



<b>Category:</b>	<b>Community &amp; Corporate Relations</b>
<b>Approved By:</b>	<b>Board of Governors</b>
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<b>Policy Sponsor:</b>	<b>President and Chief Executive Officer</b>
<b>Policy Administrator:</b>	<b>Executive Director Advancement</b>

## Naming Policy

### Purpose

The purpose of this policy is to provide clarity on the philanthropic, honorific and/or functional naming of physical, academic and other assets (other than student awards) owned and/or operated by Lethbridge College.

### Scope / Limits

This policy applies to all members of the college community.

### Definitions

**Academic assets** include but are not limited to, academic schools, programs, learning experiences, applied research, administrative posts (e.g. fellowships), endowed research chairs.

**Honorific** a title or word implying or expressing high status, politeness, or respect.

**Members of the college community** includes employees, volunteers, contractors and their employees engaged in activities related to their contracts with the college.

- Employee means any person on the payroll of Lethbridge College.
- Volunteer means any person performing an unpaid service for Lethbridge College.
- Contractor means any person, partnership or group of persons who, through a contract, agreement or ownership, provides services to the college.

**Other assets** such as events, funds to support endeavors (i.e. exchange program).

**Philanthropic** (of a person or organization) seeking to promote the welfare of others, especially by donating money to good causes.

**Physical assets** Such as buildings and parts thereof (e.g., wings, rooms, laboratories, atria, foyers etc.), collections (e.g. library, art), equipment, open spaces, fields, gardens, roads, etc.

### Policy Statements

1. Physical and/or academic and/or other assets of Lethbridge College may be named to recognize philanthropic support, to honour outstanding persons and their contributions or for functional purposes.

Naming of physical, academic or other assets must be congruent with the mission, mandate and values of the college, and be supported by appropriate rationale.

2. Subject to the criteria in the table below, Lethbridge College may approve any naming or renaming of physical, academic and other assets where such name is that of an individual, organization, corporation or foundation that:
  - a. contributes a significant gift or bequest to Lethbridge College; and/or contributes to Lethbridge College in a significant other manner.

	≥ \$5 million * Term = 20 years	≥ \$3 million * Term = 15 years	< \$3 million * Term ≤ 10 years
Board approval is required.	√		
Board is consulted.		√	
Board is informed.			√

\* - or as otherwise approved by the Board

3. The President and CEO will put in place appropriate and detailed procedures and practices to ensure that:
  - a. a valuation model for assets and naming opportunities be developed and updated by the college and shared with the Board of Governors annually;
  - b. the valuation model for assets and naming opportunities is competitive and reflective of current market rates within the overall provincial post-secondary education and fund development sectors;
  - c. all naming comply with any and all applicable college policies, provincial and federal laws and regulations.
4. Other than in the instances listed in 3 above, the term of naming opportunities shall be as follows:
  - a. The naming of a physical, academic or other asset for a corporation or organization will be limited to a 10-year term. This also applies to naming for a foundation closely aligned with a corporation or organization.
  - b. The naming of a physical, academic or other asset after an individual will be limited to a period extending up to 10 years beyond the life of the individual. In the event of naming after a foundation closely aligned with an individual, the naming for the life of the foundation or asset may be deemed appropriate.
  - c. Naming of assets may be extended or renewed beyond the end of term. Where applicable, this will be at current market rates.
5. When an individual, organization, corporation or foundation carries out activities or otherwise acts in a manner that may reflect negatively on Lethbridge College's public image or in a manner that is in material conflict with the college's mission and/or policies, the college, at its sole discretion, has the right to terminate the naming.

6. Name recognition will be honored in accordance with the agreement and/or intent that it was entered into with. If circumstances change, the college reserves the right to determine the form of name recognition.
7. Names in existence prior to this policy will be grandfathered in and follow the appropriate procedures going forward.
8. Proposed naming opportunities falling outside of the criteria listed in this policy are to be brought forward to the Board of Governors for approval.
9. Any proposed changes to the above criteria will be brought to the Board of Governors for approval.

