

PM07	Naming of College Features
Classification	Property Management
Responsible Authority	Director Advancement Services
Executive Sponsor	Vice President, External Relations and Strategy
Approval Authority	ACET (Algonquin College Executive Team)
Date First Approved	2009-11-25
Date Last Reviewed	2026-09-03
Date to Complete Next Mandatory Review	2031-09-03

PURPOSE

To establish a formal approach for naming College features.

SCOPE

The scope includes all features owned or leased and operated by the College.

DEFINITIONS	
Word/Term	Definition
Algonquin College Executive Team	The Algonquin College Executive Team is the group responsible for providing strategic leadership within Algonquin College. The group is comprised of the President, Vice Presidents, and Director of the President's Office and Communications of the College.
College Community	The College Community refers to Algonquin College students, employees, volunteers, and contractors.
College Feature	A College Feature is a distinct physical or logical element of the College environment, including locations, structures, facilities, assets, organizational or academic entities.
Wayfinding	Wayfinding is the complete system of visual cues, signs, maps, and architectural designs that helps people orient themselves and navigate through a physical space.

POLICY

The mandate of External Relations and Strategy 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.

The College recognizes significant philanthropic contributions and other exceptional contributions through the naming of College features. Naming decisions support the College's fundraising objectives while recognizing individuals and organizations whose contributions have advanced the College's mission.

GUIDING PRINCIPLES

The naming of College features shall be based on the following principles:

- Enhance and maintain the College's image and reputation in the community;
- Strengthen internal and external relationships and partnerships;

- Provide consistent, equitable and appropriate naming opportunities to College supporters;
- Support the College's philanthropic fundraising objectives;
- Promote inclusion, diversity, equity, and accessibility by applying an equity lens to naming decisions.
- Align the naming commitments of College features with the flexibility required for space resource allocation; and
- Support the College way finding approach.

TYPES OF NAMING

1. Functional Identification Naming

A College feature is named to help members of the College community identify the purpose and location of a College feature

2. Meritorious Recognition Naming

Meritorious Recognition Naming may be granted to individuals, groups, or organizations whose exceptional contributions have significantly advanced the College, its students, or the broader community. The honouree may be selected posthumously. Contributions may include leadership, volunteer service, advocacy, innovation, community-building, philanthropy, applied research, Indigenous leadership, student success initiatives, social impact, or other achievements aligned with the College's mission and values.

Naming college features for meritorious contributions should be balanced against the College's long term fundraising objectives and relationship building opportunities

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. Dedication Recognition Opportunities

Dedication Recognition Opportunities exist to sustained volunteer service

and/or modest philanthropic support.

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 External Relations and Strategy will establish guidelines for sponsorship recognition. External Relations and Strategy will comply with all applicable legislation, including CRA requirements and College policies.

- 6. Indigenous Naming** The College is committed to honoring Indigenous Peoples, cultures, and histories in its naming practices. Proposals for Indigenous names will be considered only after meaningful consultation with the relevant Indigenous communities, Elders, or Knowledge Keepers. The College will respect cultural protocols, seek guidance on appropriate use and pronunciation, and ensure consent from all parties involved. Educational context will accompany approved names to foster understanding and awareness. All naming decisions will be guided by principles of respect, cultural integrity, and reconciliation.

ROLES AND RESPONSIBILITIES

1. Decision Making Bodies

1. Board of Governors

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

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

2. ACET

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

- Review and, where appropriate, approve the naming of all College features;
- Review and, where appropriate approve recognition naming strategies related to fundraising initiatives;

3. The Board of Governors and ACET, in consultation with External Relations and Strategy, retain their discretion to make exceptions to this policy, as appropriate to the circumstances.

2. Operational Bodies

1. Facilities Management Department

Executive Director, Facilities Management , is accountable to:

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

2. Student Services Department (Indigenous Initiatives)

Director, Indigenous Initiatives is accountable to :

- Ensure that any proposed naming related to Indigenous individuals, communities, or traditions is approached with cultural integrity and respect.
- Provide guidance to the ACET on culturally appropriate names, protocols, and practices.
- Accountable to support education or communication efforts to the College Community on the importance, story and pronunciation of Indigenous names assigned to College Features.
- Facilitate consultation with relevant Indigenous communities, Elders, and Knowledge Keepers to obtain input and consent.

