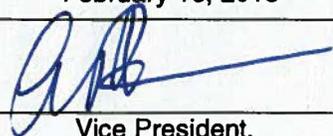


Policy #	GA109
Approved by:	Alister Mathieson
Approval Date:	February 16, 2016
Policy Holder Signature:	
Policy Holder:	Vice President, Advancement and External Affairs
Administrative Contact:	Chief Advancement Officer
Replaces Policy Dated:	April 7, 2004
Review Date:	February 15, 2018

Naming of College Assets Policy

Purpose:

Naming of College assets provides The Humber College Institute of Technology and Advanced Learning, and the University of Guelph-Humber (hereafter referred to as “Humber” 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 sets out the principles that guide the naming of all owned or virtual College assets, and College assets operated as part of lease agreements. The policy also addresses the renaming and the revoking of named College assets.

This document is available in alternate format on request.

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 initiative. 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.);
- Humber Student Federation spaces; and
- Campuses, common and green spaces (e.g., fields, roads, walkways, gardens etc.);

Other Significant Assets

- Academic positions (e.g., chairs, professorships, deanships, directorships, fellowships and other positions etc.);
- Scholarships, bursaries, monetary and non-monetary awards;
- Activities and events (lectures, symposia, conferences, athletic and other extracurricular activities); Funds, 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.

Definitions:

AAR: Office of Advancement and Alumni 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); awards (scholarships, bursaries, prizes); websites; videos; lecture series and events.

Award: A monetary or non-monetary gift of a product or item given to a student to recognize specific academic achievements and/or other particular accomplishments.

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

Bursary: A monetary award provided to students based on financial need and/or academic performance.

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 goods, services or property.

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 of time.

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 Executive: In this context shall mean the President and CEO; Senior Vice-President, Planning and Corporate Services and Chief Financial Officer; Senior Vice-President, Academic; Vice-President, Advancement and External Affairs; Vice-President, Student and Community Engagement; Vice-President, Human Resources.

Scholarship: A merit-based financial award given to a student to recognize academic excellence. Other criteria may be included such as extracurricular activities, community involvement, and financial need.

Time Limited Naming: A naming that is offered for a set period of time.

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.

Policy:

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 Executive 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. The President and the Vice-President, Advancement and External Affairs shall assign responsibility to the Office of Advancement and Alumni Relations (“AAR”) 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.

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; 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 rights of first refusal to an individual or organization to renew a naming. If all parties are in agreement the naming 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.
- 3.5. Ultimate authority to accept, decline, discontinue, rename, transfer or revoke a naming at the College shall rest with the President (as delegated by the Board) and the Senior Executive 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 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 not be maintained, the discontinuation will require the approval of the President or the Senior Executive 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 a 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. A naming will be congruent with the overall strategic direction, mission, vision and values of the College.
- 3.11. A naming will be documented in written form that is appropriate for the circumstance such as an agreement; memorandum of understanding; or other correspondence deemed appropriate. This documentation will include the timeframe of the naming as well as other pertinent information.
- 3.12. Individuals contemplating a naming to recognize philanthropic or other financial support; honorific or distinguished service; or a special initiative shall consult with AAR to ensure that the naming opportunity is available and appropriate. In all such cases, naming shall be subject to approval according to the College's established procedures.
- 3.13. An offer to grant a naming will be subject to an internal approval process. An offer to name does not guarantee that a naming will be granted. Each opportunity for naming will be considered on its own merits.
- 3.14. The College reserves the right to decide on the physical displays such as plaques and signage, which may accompany naming. Plaques or other signs shall be of a uniform design, consistent with the College's standards and branding practices.
- 3.15. A proposal to name a College asset shall be dealt with in the strictest of confidence by all involved in the process until the naming is publicly announced by the College.
- 3.16. Naming of College assets shall be in accordance with this Policy and Naming Procedures.
- 3.17. Naming of College assets shall be in accordance with Canada Revenue Agency (CRA) legislation, specifically the *Registered Charities and Income Tax Act*, and any other applicable CRA regulations.

References:

The development of the Naming of College Assets Policy has sought valuable input from Advancement specialists, a thorough review of other academic institutions policies and guidelines and Humber's own current practices.

Related Procedure(s):

Naming of College Assets Procedure