

B – Governance Process

PROTOCOL FOR NAMING FACILITIES

Background

From time to time College facilities may be named to recognize private and corporate contributions to the College or to communicate the function, location or activity undertaken in a building (or part thereof), as established in policy D-6 Naming of Facilities.

While recognizing exceptional contributions is important, consideration must be given to:

- preserving a positive corporate image and College reputation
- whether the contribution advances the vision and mission of the College
- whether the contribution is truly extraordinary in nature or magnitude
- how it balances against the opportunities to raise funds and build relationships.

Policy

The Board of Governors approves the naming of College facilities as recommended by the President.

Procedure

This procedure applies to the naming or re-naming of buildings owned, operated and/or situated on land managed, leased or owned by Northern College. For this procedure, “buildings” also refers to residences, the interiors of physical structures, and the land and open spaces under Northern College’s jurisdiction.

The naming of a building does not imply that the name will be used in perpetuity. Facility naming may support the fundraising activities of the Northern College Foundation.

Recommendations for the naming of spaces and facilities in recognition of individuals, corporations and organizations shall be reviewed by the Senior Management Team, for recommendation to the Board of Governors. Senior Management may consult the Manager of Plant and Property and/or Campus Manager as required.

Throughout the facility naming process, the Senior Management Team will ensure that naming opportunities are held in confidence until approval has been granted by the Board of Governors.

Roles

A. Board of Governors

The Board of Governors shall approve naming:

1. Of buildings or any part thereof;
2. Of significant real property; or
3. Included in the title of a major College organizational unit; where such naming is in recognition of either:
 - (i) a donation(s) of at least \$500,000; or
 - (ii) other significant contributions including community interests, excellence in society or other considerations as appropriate.

B. Senior Management

Senior Management will consider the following for naming recognition:

1. There shall be a balance between naming in recognition of donations and naming in recognition of other significant considerations.
2. There shall be an exit strategy for each naming to avoid names surviving in perpetuity. Each exit strategy should consider at least the following:
 - 2.1 An expiration date, normally not to exceed 20 years, which may have the possibility of extension.
 - 2.2 Parameters or specifications that protect the College's image.
3. Parameters or specifications should the major College organizational unit be cancelled or otherwise becomes defunct or the significant real property is significantly altered or repurposed, damaged or destroyed, or otherwise becomes unusable.
4. Expenditures associated with the physical application of the naming shall not be unreasonable.
5. The naming shall protect the image of the College and be supportive of the College's mission.
6. The naming shall not be associated with socially unacceptable activities or unethical practices.

Naming of Buildings

Buildings (or any part thereof) may be named:

1. in recognition of a major financial or in-kind contribution to Northern College;

2. to communicate the function and/or location and/or activity undertaken in the building;
3. in recognition of former/retiring Northern College Presidents.

Buildings may not be named:

1. to recognize long service in and of itself;
2. to recognize/honour a person who is a current employee of Northern College;
3. to recognize a person who is politically active while they remain in office;
4. for a corporation, company or organization whose primary activity might not be appropriate for association with Northern College;
5. for a corporation, company or organization whose name has a commercial connotation (unless Northern College clearly recognizes an advantage and/or added value for the institution);
6. to recognize a recently deceased person. To avoid the potential for an emotional decision, the Senior Management Team will not consider naming a building for a deceased individual until at least one year following the death of that individual.

Re-naming of Buildings

It is recognized that conditions and circumstances may change and/or cause the College to consider re-naming a building. If such a situation does occur, the following factors should also be considered when deliberating and/or approving a name change:

1. tradition, history, previous agreements, existing commitments and building uses;
2. costs associated with the name change;
3. legal implications of the name change;
4. recognition already accorded to the same individual.

Naming of college facilities is not applicable to meritorious contributions by students, staff and community members. Please refer to Human Resources Policy – Meritorious Recognition.