## **A: Policy Supports**

[Naming Procedures – Appendix A](#)

## **B: Legislated References**

Canada Revenue Agency  
Alberta Fundraising Act

## **C: Other References**

## **D: Related Policies**

Confidentiality  
Donations and Fundraising  
Physical Resources  
Board of Governors  
EL - 15 – Naming of College Facilities



<b>Parent Policy:</b>	<b>Naming</b>
<b>Effective Date:</b>	<b>September 1, 2015</b>
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<b>Policy Sponsor:</b>	<b>President and Chief Executive Officer</b>
<b>Policy Administrator:</b>	<b>Executive Director Advancement</b>
<b>Appendix A</b>	

## Naming Procedures

### Part A: Roles and Responsibilities

1. The **President and CEO** is responsible to:
  - a) share an updated valuation model with the Board of Governors annually.
2. The **Executive Leadership Team** is responsible to:
  - a) review and provide feedback on all naming proposals;
  - b) subject to criteria outlined in the policy statements, approve and/or bring forth to the Board of Governors for approval, consultation, information all philanthropic and honorific naming;
  - c) approve all functional naming; and
  - d) approve naming terminations except those that expire at the end of a defined term.
3. The **Vice President Corporate Services and Chief Financial Officer** is responsible for leading the process of functional naming including:
  - a) ensuring consultation with appropriate stakeholders;
  - b) recommending the functional name to the Executive Leadership Team.
4. The **Executive Director, Advancement** is responsible for leading the philanthropic and honorific naming including:
  - a) convening a working committee of three or more individuals to develop a formal proposal for the philanthropic / honorific naming. Depending on the type of asset to be named, the working committee may include:
    - o the Director, Development and Alumni Engagemetn
    - o the Development Officer for the related donor
    - o the donor or donor’s representative
    - o a representative of the recipient department / centre
    - o a representative from Marketing and Communications
  - b) chairing the Naming Advisory Committee (see below);
  - c) managing confidentiality throughout the process as per the college’s policy governing confidentiality; and
  - d) the communication of approved names including philanthropic, honorific and functional naming.
5. The **Naming Advisory Committee (Philanthropic / Honorific):**

- a) the committee is chaired by the Executive Director of Advancement and includes the following members:
  - o Executive Director, Advancement (Chair)
  - o Vice President Academic and Chief Operating Officer (or designate)
  - o dean of the centre most closely associated with the naming
  - o Director of Facilities Management
  - o Alumni Advisory Committee Chair (or designate)
  - o other stakeholders as required
- b) The committee is responsible to:
  - o review and provide feedback to the working committee on formal proposals for naming or renaming of a physical, academic or other asset;
  - o review final draft proposals and provide a recommendation to the Executive Leadership Team on the naming /renaming proposal.

6. Responsibilities with respect to Valuation

- a) The Executive Director, Advancement working in partnership with the Vice President of Corporate Services and Chief Financial Officer is responsible to develop and implement a methodology for the valuation of physical, academic and other assets.

7. Responsibilities with respect to legislation and confidentiality

- a) Throughout the review and consideration of naming or renaming proposals, all parties involved will perform their duties within the college’s legislative requirements such as the Freedom of Information and Protection of Privacy Act (FOIP), Canadian Revenue Agency and the college’s policy governing confidentiality.
- b) All parties (internal and external) are required to sign confidentiality agreements.
- c) Signed Confidentiality agreements for external individuals are maintained by the Executive Director Advancement.

**Part B: Procedures for Philanthropic/Honorific Naming**

- 1. Subject to criteria outlined in the policy and identified in the following table, the Executive Leadership Team may approve any naming or renaming of physical, academic, and other assets where such name is that of an individual, organization, corporation or foundation that:
  - a) contributes a significant gift or bequest to Lethbridge College; and/or
  - b) contributes to Lethbridge College in a significant other manner.

	≥ \$5 million * Term = 20 years	≥ \$3 million * Term = 15 years	< \$3 million * Term ≤ 10 years
Board approval is required.	√		
Board is consulted.		√	
Board is informed.			√

\* - or as otherwise approved by the Board

2. Proposed naming opportunities falling outside of the criteria listed in the policy will be brought forward to the Board of Governors for approval.
3. The Executive Director, Advancement working in partnership with the Vice President of Corporate Services and Chief Financial Officer will develop and implement a methodology for the valuation of physical, academic and other assets. This methodology will:
  - a) ensure assets and naming opportunities are competitive and reflect current market rates within the overall provincial post-secondary education and fund-development sectors;
  - b) ensure compliance with all applicable college policies, provincial and federal laws and regulations;
  - c) be updated and shared with the Board of Governors annually.
4. Development of a Proposal
  - a) Upon receipt of a request for naming or renaming, the Executive Director, Advancement will establish a working committee to develop a formal proposal for the naming or renaming of a physical, academic or other asset.
  - b) The proposal shall include:
    - the proposed recognition name;
    - the specifics of the named asset (physical, academic, other) such as physical location, academic asset description, other event/endeavor;
    - the term of the naming (i.e. years); and
    - other considerations and/or criteria that may be appropriate as defined below.
  - c) Criteria for naming should address the following:
    - the gift results in the provision of a substantial portion of the capital and/or operational costs of named asset.
    - with respect to recognizing or honoring current or former Lethbridge College employees or members of the college community, whether the individual has contributed meritorious or outstanding services to Lethbridge College.
    - former college employees will be considered for a naming opportunity no earlier than 36 months after retirement.
    - honorific recognition will not be considered for politicians who are in office; such consideration will occur no earlier than 36 months after leaving office.
    - Naming Terms: The following terms apply as per policy statements # 3 and #5.

