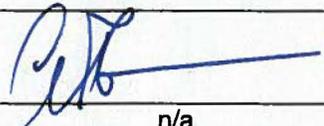


<b>Procedure #</b>	GA109 – P1
<b>Related Policy Name &amp; #</b>	Naming of College Assets Policy (GA108)
<b>Approved by:</b>	Alister Mathieson
<b>Approval Date:</b>	February 16, 2016
<b>Policy Holder Signature:</b>	
<b>Replaces Procedure Dated:</b>	n/a
<b>Policy Holder:</b>	Vice President, Advancement and External Affairs
<b>Admin. Contact(s):</b>	Chief Advancement Officer
<b>Review Date:</b>	February 15, 2018

## Naming Of College Assets Procedure

### Purpose:

This procedure outlines the activities and processes related to the naming of College assets, including the renaming or revocation of named assets at The Humber College Institute of Technology and Advanced Learning, and the University of Guelph-Humber (hereafter referred to as “Humber” or “the College”) as outlined in the College’s Naming of College Assets Policy (the “Naming Policy”).

This procedure is intended to ensure that implications are considered when offering a named asset by ensuring a thorough review and outlining processes to be followed with respect to the naming of College assets in recognition of: philanthropic or other financial support; honorific or distinguished service to the College or society in general or to commemorate a special initiative.

**This document is available in alternate format on request.**

### 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.

**Procedures:****1. Time Limited and In Perpetuity Naming:**

- 1.1. The time-frame for the naming of a College asset will be for a specific term with a set time limit or permanent with the intention to be honoured in perpetuity.

**2. Agreements and Documentation:**

- 2.1. A naming for philanthropic or other financial support; honourable service; or for a special initiative may not proceed to the approvals stage until a written document outlining the details of the agreement is on file with the College.
- 2.2. The written document will outline such matters as the type of naming; rationale of naming; recognition name; whether the name is to exist in perpetuity or for a limited time; and other related details that are normally included in an agreement or correspondence of this nature. If the naming recognizes philanthropic or other financial support, the level of the financial commitment; the schedule for which the financial commitment will be made; the form of the financial commitment i.e., endowed or expendable funds; and any other stewardship obligations to be provided by the College will also be documented. The terms of renaming, revocation, the location of the asset named and its description will also be included.
- 2.3. In the addition to a written agreement or document, a copy of the Naming Policy will be provided to the parties involved.
- 2.4. Authorization and signature of the agreement will be carried out in keeping with the College's Signing Authority Policy and a complete record of all signed agreements and related documents shall be kept on file by the Offices of Advancement & Alumni Relations ("AAR") and Associate Vice President, Administrative Services.

**3. Approval Processes:**

- 3.1. Individuals contemplating offering a naming opportunity to recognize philanthropic or other financial support; to acknowledge distinguished service; or to commemorate a special initiative are to inform and submit their request to the Chief Advancement Officer, who will ensure the request is reviewed and follows the procedures outlined.
- 3.2. A naming up to One Hundred Thousand Dollars (\$100,000.00) and/or a naming that exceeds this minimum, but that are uncomplicated and have become for the most part standardized such as with the establishment of a scholarship, the Chief Advancement Officer will have the authority to review and recommend acceptance of the naming.
- 3.3. A naming greater than One Hundred Thousand Dollars (\$100,000.00) and up to Five Hundred Thousand Dollars (\$500,000.00), the Vice-President, Advancement and External Affairs will have the authority to review and recommend acceptance of the naming.
- 3.4. A naming greater than Five Hundred Thousand Dollars (\$500,000.00) and up to One Million Dollars (\$1,000,000.00), the Vice-President, Advancement and External Affairs,

will review the acceptance of the naming opportunity in consultation with the President and Senior Executive. The President will have the authority to review and recommend acceptance of the naming.

- 3.5. A naming of One Million Dollars (\$1,000,000.00) or more, the Vice-President, Advancement and External Affairs, will review the acceptance of the naming opportunity in consultation with the President and Senior Executive. The President will have the authority to review and recommend acceptance of the naming or may choose to present the request to the Board for final approval as appropriate at his/her discretion.
- 3.6. For distinguished service or special initiatives, the Chief Advancement Officer will consult with the Vice President, Advancement and External Affairs, who will review the acceptance of the naming opportunity in consultation with the President and Senior Executive. The President will have the authority to recommend the acceptance of the naming request or may choose to present the request to the Board for final approval as appropriate at his/her discretion. The Vice-Provost, Chief Academic Officer and Chief Executive Officer of the University of Guelph-Humber will be consulted should a naming of College assets relate to the University Guelph-Humber.
- 3.7. If for any reason a circumstance should arise where the President, Vice-President, Advancement and External Affairs, Senior Executive or Chief Advancement Officer, in his or her opinion, deem that a proposal to name should be brought forward to a higher level of authority for further review, the proposal to name will be presented accordingly.
- 3.8. A naming that has been approved may be reported for information to the Board at the discretion of the President.
- 3.9. Any naming presented to the Board will be done so in camera at regularly scheduled meetings between the Board and the College. Typically, a written document will be provided that will include the proposed asset to be named, the name of the individual or organization to be recognized through the naming, and a brief biographic description of the individual or organization. Should approval of a naming be required prior to a regularly scheduled meeting, the College may call a special meeting of the Board.
- 3.10. A naming will not be approved, or if approved will be revoked, if the name may undermine the public respect for the College. Ultimate authority to revoke an approved name rests with the President (as delegated by the Board).
- 3.11. If a naming proposal is not approved, the Vice-President of Advancement and External Affairs and the Chief Advancement Officer will be informed of the decision.
- 3.12. Any discussions with an individual or organization regarding recognition for philanthropic or other financial support; distinguished service; or for a special initiative shall remain confidential and provisional pending approval of the naming.
- 3.13. Concerns from any member of the College community regarding a naming may be submitted in writing to the President, Vice-President, Advancement and External Affairs, or the Chief Advancement Officer.

