

**PM 07****Naming of College Features**

Classification:	Property Management
Responsible Authority:	Director of Philanthropy
Executive Sponsor:	Vice President, Advancement
Approval Authority:	Algonquin College Executive Team
Date First Approved:	2009.11.25
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**PURPOSE**

To establish a formal approach for naming College features

**SCOPE**

All features owned or leased and operated by the College

**DEFINITIONS**

<b>Word/Term</b>	<b>Definition</b>
College Features	<p>Include:</p> <ul style="list-style-type: none"><li>a. Parcels of land, such as streets or gardens;</li><li>b. College campuses;</li><li>c. Buildings and other structures;</li><li>d. Facilities, facility features and units such as levels, wings, classrooms, laboratories and resource centres within buildings and structures;</li><li>e. Features within the Centre for Continuing and Online Learning;</li><li>f. Vehicles, equipment or other tangible assets;</li><li>g. Streets on campus;</li><li>h. Schools and academic programs of study.</li></ul>
College Community	Includes all students, staff, friends, alumni and volunteers of the College.
Way finding	Encompasses all of the ways in which individuals orient themselves to their physical space and navigate from place to place.
ACET	Algonquin College Executive Team

**POLICY**

1. The mandate of Advancement is to build and nurture relationships in the community and to inspire philanthropic contributions and partnerships. Significant donations to the College may offer an opportunity to name a College feature in recognition of the donation.
2. The College wants to recognize outstanding persons or organizations by naming a College feature in their honour, but such recognition needs to be balanced with the College's need to attract external funding.

### 3. GUIDING PRINCIPLES

- 3.1 The naming of College features shall be based on the following principles:
- a. Enhance and maintain the College's image and reputation in the community;
  - b. Strengthen internal and external relationships and partnerships;
  - c. Provide consistent, equitable and appropriate naming opportunities to College supporters;
  - d. Support the fundraising activities of Algonquin College;
  - e. Align the naming commitments of College features with the flexibility required for space resource allocation; and
  - f. Support the College way finding approach.

### 4. TYPES OF NAMING

#### 4.1 Functional Identification Naming

A College feature is named primarily as a means to help the College community understand its functions and find its location. For this reason, the identification of the College feature shall be evident in its name.

#### 4.2 Meritorious Recognition Naming

Meritorious Recognition Naming is the naming of a college feature to acknowledge the leadership of a member of the College community or of the community at large who has made an outstanding contribution to the College or to society. The honouree may be selected posthumously.

Meritorious recognition will typically be focused on naming intangible assets such as awards, scholarships, and bursaries. Naming college features for meritorious contributions will require proper assessment of the value to the College and will need to be balanced against the opportunities to raise funds and build relationships.

#### 4.3 Philanthropic Recognition Naming

Philanthropic Recognition Naming recognizes the significant financial contribution made by donors. These contributions may include but are not limited to:

- Gifts of cash, stock, transferred insurance policies;
- Signed bequests designating Algonquin College as the recipient; and
- Gifts-in-kind contributions.

**4.4 Dedication Recognition Opportunities**

Dedication Recognition Opportunities exist to recognize smaller gifts in combination with exceptional volunteer activity.

**4.5 Sponsorship and Partnership Namings**

Sponsorship and Partnership Namings offer partners an opportunity to have a names and /or logos displayed on College features in exchange for funds or gifts-in-kind contributions. The Department of Advancement will establish guidelines for sponsorship recognition. The Canada Revenue Agency regulations on donations will apply.

**5. ROLES AND RESPONSIBILITIES****5.1 Decision Making Bodies****5.1.1 Board of Governors**

As the ultimate governing body for the College, the Board of Governors is accountable to:

- a. Approve the naming of campuses;
- b. Provide direction, when requested, on naming issues of a unique or complex nature or that may affect the integrity of the College;
- c. Bring forward suggestions for meritorious recognition naming opportunities for evaluation.

**5.1.2 ACET**

As the highest administrative decision making body for the College, ACET is accountable to:

- a. Review and, where appropriate, approve the naming of all College features;
- b. Review and, where appropriate approve recognition naming strategies related to fundraising initiatives;
- c. Review and approve the design guidelines for signage related to naming.

