

## CR402: College Naming Policy

<b>Policy Title:</b>	College Naming Policy
<b>Policy Number:</b>	CR402
<b>Owner:</b>	Senior Vice-President, Strategy, Communications and Advancement
<b>Approved by:</b>	Board of Governors
<b>Effective Date:</b>	June 6, 2023
<b>Reference:</b>	Enter text
<b>Links to Other Policy:</b>	Gift Acceptance Policy

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## BACKGROUND

### **Definitions:**

**Naming Opportunity:** A Naming Opportunity is the identification and selection of a College asset upon which an honorific may be conferred in recognition of acts of service or philanthropic contributions.

**Commemorative Naming:** Commemorative Naming is the naming of a College asset to acknowledge the leadership of a member of the College community or of the community at large who has made an extraordinary contribution to the College or to society.

**Philanthropic Recognition Naming:** Philanthropic Recognition Naming recognizes the significant financial contribution made by a donor.

**Commemorative Landscape Gift:** A Commemorative Landscape Gift recognizes entities through conferring honorifics upon College landscape assets (e.g., benches, trees and other landscape elements.)

**Naming Value:** The dollar value attributed to a Naming Opportunity

**Purpose:**

St. Lawrence College welcomes the opportunity to honour extraordinary contributions – both philanthropic and of service – that help SLC achieve its academic mission and enhance the student experience. In recognition of a benefactor or contributor’s commitment or generosity to St. Lawrence College, the College may attach a name to some asset. This Policy sets out procedures for the approval, establishment and maintenance of philanthropic and commemorative Naming Opportunities, and circumstances under which a Naming may be revoked.

As the Policy considers opportunities for naming assets associated with the College, it must also recognize that St. Lawrence College is situated on traditional Anishinaabe and Haudenosaunee territory. The College respects and embraces Indigenous naming of the land on which SLC is situated. This policy does not apply to these names.

**Scope:**

This policy applies to all departments and individuals at St. Lawrence College who seek to recognize a contributor or donor’s generosity including:

Major Naming Opportunities

- Buildings, parts of buildings, facilities or physical infrastructure of other types
- Departments, Schools, or Programs
- Endowed academic positions
- Common spaces, streets, and green spaces

Other Naming Opportunities

- Collections of books, artifacts, manuscripts, maps, works of art or any other collection
- Scholarships, bursaries and other student awards
- Non-monetary awards such as staff, teaching or student leadership awards
- Landscape features – eg benches and trees
- Other suitable naming opportunities

This policy does not cover donor recognition plaques (placed on equipment, outside rooms, near lab stations, etc.) that are covered through regular donor stewardship procedures. This policy does not normally cover any recognition or Naming Opportunities associated with sponsorships or partnerships.

## **Policy Statements**

### **Types of Namings**

#### a. Commemorative Naming

Commemorative Naming is the naming of a College asset to acknowledge the leadership of a member of the College community or of the community at large who has made an extraordinary contribution to the College or to society. The recognition honours exceptional service or longstanding, meritorious contributions to St. Lawrence College, community, or society (for example, Presidents, Governors, and officers of Administration.) The honouree may be selected posthumously.

Naming College assets for meritorious contributions will require proper assessment of the value to the College and will need to be balanced against the opportunities to raise funds and build relationships.

#### b. Philanthropic Recognition Naming

Philanthropic Recognition Naming recognizes the significant financial contribution made by a donor. These contributions may include but are not limited to:

- Gifts of cash, stock, transferred insurance policies;
- Signed bequests designating St. Lawrence College as the recipient; and
- Gift-in-kind contributions.

## Naming Guidelines

1. The naming of College assets shall be based on the following principles:
  - Enhancing and maintaining the College's image and reputation in the community;
  - Strengthening internal and external relationships and sense of community;
  - Providing consistent, equitable and appropriate Naming Opportunities to College supporters;
  - Advancing the fundraising activities of St. Lawrence College; and
  - Aligning the Naming commitments of College assets with the flexibility required for future space resource allocation.
  
2. A Naming in honour of a member of the College community (philanthropic or commemorative) will not normally 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. A Naming will be independent of all appointment, admission, academic and credential standards decisions, and research directions of the College.
  
4. A Naming will be documented in written form that is appropriate for the circumstance such as a Naming Agreement; memorandum of understanding; or other correspondence deemed appropriate. This documentation will include the timeframe for the duration of the Naming as well as other pertinent information.
  
