


Policy Name:	NAMING	 <p>coast mountain college</p>
Approved By:	President's Council	
Approval Date:	January 30, 2018	
Next Scheduled Renewal Date:	December 2022	
Policy Holder:	VP, Corporate Services	
Operational Lead:	Director, Facilities	
Policy Number:	FAC-002	

NAMING POLICY

1.00 PURPOSE

- 1.1 The purpose of this policy is to ensure that naming physical assets of the College maintains uniformity and consistency and to provide guidelines to recognize philanthropic contributions, distinguished members, and friends of the College.

2.00 DEFINITIONS

- 2.1 None

3.00 GUIDING PRINCIPLES

- 3.1 Private philanthropic giving is an important component of the College's core values and strategic direction. All potential donors must adhere to the College's guiding principles and also the BC Government's *Naming Privileges Policy* (See Section 6.00 for website link).

4.00 SCOPE

- 4.1 This policy applies to all College buildings, shops, roads, walkways, ground space, libraries, gathering spaces, lounges, galleries, classrooms, cyber spaces, websites, and other College spaces.

5.00 PRINCIPLES

- 5.1 The College may name buildings, physical assets, or other areas with those of distinguished persons, organizations, corporations, foundations, or families where:
- a) An individual or group is a major benefactor of the College.
 - b) There has been a significant contribution to the success of the College.
 - c) A person with a strong connection to the College has made a major contribution in an academic discipline.
 - d) The name aligns with the College's core values and strategic direction.
 - e) The naming aligns with British Columbia Government's *Naming Privileges Policy*.

- 5.2 Naming opportunities for all spaces will require a minimum contribution.
- 5.3 Guidelines specific to each building or space detail the minimum contributions for philanthropic donations that will reflect the cost of acquisition, construction, or renovation.
- 5.4 All agreements with donors must be in writing and must specify the terms and conditions of the agreement.
- 5.5 Naming opportunities for all College buildings and spaces may be limited to a specific period of time.
- 5.6 An offer of an in-kind donation does not guarantee that naming recognition will be granted. The donation must result either in cash funds to the College or be a gift of an item the College would have purchased for any particular project.
- 5.7 The value of an in-kind contribution will be determined by fair market value. An in-kind contribution will be considered as equal value for recognition.
- 5.8 The College/College Board and/or Provincial Government may, upon giving written notice to the donor, terminate an agreement for naming recognition where any action or association by the named donor calls into serious question the integrity and reputation of either the College, or the Provincial and Federal Governments.
- 5.9 The name of a building or space will continue for the length of the term as specified in the donor agreement, or as long as the building or space remains in use or serves its original function, whichever is less.
- 5.10 When the use or original function of a building or a portion of a building is altered or discontinued or an asset sold, demolished, substantially renovated, or designated for another use, the College may retain the use of the name, name another comparable building or part thereof, or discontinue the use of the name. Where possible, donors will be consulted and made aware of these changes.
- 5.11 When it is proposed that a facility or room within a building be relocated within the same building, or to a different building, provided that the new facility or room will serve the same original purpose, approval is required from a designated official of the College.
- 5.12 It may be appropriate to place a plaque in, or on, a new building to indicate that it occupies the site of a building formerly known by another name. It may also be appropriate that a request be considered to name part of a new building after a person or organization for which the former building was named. These types of situations will be evaluated by the President & CEO or Designate of the College on a case by case basis.
- 5.13 If a corporation or business name changes, signage and other naming devices may be changed at the cost of the donor with the approval of a designated official of the College.

6.00 RELATED POLICIES, PROCEDURES, AND SUPPORTING DOCUMENTS

- 6.1 BC Government's Naming Privileges Policy:
<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/naming-privileges-policy>

7.00 HISTORY

Created/Revised/ Reviewed	Date	Author's Name and Role	Approved By
Created	Jan 30, 2018		President's Council