**5.1.3** The Board of Governors and ACET, in consultation with Advancement, retain their discretion to make exceptions to this policy, as appropriate to the circumstances.

**5.2 Operational Bodies****5.2.1 Facilities Management Department**

Executive Director, Facilities Management, is accountable to:

- a. Evaluate Functional Identification Naming; assess naming request recommendations against guiding principles, consult with affected bodies, and recommend potential names to ACET, as appropriate;
- b. Maintain a master inventory of College features with naming recognition opportunities;
- c. Oversee the development and implementation of design guidelines for signage related to named College features in keeping with College graphic design standards;

- d. Oversee the implementation and maintenance of signage for named College features, which include developing cost estimates for budget planning and identify the funding source for naming recognition implementation.

#### **5.2.2 Advancement**

The Director of Philanthropy, is accountable to:

- a. Evaluate Meritorious Recognition Naming, Philanthropic Recognition Naming, Dedication Recognition Naming, and Sponsorship and Partnership Namings,
- b. Assess naming request recommendations against guiding principles, consult with affected bodies, and recommend potential names to ACET, as appropriate;
- c. Evaluate philanthropic and partnership recognition naming, dedication recognition naming and sponsorship naming; assess naming request recommendations against guiding principles, consult with affected bodies, and recommend potential names to ACET, as appropriate;
- d. Develop naming strategies for fundraising initiatives, including capital campaigns and/or sponsorships, consult with affected bodies, and present recognition naming strategies to ACET for approval, as appropriate.

## **6. ADMINISTRATION OF RECOGNITION NAMING**

### **6.1 Length of Term for Naming Commitment**

#### **6.1.1 Grandfathering**

Existing College features that have been named prior to the approval of this policy shall be reviewed and assessed on an individual basis.

#### **6.1.2 Philanthropic and Partnership Recognition**

For donations of cash, including gifts to endowments and gifts that can be converted to cash, the length of the naming shall be determined by the memorandum of understanding between the College and the donor or donor's designate. When the campus feature is relocated and the new space will serve the same original purpose, the name may also be relocated at the College's discretion. An agreement or memorandum of understanding shall only apply as long as the named College feature remains in the ownership or under the control of Algonquin College.

For gifts-in-kind donations and for blended donations (non-cash gifts involving more than one type of giving such as gifts-in-kind combined with a consideration of value to our students), the length of term for naming commitments shall be fully articulated in the agreement or memorandum of understanding between the College and the parties concerned, and shall begin once the signage is in place and not from the time that the naming is approved.

**6.1.3 Meritorious Recognition**

The length of the naming shall be for the length of the physical existence of the particular facility or feature identified in the Memorandum of Understanding between the College and the party concerned. When the campus feature is relocated and the new space will serve the same original purpose, the name may also be relocated at the College's discretion. An agreement or memorandum of understanding shall only apply as long as the named College feature remains in the ownership or under the control of Algonquin College.

**6.1.4 Sponsorship Recognition**

The length of term for sponsorship naming commitments shall be fully articulated in the agreement or memorandum of understanding between the College and the parties concerned, and shall begin once the signage is in place and not from the time that the naming is approved.

**6.2 Terms for Cancellation of Naming or Change Related to Place of Naming**

Conditions which may result in the cancellation of the naming commitment or associated with possible future changes to the College features are outlined below:

**6.2.1 Revocation of Naming Commitment**

The Board of Governors or ACET has the right to terminate the naming of a College feature for the following reasons:

- a. If a naming commitment is connected to a donor or contributor whose activities reflect negatively on Algonquin College's public image or are in material conflict with Algonquin College's mission and/or policies.
- b. When a donor or contributor fails to fulfil his/her pledge commitment as specified in the written agreement or memorandum of understanding and when an alternative pledge period has not been agreed upon.
- c. In the event an Act of God (i.e. flood, fire, earthquake) or other event destroys the physical feature or renders it unusable and no alternative naming solution can be reached.
- d. Where the College no longer has ownership or control of the features (for example, part of the campus is sold to a third party) and no alternative naming solution can be reached.
- e. The feature is decommissioned due to age or obsolescence and no alternative naming solution can be reached.