5. Naming Values will be determined by Alumni and Development under the direction of the Senior Vice President, Strategy, Communications and Advancement. Naming Values will be determined by considering recent Namings at the College and/or at other Colleges or relevant institutions. Other factors may contribute to the Naming Value such as cost, size, location, visibility, and the activity taking place within the space. The Naming 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, project, unit or centre.

6. As part of the recommendation to approve or change a naming, Alumni and Development will complete reasonable due diligence to ensure a proposed Naming complies with this Policy and will not compromise the College's reputation.

### **Approving, Changing or Revoking a Naming**

7. 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 or discontinue a Naming, or to transfer a name to another College asset.
8. The Board delegates the right to name awards, scholarships, and bursaries and administer commemorative recognition through landscape features (e.g., benches and trees), through the President and CEO, to Alumni and Development.
9. The Board has the right to terminate the naming of a College asset for the following reasons:
  - a. The Naming is connected to a donor or contributor whose activities compromise the College's public image, reputation or commitment to its mission and values.
  - b. The donor fails to fulfil their pledge commitment as specified in the gift agreement or memorandum of understanding.
  - c. The College no longer has ownership or control of the asset (for example, part of the campus is sold to a third party) and no alternative naming solution can be reached.
  - d. The asset is decommissioned due to age or obsolescence or damage/destruction and no alternative naming solution can be reached.
10. If through the passage of time the College could be better served by altering a 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.

- 11.** An individual or organization may request a change to a Naming if, for example, an organization has changed its name, or an individual has changed their name. The proposed change would go through the same procedure as the approval. The College may request that the individual or organization bear any associated expenses with the change, such as a change to signage.

### **Duration of a Naming**

- 12.** 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 asset remains in use and serves its original function, unless there is a separate agreement with a donor with respect to a specific period of time. When the use of a named building (or a part thereof) or a facility is changed such that it must be demolished, substantially renovated or rebuilt, the College may maintain the use of the name on the renovated or rebuilt building (or a part thereof) or facility, designate another comparable building (or a part thereof) or facility with such name, or discontinue the use of the name.

### **Installation and maintenance of a Naming**

- 13.** The College reserves the right to decide on the physical displays such as plaques and signage, which may accompany a Naming. Plaques or other signs should be consistent with the College's standards and branding practices and/or the environment in which they are located. Wayfinding will be updated to reflect newly named assets at the College's discretion.
- 14.** The Naming and corresponding recognition signage shall contain only the name of the donor and not a logo or other identifying features.
- 15.** Alumni and Development will oversee an inventory for and maintenance of all Namings, in collaboration with Facility Management Services.

## MONITORING

The Senior Vice-President, Strategy, Communications & Advancement and the Alumni and Development Office are responsible for monitoring this Policy.

Failure to comply with this Policy could result in damage to the College's reputation, damage to donor relationships, lost revenue, or a threat to future solicitations or campaigns. There could also be risks of failure to adhere to privacy and anti-spam legislation, Canada Revenue Agency guidelines, or the *AFP Donor Bill of Rights*. Ultimately, there is a risk of losing charitable status if acting in contravention of Canada Income Tax Act and/or Canada Revenue Agency guidelines.

## NEXT POLICY REVISION DATE

June 2028

## SPECIFIC LINKS

Gift Acceptance Policy

Contracts and Signing Policy

*AFP Donor Bill of Rights* <https://afpglobal.org/donor-bill-rights>

## APPENDICES

### APPENDIX A: Procedure for Naming consideration/approval or changing or revoking a Naming

#### Awards and Commemorative Landscape Plaques

1. Proposed award names and wording for commemorative landscape plaques will be brought forward by the responsible individuals and reviewed and approved by Director of Development and Alumni Relations.

