Policy Recommendations

Building Names and Donor Recognition

Policy: Building names should have two versions.

Building names should have two versions: one is the formal name for the building, encompassing the full name of the donor, if applicable. The other is a shortened version of the formal name that can be used on directional signs and maps for those navigating the campus; this avoids problems with multi-line names, improving intelligibility and saving precious space on signs.

It is best to avoid having two totally different names for a building (e.g., "Multidisciplinary Studies" or the "Visitor Center") as this creates confusion for visitors as well as for staff.

First names, middle initials, suffixes, multiple names, multiple functions and other formal identifiers should be dropped for the shortened name. Ideally these building names should be three or fewer words as outlined below.

Structure of Names

It is desirable that buildings should have a "sign" name typically consisting of 3 words following the form.

1. Single word name – West, Eickhoff, Green
2. Single function identifier – Chemistry, Arts, Engineering, Science
3. Single facility type – Hall, Building, Laboratory, Center, Complex
4. If one of these is omitted, another word from one of the other categories might be used if it adds useful information or distinctions. (e.g., John Peace Library) Otherwise shorter is better and more memorable.
5. Vehicular directional signs – these require the shortest intelligible name due to limited driver attention and the speed of vehicles. Typically two words are used for a

building, dropping either the "name word" or the "facility type word" of the building (e.g., "Brower Student Center becomes "Student Center" on vehicular signs so long as this does not promote confusion with another building).

At TCNJ where there are buildings with awkward function names (e.g., "New Art and Interactive Multi-Media Building" it is desirable in the long run to find donors to name the buildings to simplify the name to such things as "Ceva Hall or Peace Library."

Policy: Use consistent names and terminology.

It is important to use building names clearly and consistently. There are sometimes multiple terms for buildings that confuse visitors scanning a directory or reading a building ID sign. For example, the following terms could be used for the same destination:

New Art and Interactive Multi-Media Building (formal name)

Art and IMM (informal name)

New Arts (common name)

IMM (common name)

AIMM (Registrar designation)

Another common area of confusion is the name of a school, center or college versus the name of the building (e.g, McIntire School of Business vs. Roberts Hall). We suggest listing the most commonly-used name options on directories. Building ID signs might list the building name with the school or center underneath.

Policy: Provide appropriate recognition of donors or patrons of the building.

Donors for college buildings or other persons deemed worthy of recognition should have appropriate places within buildings where their contributions can be recognized. Formal recognition of their contributions should be placed within the main lobby and/or at the major entrance to the building. In this way, full formal

names may be placed appropriately in or on the building and other details of the individual's contribution to the college can be displayed in the lobby area.

Terminology

Policy: Make building names as unique as possible.

It is inevitable that some buildings will have similar-sounding names. For regular users this should not be a problem, although proximity of one to the other will cause difficulties. For newcomers it is a different story. It has been noted on other campuses that visitors have a hard time with names that on the face of it have limited similarity. It is necessary to remember that wayfinding is usually a secondary task for people who have some task to accomplish at their destination; whether that is a meeting with colleagues or an appointment with a faculty member. Therefore a building name becomes just one bit of information in a jumble of items. Should a user come across a name that looks like the one they seek (for example if both are long names and start with Bio-), they are as likely to go to one as the other.

Policy: Buildings that are joined or appear to the casual observer as a single building, should be identified as a single building.

When buildings are joined together or a new structure is appended to an existing building, it will still appear to observers that they are entering one building. Even if the buildings are given separate names, there should be a third over-arching name given to the whole in order to match what visitors and others see. It is recommended that a name using the term "complex" or "center" be created. (Note that this will also create another development opportunity for the college.) Names of the separate sub-buildings should be retained and placed appropriately within each of the sub-buildings. At the entrances to particular sub-units of the complex the name of the part might be displayed along with the center/complex name

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to reinforce the latter. (E.g., Bliss Hall Annex) There is nothing inherently wrong in connected buildings if signage shows the building hierarchy. It is recommended that room numbers not be repeated in connected buildings but that rooms be renumbered if necessary to create a single sequence of room numbers.

Facility codes

Policy: Official building abbreviations for public use should show a meaningful relationship to the building's name.

Building codes are often used on official documents (e.g., class schedules and maps) as a substitute rather than as a supplement for building names. Codes need to bear some relationship to the building name and be meaningful themselves. It is most desirable that a meaningful component of the name be used as the code. The registrar's database at TCNJ can contain up to 6 character codes for buildings. Building codes should be revised to be as meaningful as possible. Wherever possible, building codes should be used alongside building names on signs, maps and other materials to reinforce the relationship between the two. The Facilities Department can maintain their own codes if desired but a concordance should be maintained for the convenience of contractors.

Event information

Policy: The College should encourage and facilitate all members of the college community to use a common event schedule database.

To ensure that both visitors and college community members have accurate and consistent location and time information, it is desirable thatcollege events, regardless of sponsor, be entered into a common schedule database that can be accessed inside and outside the college. The means to input events should be as simple as possible to facilitate the likelihood of college community members using it. This also requires a careful look at who has access to the entry screens to avoid unnecessary barriers to use by the college community. If prioritization and editing of events is necessary, that intervention should be after initial data entry rather than before or at the time of entry. This will require daily staff attention and review.