values.

Additional care will be given to any naming opportunities that include commercial entities to avoid presenting the appearance of conflict of interest or commercial influence on Jackson County Library District. The inclusion of commercial entities for naming opportunities will be considered only if the name is appropriate.

JCLD reserves the right to terminate or alter a naming designation. Naming assignments will not be maintained if the naming assignment could potentially harm the Library's standing and reputation as a public institution. This harm could be caused by illegal or unethical issues that may tarnish the Library's reputation, or public figures that are inconsistent with the Library's mission or values.

The Library is a dynamic organization and space and will review named spaces and fixtures to ensure continued relevance and appropriateness of names in light of changing social, cultural, or educational standards.

VII. DURATION

Naming rights in honor of an individual or individuals, family, or non-commercial entity are generally expected to last for the useful life of the interior/exterior space or program.

Prior Circumstances

Any named recognition signage approved prior to this policy's approval in JCLD interior, or exterior spaces shall remain in effect and will be assumed permanent for the useful life of the space or item in its current condition.