#### Other Namings – Procedure for Approvals

1. It is the responsibility of individuals discussing philanthropic donations with potential donors on behalf of the College to advise that philanthropic donations do not automatically include named recognition.
2. Individuals contemplating a Naming will consult with Alumni and Development to ensure that the proposed Naming Opportunity is available and appropriate. Alumni and Development will consider comparable Namings, opportunities for fundraising to ensure consistency across Namings, and will identify what stakeholders need to be consulted. If there is an agreement by all stakeholders for the Naming to proceed, Alumni and Development will bring this forward to the Senior Vice-President, Strategy, Communications & Advancement as a recommendation.
3. The Senior Vice-President, Strategy, Communications & Advancement will review proposed Namings with the College Executive Team and present them to the Students, Strategy, Communications & Advancement Committee of the Board of Governors.
4. The Students, Strategy, Communications & Advancement Committee of the Board of Governors will then consider the matter and forward its recommendation to the Board of Governors for consideration and approval.
5. Once approved by the Board of Governors, Alumni and Development will execute a Naming Agreement with the donor or honouree, following the appropriate Signing Authority (see below)
6. Once a Naming Agreement is signed, Alumni and Development, Marketing, and Facility Management Services will collaborate to oversee the design, installation



and maintenance of all Naming Opportunities, consistent with campus design and wayfinding needs. Wayfinding signs throughout the College will be updated, as appropriate, to reflect new Namings.

**Signing Authority for Naming Agreements:**

Master policy is the Contracts and Signing Authority Policy (CR412)

NOTE: All Namings require Board approval – the following reflects the signing authority for the Naming agreement after Board approval is received.

Relevant section:

E. Advancement and Development Agreements				
	Document Type	Value or Other Description	Review or Consultation Requirement	Sign contractual document
	Naming Agreements	Under \$25,000	Director, Development and Alumni Relations	Senior Vice-President, Strategy, Communications & Advancement
		\$25,000-\$100,000	Director, Development and Alumni Relations Appropriate Dean or Director Director, Finance Relevant VP	Senior Vice-President, Strategy, Communications & Advancement
		\$100,000 - \$1M	Director, Development and Alumni Relations	President and CEO, Senior Vice-President, Strategy, Communications & Advancement

		Appropriate Dean or Director Director, Finance Relevant VP	
	\$1M +	Director, Development and Alumni Relations Appropriate Dean or Director Director, Finance College Executive Team (CET)	Chair of the Board of Governors, President and CEO

**Other Namings – Procedure for Changing/Revoking a Naming**

1. Individuals recommending changing or revoking a Naming must first consult with Alumni and Development who will review the reason and scope of the potential change, identify stakeholders for consultation, and bring the request forward to the Senior Vice-President, Strategy, Communications & Advancement for consideration.
2. The Senior Vice-President, Strategy, Communications & Advancement will review the request for the Naming change or revocation with the College Executive Team and present a recommendation to the Students, Strategy, Communications & Advancement Committee of the Board of Governors.

3. The Students, Strategy, Communications & Advancement Committee of the Board of Governors will then consider the matter and forward its recommendation to the Board of Governors for consideration and approval.
4. Once decided by the Board of Governors, Alumni and Development, Marketing, and Facility Management Services will change or remove any affected signage and wayfinding signage.

## **APPENDIX B: Commemorative Landscape Gifts Program**

Donors may wish to honour or commemorate persons through the Commemorative Landscape Gifts Program, which is administered by the Alumni and Development Office in collaboration with Facilities Management Services, and in consideration of landscape and campus planning guidelines, which seek to preserve the aesthetic culture and heritage of SLC campuses while looking to protect current vegetation and accommodate future needs. Commemorative Landscape Gifts and entities honoured therein must align with the College's mission and values and accommodate efficient maintenance of campus infrastructure.

The Commemorative Landscape Gifts Program currently offers commemorative recognition through the planting of a tree on campus.

### Trees

Species and site selection will adhere to College standards and landscape and campus planning guidelines. The College will assume maintenance for the tree, and reserves the right to make alternative accommodations. Donors will be given the choice of tree type and location from a pre-approved list of available commemorative landscape assets provided by Facilities Management Services in collaboration with Alumni and Development. Commemorative trees will be replaced within five years of the original planting date if the tree does not survive or is damaged.

A plaque recognizing persons or entities may be installed close to the tree, upon donor request. Plaques will be maintained by the College for the reasonable lifetime of the asset. Plaques will adhere to a prescribed design for consistency across SLC campuses,

and in accordance with College standards and landscape and campus planning guidelines.

Donations to the Commemorative Landscape Gifts Program are eligible for a charitable tax receipt in the amount of the tree (\$3,000). Donations to the Commemorative Landscape Gifts Program will be held in the Commemorative Landscape Gifts Fund (5199.) The Fund will cover the costs of the creation and installation of recognition plaques. The remaining Fund balance may be used at the discretion of Facilities Management Services for the installation and maintenance of trees or other landscape items on SLC campuses.