

Lord Fairfax Community College
Appropriateness of Facility Names Review
Interim Status Report
August 28, 2020

The LFCC college, campus and facilities' names review process is underway per the recently approved VCCS State Board resolution. Three workgroups have been formed consisting of LFCC board members, administrators, faculty, staff and community members. One group is reviewing the 'appropriateness' of the **college and campus names** (chaired by LFCC President Kim Blosser); a second group is reviewing the 'appropriateness' of all LFCC **building and facility names** (chaired by Liv Heggoy, LFCC AVP development); and a third group is reviewing the **financial and administrative impact** of name changes (chaired by Craig Short, LFCC VP FAS).

Membership and interim status reports of each workgroup:

College and Campus Names

- Curtis Morgan, LFCC Professor of History
- Jonathan Noyalas, Shenandoah University Professor of History and Director of the McCormick Civil War Institute
- John Owens, LFCC Librarian
- Jay Gillispie, LFCC Dean of Humanities and Social Sciences; Professor of History
- Judy Humbert, Author, Historian, and Social Justice Advocate
- Pam McInnis, College Board Chair
- Mike Wenger, College Board Vice Chair
- Renard Carlos, College Board, LFCC Alum
- Anne Davis, LFCC VP of Academic and Student Affairs
- Ashley Hansen, LFCC Executive Assistant, President's Office

The College and Campus Names workgroup has held two meetings, primarily focused on two areas: (1) fact finding on Thomas 6th Lord Fairfax the person; and (2) how to determine criteria by which to determine appropriateness of names. The workgroup discussed the college's namesake, his historical significance to this region, the rationale behind the first college board's decision to recommend Lord Fairfax for the Region 15 community college official name, and a possible path forward to develop a set of criteria to evaluate names. In the most recent meeting, the workgroup agreed on a draft set of criteria, adapted from studies done at Stanford University, Yale University, and Harvard University, as those universities have dealt with prominent name changes.

The next step for the workgroup will be to evaluate the 'brand' of Lord Fairfax Community College. When the first local college board recommended the name Lord Fairfax Community College, there was push back from the State Board for Community Colleges based on a concern the name would be confused with Fairfax County in Northern Virginia. There has been anecdotal evidence from new employees over the years who have expressed that people assumed they were coming to work at a community college located in the Fairfax County region. As we are beginning our strategic planning efforts, we will be hiring a firm to

conduct a brand research study to help us determine the effectiveness of the Lord Fairfax Community College brand as it relates not only to the person but also to the college more generally.

Building and Facility Names

- Jennifer Gentry, Executive Director, Virginia Foundation for Community College Education
- Nancie Williams, LFCC Educational Foundation Board Chair
- Chris Coutts, LFCC VP of Communications and Planning; Fauquier Campus Provost
- Kim Lewis, LFCC Professor of English
- David Gray, LFCC Director of Library Services
- John Hill, Vice Mayor, City of Winchester
- Mary Barton, College Board
- Brad Hodgson, College Board
- Charlie Spiro, LFCC Professor Emeritus
- Sherry Johnson, LFCC Information Technology Specialist
- Beverly Steele, LFCC Development Coordinator, Educational Foundation

The Building and Facility Names workgroup held its first meeting by Zoom on August 6, 2020. LFCC President Kim Blosser thanked members for their willingness to serve and provided an overview of the project. Liv Heggoy, executive director of the LFCC Foundation and AVP of development and workgroup chair, shared a document listing all named spaces on LFCC campuses. Heggoy suggested that the names be divided into four groups to be discussed over the course of four subsequent meetings. The development office will provide some background information on each group of names before each meeting. This information will serve as a starting point for discussion and review. Heggoy encouraged group members to do their own research as well and members agreed with this approach. All subsequent meetings have been scheduled: August 24, September 15, September 30, and October 12.

Financial and Administrative Impact

- Rachel Dodson, LFCC Assistant Professor of Business Management and Administration
- Jeanian Clarke, LFCC VP of Workforce Solutions
- Aaron Riddle, LFCC Print and Web Manager
- Whitney Miller, LFCC Director of Facility Planning and Auxiliary Services
- Barry Orndorff, LFCC Budget and Finance Director
- Ed Daley, College Board
- Ben Freakley, College Board
- Mike Lake, College Board
- Christine Myrtle, LFCC Administrative Assistant for VP of Academic and Student Affairs
- Craig Short, LFCC VP of Financial and Administrative Services

The Financial and Administrative Impact workgroup held its first meeting on August 24, 2020 as an introductory meeting. In addition to introductions, items covered on the agenda were the status of the overall initiative, including the other two workgroups and how this particular group fits within that overall framework. Members discussed the workgroup charge and the purpose of this group as being responsible for identifying and

quantifying the potential organizational and financial impacts to changes that might be recommended by the other two groups. The workgroup reviewed the established timeline and set up a standing meeting every Tuesday at 1:30 pm. The workgroup identified an initial list of financial impacts for space and building name changes and a list for a wholesale college name change. The list will be presented at the next meeting in a spreadsheet format for use in continuing the discussion and further identification of items that may have emerged in the interim.

Initial thoughts on areas that would incur financial impacts should a **building or space** have to be re-named: Interior or exterior signage hard costs. This category overlaps with directories and directional signage both on campus and off. Costs associated with staff time involved with making changes in web platforms such as SIS, AIS and other state agency platforms as well as internet based assets such as the LFCC website, social media, etc. Police force related costs include things such as fire alarm and security system nomenclature and programming changes and other customized software. Contractual obligations from original donors would need to be reviewed the other working group for any “clawback” provisions or violation of any terms of agreements of donations to assess potential costs. Presumably, name change cost implications related to donations would likely impact the foundation more than the college. A final note was made that consideration should be made for any legal fees involved or legal costs that could be incurred in the process such as deeds or titling documents, watermarks or copyright ownership, etc.

Initial thoughts on the financial impacts from a potential **college name change**: Contracts and agreements that might need to be modified and the level of effort involved with those. Marketing and rebranding costs, including consultants, etc. are expected to be significant to overcome the loss of the 50-year investment in the LFCC brand. Exterior and interior signage and branding costs for facilities will likely be a significant cost; particularly when considering the highway signage as part of the directional and wayfinding signage. Similar to the building and space renaming but in a significantly more challenged way, web changes related to a name change will require internal staff time and likely include consulting and/or contractor efforts to ensure that it is completed within a reasonable timeframe and in coordination with re-branding efforts. A number of miscellaneous categories of potential cost implications were also identified such as apparel changes, DMV LFCC license plate associated costs, bookstore related costs for apparel purchase/destroying, name tags, license agreements, banners, pop up tabs, graduation tassels, diploma frames, to name a few. Also, as in the other category for building and space changes, legal fees and costs associated with contracts, service area municipality agreements, etc. will need to be accounted for to the extent possible. Finally, costs for intangibles such as re-educating the community on the new name will be a challenge to estimate.