

BOARD OF GOVERNORS

Policy Type: Executive Limitation

Approved: September 1, 2015

Revised: June 2018



EL-15 – Naming of College Facilities

The president shall not permit naming of college assets to recognize donations or meritorious service that does not commensurate with the service or donation, or that is otherwise inconsistent with financial or other benefits to the college and the community.

Further, without limiting the scope of the above statement by the following list, the president shall not:

1. Allow the naming and/or renaming of college assets in a manner that would conflict with the nature of the institution, cause a loss of image or repute or not comply with any and all applicable college policies, provincial and federal laws and regulations.
2. Operate without clear and precise criteria and a valuation model for assets and naming opportunities that is shared with the board annually.
3. Permit the naming or renaming of physical, academic, and other assets without appropriate board approval on assets greater than or equal to \$5 million, without first consulting with the board for assets greater than or equal to \$3 million, or without the board being informed on assets less than \$3 million.
4. Permit the term of naming opportunities of physical, academic, or other assets after a corporation or organization beyond a 10-year term, or after an individual beyond 10 years of their death.
5. Allow the naming of assets to not be considered for extension or renewal beyond the end of defined terms, and where applicable at current market rates.