

POLICY

Policy Title	Naming Policy
Policy Holder	Director, Advancement and External Relations
Policy Approver(s)	Senior Team
Related Policies	Gifts in Kind Gift Acceptance Policy Prospect Clearance Sponsorships, Donations & Attendance at External Events
Related Procedures	Gift Acceptance Naming Procedure
Appendices	
Storage Location	Website - https://www.confederationcollege.ca/policies-and-procedures
Effective Date	2024-09-10
Next Review Date	2027-09-10

Purpose

Naming of College assets provides The Confederation College of Applied Arts and Sciences (hereafter referred to as “Confederation College” or “the College”) with the opportunity to recognize contributions made by individuals and organizations that help advance its mission and strategic priorities. Naming reflects the values and ideals that guide the College’s work, strengthens its ties with the local, provincial, national, and international communities, and serves as an inspiration to present and future generations of students, alumni, faculty, staff and the wider public.

This policy provides guidelines to those negotiating respective naming opportunities (physical and/or virtual) on behalf of Confederation College and will assist in:

1. Ensuring that naming opportunities are administered fairly, consistently, and appropriately.
2. Guide discussions with donors and other individuals regarding naming opportunities.
3. Aid the College to optimize the limited number of physical spaces available to be named.

4. Describing the procedure for removing recognition/signage in those circumstances when a commitment is unfulfilled.
5. Identifying measures to protect the reputation of Confederation College.

Scope

Naming of College assets may be granted to recognize individuals or organizations that provide philanthropic or other financial support to the College; to acknowledge honorific or distinguished service to the College or society in general; or to commemorate a special person, group, or initiative. Even though naming of buildings is primarily a College-wide issue, the building's use, history, present and past occupants should be considered when deliberating upon the appropriateness of a possible name. This policy applies to the naming of:

Major Capital Assets

- Buildings, complexes of buildings, or parts of buildings, facilities or physical infrastructure (e.g., centres, wings, floors, institutes, laboratories, foyers, atria, classrooms, libraries, lecture halls, common areas etc.);
- academic units (e.g., Schools, departments, programs, and divisions etc.);
- campuses, commons and green spaces (e.g., fields, roads, walkways, gardens etc.);
- academic positions (e.g., chairs, professorships, deanships, directorships, fellowships and other positions etc.);
- projects and services; collections of books, archives, art and other documentary and/or cultural materials;
- equipment and vehicles; decorative items, physical gifts and objects;
- virtual properties such as the College's web site and other electronic assets; and
- Other such entities as the College may see fit to name.

The Policy does not apply to the placing of plaques or other memorials where such recognition does not involve the Naming of an Asset.

The authority to approve a naming under this Policy or Procedures does not in and of itself extend to the authority to approve the creation or acquisition of an Asset, or acceptance of a Gift or Contribution, which shall be taken in the manner prescribed by the applicable policy or procedure.

Definitions

AER

Office of Advancement and External Relations

Asset(s)

Item(s) or property of tangible and intangible value that may be real or virtual or patents owned by a person or a business that constitute the resources of that person or business. Tangible assets may be items such as cash, inventories, and securities. Intangible assets may be items such as positions (chairs, professorships, deanships); property; services; websites; videos; lecture series and events.

Bequest

A gift when a transfer, by will, of personal property such as cash, securities, or other tangible property.

Commemorative Naming

The naming of a college asset to commemorate or honour an Honouree, event, place, or idea.

Donor

An individual or organization that makes a voluntary gift of money or property where no material benefit is received in return.

Endowed Gift

A gift when the capital is invested and preserved, and the annual investment income return is available to fund activities.

Expendable Gift

A non-endowed gift that is available to be used immediately for specific or general activity.

Gift, Partnership or Sponsorship Agreement

A document, usually a contract between two or more parties identifying the terms surrounding the making of a gift, or the provision of financial support outlining the accountabilities and deliverables of each party.

Gifts in-kind

A non-cash gift of assets.

Naming

The process of conferring a name upon a physical, academic, or programmatic asset.

Naming in Perpetuity

A naming that is intended to be permanent and exist forever.

Planned Gift

A deferred gift, such as a bequest, life insurance policy, charitable remainder trust, or gift annuity that is not available for use until some future time.

Pledge

A documented commitment that is written, signed, and dated, indicating that a gift will be made within a specified period.

Recognition

Actions taken to acknowledge the contributions made by individuals or organizations.

Renaming

The process of changing a designated name initially conferred.

Revocation of Naming

The process of removing a designated name initially conferred.

Senior Leadership Team

Executive officers as defined by Confederation College.

Time Limited Naming

A naming that is offered for a set period.

Valuation

The act of determining the monetary value of a naming asset that is available to be named such as a building, campus, meeting room, classroom, lab, etc.

Governing Laws and Regulations

[Registered Charities and Income Tax Act](#)

Policy Statements

1. Application

- 1.1. The Naming Policy applies to any member of the College community, and any individual or organization involved with a decision to name a college asset.