**6.2.2 Donor Initiated Changes**

The College respects the right of a donor or contributor to request that the College removes a name and in such cases, the request will be reviewed with the Algonquin College Executive Team. If the request to cease the naming is in relation to the naming of a building, then the request will be brought forward to the Board of Governors.

If approved, the donor or contributor will assume 100% of the cost of any requested changes. Algonquin College reserves the right to review, revise, or decline the proposed changes.

**6.2.3 Demolition or Change of Use of Naming Place**

If a College feature is relocated within the same building or to a different building, provided that the new facility or room will serve the same original purpose, no approval is required under this policy to re-locate the name. In such circumstances, the name may be relocated at the College's discretion.

If a structure is demolished, or when its occupancy or usage changes, then the naming commitment related to this structure shall also cease. Where possible, the Department of Advancement will inform the appropriate contact person of the usage change or the decision to demolish the facility.

**6.3 Agreements**

**6.3.1** Where a written agreement is signed between the donor or contributor and the College, the terms of revocation, the length of time of naming, and the location of the feature named and its description will be included.

**6.3.2** In the absence of a written agreement, a copy of this policy will be given to the donor, contributor, or the parties concerned.

**6.4 Design Guidelines and Funding of Naming Signage****6.4.1 Design Guidelines for Naming Signage**

The design of the naming and recognition signage shall be consistent and shall reflect the branding and aesthetic of the College. To maintain this consistency:

- a. Facilities Management oversees the development and implementation of design guidelines for signage in keeping with the College graphic design standards;
- b. Marketing oversees the College graphic design standards and determines the appropriate wording for recognition naming signage.

**6.4.2 Funding for Naming Signage**

The following principles shall be used to identify funding sources for the design and implementation of various naming signage requirements.

- a. For new major capital projects, funding shall be included in the project's capital budget including allowances for recognition signage and display wall.
- b. For renovation and adaptation projects greater than \$200,000, funding shall be included in the project's capital budget including allowances for recognition signage, or in the case of government-funded enhancement projects, like the Apprenticeship Enhancement Fund, budget allowances for signage will be articulated in project-specific agreements.
- c. For campus enhancement initiatives, requests for funding shall be prioritized during the budget process. Campus enhancement initiatives include improvements to the existing campus fabric such as: way finding signage, College donor recognition solutions, and street signage.
- d. For unanticipated recognition, ACET shall approve the necessary funding during final approval of the naming request.

## PROCEDURE

	Action	Responsibility
1.	<b>Submission to Name College Features</b>	
1.1	Submit in writing a request or suggestion for the naming of a College feature to the Executive Director, Facilities Management.	Member of College Community or community at large
1.2	Forward the naming request to one of the appropriate bodies for evaluation: <ul style="list-style-type: none"> <li>a. To the Director of Philanthropy if request is meritorious in nature; or if it is philanthropic in nature or relates to partnerships or sponsorships;</li> <li>b. Retain the naming request if the request relates to functional identification naming</li> </ul>	Executive Director, Facilities Management
1.3	Assess naming request recommendations against guiding principles, consult with affected bodies, and recommend potential names to ACET, as appropriate.	Executive Director, Facilities Management; or Director of Philanthropy
1.4	Present the recommendation for potential names to the Algonquin College Executive Team and notify the nominee of the decision.	Executive Director, Facilities Management; or Director of Philanthropy
2	<b>Approval of Naming Strategies Related to Fundraising Initiatives</b>	
2.1	Contact the Director of Philanthropy, with inquiries related to the initiation of naming strategies related to fundraising activities.	Member of the College Community accountable for the initiative
2.2	Develop naming strategies for fundraising initiatives, including capital campaigns and/or sponsorships.	Director of Philanthropy
2.3	Review recognition naming strategies with affected bodies.	Director of Philanthropy
2.4	Present recognition naming strategies to ACET for approval, as appropriate.	Director of Philanthropy

#### SUPPORTING DOCUMENTATION

None

#### RELATED POLICIES

None

#### RELATED MATERIALS

[Branding guidelines](#)