**4. Renaming or Revocation of a Naming:**

- 4.1. If through the passage of time the College or the needs of society could be better served by altering any naming or changing the use of any named entity, the College will consult with the individual, organization, heir or designated successor. If no such contact exists or is not relevant, the College will make the change, adhering as closely as possible to the original intent.
- 4.2. Where an asset has been named, the College will continue to use the name so long as the asset remains in use and serves its original function. When the use of the asset changes substantially as a result of academic restructuring, renovation or demolition or other reasons, the College may retain the use of the name, name another comparable asset, or retire the use of the name. When relevant and where possible, a family member and/or the appropriate contact person will be contacted to inform them of the decision to demolish, replace or change the usage of the asset. It may be appropriate to place a plaque in, or on, a new asset to indicate that it occupies the site of the asset formerly known by another name. It may also be appropriate to name part of a new asset after the individual or organization for which the former asset was named. Requests of this nature will be directed to the Chief Advancement Officer who will advise the Vice-President, Advancement and External Affairs for review and approval, which may include consulting the President and Senior Executive.
- 4.3. An individual or organization may request a change in a naming if, for example, an organization has changed its name, or an individual has changed his or her name. The College may request that the individual or organization bear any associated expenses with the change, such as a change to signage. Requests such as these should be directed to the Chief Advancement Officer in AAR.
- 4.4. Changes to a naming will be submitted through the same approval process as the original naming. Requests such as these should be directed to the Chief Advancement Officer in AAR.
- 4.5. A naming may be revoked, if it is deemed to no longer be in the best interest of the College, the individual, organization, honouree; or initiative for which the asset is named. Such a request may be made by the College, or the individual, organization, honouree, group or their designate.
- 4.6. The revoking of a naming, at the request of an individual or organization, must be submitted in writing to the Chief Advancement Officer. The matter will be reviewed by relevant stakeholders internally and with the Vice-President, Advancement and External Affairs prior to seeking the President's approval.
- 4.7. The revoking of a naming, at the request of the College, must be approved by the President. The matter may be presented by and at the President's discretion, at a meeting of the Board. Once a decision to revoke has been made, the Vice-President, Advancement and External Affairs shall inform the party, individual, organization or honouree that the naming be revoked.

- 4.8. Should changes in circumstances lead to the renaming or revocation of a named asset, and provided the College has in good faith fulfilled its original commitment, the College will be in no way obligated to return any portion of a charitably received gift to the individual or organization.

#### 5. Valuation of Naming Assets:

- 5.1. Naming values will be determined by review of best practices and recent namings at the College and at similar academic or other institutions across North America or elsewhere as relevant. It is typically based on a number of factors such as cost, size, location, visibility, and the activity taking place within the space. The value of a program, project, unit or centre may also be determined by assessing the number of users, the importance of the initiative to the College, and the public profile of the program. Appropriate comparators such as market conditions and institutional fundraising priorities may also be used as benchmarks.
- 5.2. Naming values are subject to change as determined by AAR and approved by the President, Vice-President, Advancement and External Affairs, Senior Executive, and the Chief Advancement Officer.

#### 6. Signage and Plaques:

- 6.1. The College reserves the right to decide on all physical displays which accompany named recognition.
- 6.2. Plaques or other signs recognizing individuals and organizations' named spaces shall be of a generally uniform design and consistent with the College's standards and practices.
- 6.3. AAR shall oversee the establishment, requisitioning and implementation of College approved design standards and guidelines for signage developed for named College assets in recognition of philanthropic or other financial support; honourable service; or for a special initiative.
- 6.4. AAR shall oversee the maintenance and installation of signage related to a named College asset for philanthropic or other financial support; honourable service; or for a special initiative.
- 6.5. AAR shall determine the appropriate standard wording for signage related to a named College asset for philanthropic or other financial support; honourable service; or for a special initiative. Named recognition may be granted by title-naming or support-naming. In title-naming, the name shall precede the functional name of an item (e.g. the John Smith Auditorium). In support-naming the name succeeds the functional name of an item (e.g., Classroom generously supported by John Smith).

- 6.6. Recognition and stewardship activities associated with a naming will be planned and implemented by AAR, who will work closely with Capital Development and Facilities and any other relevant department of the College to ensure consistent standards across the College, in accordance with existing guidelines and processes. New buildings, facilities and properties will be named by their street address, faculty or primary function until such time as a naming opportunity is available. No College officer, faculty or department will be authorized outside of AAR and Capital Development and Facilities to name or affix a title, plaque, inscription or other signage to any College asset without prior approval.

#### 7. Other Administration:

- 7.1. A naming offered or recommended by AAR will be done so after consultation and approval from the appropriate stakeholders within the College.
- 7.2. A database of all naming opportunities and an inventory of named assets shall be maintained and updated by AAR. Assets will be reviewed from time to time or as needed.
- 7.3. Upon approval of a naming, AAR will administer the implementation and maintenance of the naming in collaboration with the individual or organization, the School, department or area related to the naming, and facilities.
- 7.4. Existing College assets that have been named prior to the approval of the Naming Policy and/or this procedure shall be reviewed and assessed on an individual basis to determine if grandfathering is required. This activity will be undertaken and assessed by AAR.
- 7.5. From time to time, revisions or updates to the Naming Policy or Naming Procedure will be made by AAR as needed and/or as requested by any party at the College. In circumstances when either one or both documents require updates, or revisions, AAR will forward the necessary information to the Policy and Procedures Committee, which will undertake and facilitate the regular processes for policy review and approval at the College.

#### References:

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