$\geq$ \$5 million * Term = 20 years	$\geq$ \$3 million * Term = 15 years	$<$ \$3 million * Term $\leq$ 10 years
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- Other than in instances listed in the table above, the naming of a physical, academic or other asset for a corporation or organization will be limited to a 10-year term. This also applies to naming for a foundation closely aligned with a corporation or organization. The term will commence as of the date of signage or, if the date is not known, then the term limit for such naming shall commence after the date of receipt of the final payment on account of the donation.
- Naming of a physical, academic or other asset after an individual will be limited to a period of time extending up to 10 years beyond the life of the individual. In the event of naming after a foundation closely aligned with an individual, the naming for the life of the foundation or asset may be deemed appropriate.

- Naming of assets may be extended or renewed beyond the end of the term. Where applicable, this will be at current market rates.
- d) If it is the intention of the college to honor an individual or a deceased individual for a significant non-monetary contribution to Lethbridge College ("honoree"), the working committee will determine the appropriate procedure to ensure that all individuals who may be equally or more deserving than the proposed honoree are also considered.

#### 5. Recommendations and Approvals

- a) The working committee will bring the proposal to the Naming Advisory Committee for review, feedback and final recommendation based on the merit of the proposal as identified above.
- b) On behalf of the Naming Advisory Committee, the Executive Director, Advancement will present the proposal and recommendation to the Executive Leadership Team for review, feedback and approval as per the criteria set out in the policy statements.

#### 6. Communication and Implementation

- a) The Executive Director, Advancement will communicate the final decision to the named individual, organization, corporation and/or the named representative.
- b) The Executive Director, Advancement will develop and implement a plan for the formal public communication including appropriate signage and/or other naming convention.

### **Part C: Functional Names (Names Indicating Function and Use)**

1. The Vice President Corporate Services and Chief Financial Officer in consultation with the appropriate representation may bring recommendations to the Executive Leadership Team for the functional naming or renaming of physical or academic spaces where the name consists of wording that relates solely to the function or location.
2. For functional naming, the following criteria should be taken into consideration:
  - a) the need for consistency with ongoing use and occupancy (example Technology Building)
  - b) the salient geographic features (example, 30<sup>th</sup>. Avenue Residence.)
3. The Executive Leadership Team after considering the recommendations of the Vice President Corporate Services and Chief Financial Officer may approve the functional naming or renaming of a physical asset.
4. The Executive Director, Advancement in consultation with the Vice President Corporate Services and Chief Financial Officer will develop and implement a plan to communicate the naming decision to the appropriate stakeholders.

### **Part D: Renaming and Removal of Naming**

1. If a physical structure or area is demolished or replaced, its occupancy or usage changes, or changes occur within the academic or other asset rendering the former name inappropriate, a request for a new name will be considered.

2. In such event, consideration will be given to an appropriate acknowledgement recognizing the former name.

3. When it is proposed that a physical and academic asset be relocated within the same building or to a different building serving the same purpose, no recommendation or approval is required to rename the relocated physical, academic or other asset.

**4. Right to Terminate Naming**

a) When an individual or asset carries out activities or otherwise acts in a manner that reflects negatively on Lethbridge College's public image or in a manner that is in material conflict with the college's mission and/or policies, the Executive Leadership Team, at its sole discretion, has the right to terminate the naming.

**5. Expiration of Agreements That Have Term Limits**

a) In general, donors will be notified in writing and in person (where possible) by the designated Development Officer at least one year prior to expiry of the applicable gift agreement between the donor and the college.

b) When a naming term has expired or will expire in the near future, the donor may provide a further donation to Lethbridge College that, in accordance with this procedure, will enable the college to approve the continuation of such naming. Lethbridge College will work with the donor to provide appropriate transition timing (which may include extending the naming recognition period).

**6. Expiry of Donation Agreements That Have No Defined Term**

a) In the event a gift agreement with an asset (and not an individual) does not include an expiry date, then the term of naming shall be 10 years from the date of signage or formal naming (recognition event) or 10 years from the date of the last donation payment, whichever first occurs at which time the procedures for the Expiration of Agreements That Have Term Limits procedures will apply.

b) A communication statement outlining this procedure shall be sent to donors who are subject to expired agreements and there also shall be a personal communication made by the Development Officer and the Director, Development and Alumni Engagement with those donors.