3. External Relations and Strategy

The Director of Philanthropy, is accountable to :

- Evaluate Meritorious Recognition Naming, Philanthropic Recognition Naming, Dedication Recognition Naming, and Sponsorship and Partnership Namings, Assess each request against guiding principles, consult with affected stakeholders, and recommend potential names to ACET, as appropriate;
- 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.
- Prepare a due diligence package in advance of any submission to ACET or the Board of Governors. The package must include the proposed name; the financial value; proposed term length; and risk assessment.

ADMINISTRATION OF RECOGNITION NAMING

1. Length of Term for Naming Commitment

1. Legacy Naming

Existing College features that have been named prior to the approval of this policy shall be reviewed and assessed on an individual basis by the Director of Philanthropy, approved by the Vice President, External Relations and Strategy

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. All costs associated with the design, fabrication, installation, maintenance, and replacement of donor recognition signage shall be funded through the associated donation and/or External Relations and Strategy budget.

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. A naming opportunity that will be funded by a future gift such as a bequest, will only be granted at such time as the gift is realized.

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. All costs associated with the design, fabrication, installation, maintenance, and replacement of donor recognition signage shall be funded through the College's operational budgets.

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. All costs associated with the design, fabrication, installation, maintenance, and replacement of donor recognition signage shall be funded through the associated sponsorship and/or External Relations and Strategy budget.

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:

1. Revocation of Naming Commitment

ACET has the right to terminate the naming of a College feature for the following reasons. Any such change will be communicated to the Board of Governors for information and awareness.

- 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.
- When a donor or contributor fails to fulfil their pledge commitment as specified in the written agreement or memorandum of understanding and when an alternative pledge period has not been agreed upon.
- In the event of a Force Majeure event (i.e. flood, fire, earthquake) or other event destroys the physical feature or renders it unusable and no alternative naming solution can be reached.
- 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.
- The feature is decommissioned due to age or obsolescence and no alternative naming solution can be reached.

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.

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 External

Relations and Strategy will inform the appropriate contact person of the usage change or the decision to demolish the facility.

3. Agreements

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

4. Design Guidelines and Funding of Naming Signage

1. Design Guidelines for Naming Signage

The design of naming and recognition signage shall be consistent and reflect the College's brand identity and aesthetic while adhering to applicable accessibility standards and universal design principles. Signage shall be designed to support access, readability, and wayfinding for all users, including persons with disabilities. To maintain this consistency and accessibility:

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

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.

- For new major capital projects, funding shall be included in the project's capital budget including allowances for recognition signage, display wall and wayfinding updates.
- 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 Capital

Grant, budget allowances for signage, including wayfinding updates, changes to existing signage, will be articulated in project-specific agreements.

- 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.
- For unanticipated recognition, ACET shall approve the necessary funding during final approval of the naming request.
- For renaming of Schools, Departments, Teams or other organizational changes the initiating department is responsible to fund the new signage and any updates to wayfinding signage.

PROCEDURE

Submission to Name College Features

	Action	Responsibility
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
2	Forward the naming request to one of the the following appropriate bodies for evaluation: - To the Director of Philanthropy if the request is meritorious in nature; or if it is philanthropic in nature or relates to partnerships or sponsorships; - To the Executive Director, Facilities Management if the request relates to functional identification naming	Director of Philanthropy or Executive Director, Facilities Management
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
4	Present the recommendation for potential names to the Algonquin College Executive Team and notify the honouree of the decision.	Executive Director, Facilities Management; or Director of Philanthropy

Approval of Naming Strategies Related to Fundraising Initiatives

	Action	Responsibility
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	Develop naming strategies for fundraising initiatives, including capital campaigns and/or sponsorships.	Director of Philanthropy
3	Review recognition naming strategies with relevant departments.	Director of Philanthropy
4	Present recognition naming strategies to ACET for approval, as appropriate.	Director of Philanthropy

SUPPORTING DOCUMENTATION

https://www.algonquincollege.com/acmarketing/files/2020/01/ACGraphicStandards_January2020_RGB.pdf

RELATED POLICIES

[PM04: Advertising and Selling on Campus](#)

APPENDICES

None