2. Authority:

- 2.1. The College's Board of Governors (the "Board") shall have the ultimate authority to accept or decline any proposal to name a College asset, to renew, discontinue a name, or to transfer a name to another College asset.
- 2.2. The Senior Leadership Team or their designate shall have delegated authority to carry out this responsibility on the Board's behalf; and will ensure that the application of this policy and associated procedures are consistently and appropriately applied. Any signing will be in accordance with the Signing Authority Policy.

- 2.3. Endorsements for naming will be submitted to the Confederation College Board of Governors through the Department of Advancement and External Relations, and will include the intended name, the entity to be named and the criteria under which the honour is being proposed.
- 2.4. It is the role of the College to manage and administer this policy including advising on the consistent application of approved naming policies; ensuring sufficient due diligence is performed with respect to proposals and decisions to offer a naming; identifying and valuating naming assets; maintaining the inventory of approved naming assets, and related signage; and fulfilling naming agreements.
- 2.5. Buildings to be named utilizing landmarks, historical references and/or Indigenous references with significance to the College are preferred. Should Indigenous names be involved in any potential naming, early and full consultation with Indigenous people's must be undertaken.

3. Policy Guidelines

- 3.1. A naming may be granted in the name of an individual or organization, or a third party in recognition of philanthropic or other financial support provided to the College; in the name of an individual or organization to be honoured for distinguished service to the College, the Province of Ontario, Canada or society; an illustrious alumni member; or in a name determined by the College related to a special initiative. Normally, naming in honour of a member of the College community will not occur while that person is a regular full-time or part-time employee or current member of a formal College committee (e.g., Board member etc.).
- 3.2. A naming in recognition of philanthropic or other financial support may be granted for an expendable gift, endowed gift, sponsorship and/or partnership investment, or gift-in-kind provided to the College from an individual or organization.
- 3.3. A naming may extend over an agreed length of time and may be in perpetuity or time limited. A time limited naming will be reviewed prior to the end of the term and the College, at its discretion, may choose to offer the right of first refusal to an individual or organization to renew a naming. If all parties agree the name shall be renewed.
- 3.4. A naming will enhance the profile and image of the College. The character and reputation of the individual or organization will be consistent with the good name and values of the College. No naming will be approved or continued that will negatively impact the reputation of the College. The College reserves the right to revoke a naming decision at any time.

- 3.5. Ultimate authority to accept, decline, discontinue, rename, transfer, or revoke a naming at the College shall rest with the Board of Governors, the President as their elected delegate or the Senior Leadership Team unless delegated by them to another body or office.
- 3.6. The College will respect the right of a donor, contributor, or honouree to request that the College add or remove a name, and in such cases, the request will be reviewed by the President and the Senior Executive unless delegated by them to the Board or another body or office. The College will reserve the right to review, revise or decline the proposed change.
- 3.7. Where a building or a part thereof or a facility has been named, the College will continue to use the name so long as the building, part or facility remains in use and serves its original function. When the use of a building, room or facility is changed such that it must be demolished, substantially renovated, or rebuilt, the College may retain the use of the name, name another comparable room, facility, or asset; or discontinue the use of the name. Where it is proposed that the use of the name is not maintained, the discontinuation will require the approval of the Board of Governors, the President as their elected delegate or the Senior Leadership Team unless delegated by them to another body or office.
- 3.8. A naming will not imply the College's endorsement of a partisan political or ideological position or of a commercial product or service. This does not preclude naming to recognize an individual who has held public office or an individual or a company that provides commercial products or services.
- 3.9. A naming will be independent of all appointment, admission, academic and credential standards decisions, and research directions of the College.
- 3.10. Naming will be congruent with the overall strategic direction, mission, vision, and values of the College.
- 3.11. The acceptance of a Gift or Contribution does not automatically include the opportunity for Naming.
- 3.12. A Benefactor or Contributor may request to terminate or change their Naming, subject to approval through current college policies and procedures and provided any associated expenses (e.g. signage updates) are borne by the Benefactor or Contributor.
- 3.13. In the event of revocation of a Naming, the College is not required to return any portion of the Gift or Contribution already received unless otherwise set out in the Gift or Contribution agreement.

- 3.14. A Commemorative Naming proposal that has been rejected by the College on the grounds that it does not align with the College’s values, or because it is deemed to compromise the integrity or autonomy of the College or the academic freedom of our faculty, is not eligible for naming.

- 3.15. If the College is unable to proceed with the Asset proposed for Naming, the potential Benefactor is entitled to redirect or curtail future pledge payments on the associated Gift.

Non-Compliance

If appropriate steps are not followed, naming opportunities will be rejected as non-compliant with the agreed upon policy.

Revision History

Version	Change	Author	Date of Change
Original		Director, Advancement and External Relations	2024-09-10