

# POLLARD MEMORIAL LIBRARY

## Naming Recognition Policy & Procedure for Monuments, Plaques, and Signs

### PURPOSE

The purpose of the Naming Recognition Policy – Plaques, Signs and Monuments is to establish the process for naming and renaming library spaces and programs. It provides a framework for the Library Director and the Board of Trustees to ensure consistent implementation of criteria and to inform the public about the guidelines upon which selections are made. This policy covers interior and exterior spaces. Other items may be recommended for naming only after consultation with the Library Director. A naming opportunity must be consistent with Pollard Memorial Library's mission and goals.

The Pollard Memorial Library Board of Trustees (the Board) considers such recognition in honor or memory of a living or deceased individual, corporation, foundation, or organization to be one of the highest distinctions it can bestow.

This policy shall not preclude or prevent the Board from modifying, changing, renovating, or disposing of any Library asset.

### GUIDELINES FOR MONUMENTS

For requests to erect an artifact or structure on the Pollard Memorial Library (PML) grounds please refer to the *City of Lowell WORKING MONUMENT GUIDELINES*.

[https://www.lowellma.gov/DocumentCenter/View/15507/COL\\_Mon-Comm\\_Guielines\\_03](https://www.lowellma.gov/DocumentCenter/View/15507/COL_Mon-Comm_Guielines_03)

### GUIDELINES FOR PLAQUES

The Library Director and the Board of Trustees are responsible for naming recognition (plaques). Requests must be in writing (See Request Procedure section of this policy).

Rooms or sections of the library will be named for the function of the area; e.g., the "Children's Reading Room," the "Reference Room," or the "Community Room," or similar designation, preceded or followed by the name of an individual, family, corporation, etc. approved by the Director and the Board for extraordinary service or commitment to public service and the mission of the library.

A plaque will be installed at or near the named area. The Board reserves the right to choose the wording, size, location, and style of the plaque to remain consistent with current décor. An appropriate dedication ceremony may be planned and conducted.

The Director and the Board reserve the right to terminate or alter a naming designation if the donor has been found to have violated standards of personal integrity.

If a distinctively named library area is relocated, substantially remodeled, or converted to use other than its original use, the area may be renamed to reflect the association of new donors or community interests related to the change. In such instances, the original name shall be honored in an appropriate manner, to be determined by the Director and the Board.

Naming rights are not proffered in perpetuity. When the duration of a naming opportunity ends, the naming is deemed to have "retired." A public record of all retired names will be maintained by the Office of the Library Director.

## **GUIDELINES FOR SIGNAGE (SIGNS/POSTERS)**

A collection may be named in recognition of a donor when the funding is sufficient to create and maintain the collection, and it meets the library's needs and other criteria.

Donors who sponsor a program may be recognized by placing signage in the service area within the library, acknowledging their sponsorship, for the life of the service provided. If a sign is not desired by the donor, another form of recognition may be implemented, by mutual agreement.

The Director and Board reserve the right to choose the wording, size, location, and style of recognition signage.

## **REQUEST PROCEDURE**

Proposals for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate must be submitted in writing to the Library Director for review. Please use the Request for Naming Recognition Form attached.

The Library Director will present to the Board the naming proposal with appropriate documentation.

An official letter of response will be sent acknowledging the proposal and outlining the steps necessary to proceed with the naming process or declining the proposal and stating the reason for this action.

Naming recognition by the Library requires substantial consideration and a formal review and approval process. Therefore, naming recognition may not be publicly announced until after the nomination has been approved by the Board.

The Library may conduct due diligence reviews to confirm no conflict of interest and an appropriate association between the donor, honoree or organization and the Library.

## **THE ROLE OF THE LIBRARY FOUNDATION IN THE RECOGNITION PROCESS**

The Library Foundation was created to receive monetary gifts for the exclusive use of the Pollard Memorial Library. For this reason, the Library Foundation plays an important role in identifying and supporting the implementation of the recognition processes at the library. The Library Foundation may identify the need for the recognition and design the appropriate form that recognition should take within the guidelines of this policy.

If you have questions about the designation of recognition for individuals, corporations or other entities who wish to provide support to the library, please contact the Pollard Memorial Library Foundation - <https://www.pollardmemoriallibraryfoundation.com/>

*This policy is subject to review by the PML Board of Trustees.*

*Adopted by the Board of Trustees: June 12, 2024.*

*Amended:*

# Pollard Memorial Library

## Request for Naming Recognition Form

Applicant name: \_\_\_\_\_

Contact information including address, telephone, and email address:

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Naming opportunity of interest:

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Provide justification compliant with the criteria and objectives outlined in this policy:

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When the recognition is based upon a financial contribution, statement of the amount and method of contribution to the Library:

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When the recognition is based upon merit, statement of the outstanding services toward the development of the library system:

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