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ASSET NAMING STANDARDS & PROCEDURES

PURPOSE

The purpose of this document is to describe the process that will be used to name Camosun College assets.

APPROVAL

Government bodies that become aware of an opportunity for naming recognition of physical assets must submit a [Naming Opportunity Request Form](#) to the Intellectual Property Program within the Ministry of Citizens’ Services.

Opportunities for naming recognition must be approved by the Provincial Government prior to any public announcement concerning naming recognition.

If the value of the contribution is between one and five million dollars, the Minister of Citizens’ Services will exercise decision-making authority for opportunities for naming recognition.

If the value of the contribution is of particular significance, greater than five million dollars, the asset is or will likely be the object of media attention or is in the public eye, the proposed name is inconsistent with the Provincial Government’s values and objectives or the proposed name will likely harm the integrity and reputation of the Provincial Government, Cabinet will exercise decision-making authority for opportunities for naming recognition.

All other opportunities for naming recognition of physical assets will be reviewed by a Naming Committee identified by the Minister of Citizens’ Services.

STANDARDS FOR NAMING CAMOSUN COLLEGE ASSETS

All suggested philanthropic naming recognition first requires approval by the Camosun Foundation Board, and secondly by the Camosun College Board of Governors. Such recommendations will be made to the Foundation Board through the Executive Director, and to the Board of Governors through the President.

Where the naming recognition involves a commercial benefactor, Camosun may be required to offer the naming opportunity through a competitive process.

All suggested honorific naming recognition requires approval by the Camosun College Board of Governors. Such recommendations will be made to the Board through the President.

Types of Naming

Camosun College may name facilities, portions of facilities or other physical assets for functional purposes, and academic assets to recognize philanthropic gifts, or to honour eminent persons or personal contributions to the College or to the wider community.

1. **Functional Naming:** The President may approve the naming of facilities where the name is related purely to function or location. The criteria for naming will generally include consistency with ongoing use/majority occupancy or salient geographic features.
2. **Honorific Naming:** The President may make recommendations to the Camosun College Board of Governors regarding naming opportunities with the intention of honouring an individual who has made an outstanding contribution as a former member of the Camosun College community or the wider community.
3. **Philanthropic Naming:** The President and the Executive Director of the Camosun College Foundation makes recommendations to the Camosun College Foundation with regard to the naming facilities, academic assets or physical assets in recognition of a significant philanthropic or time-limited financial contribution. If approved by the Foundation Board, the President forwards the recommendation to the Camosun College Board of Governors.
4. **Sponsorship/Partnership Naming:** The President and the Executive Director of the Camosun College Foundation makes recommendations to the Camosun College Foundation with regard to the naming facilities, academic areas or physical assets in recognition of a sponsorship agreement or partnership between Camosun College and external organization. If approved by the Foundation Board, the President forwards the recommendation to the Camosun College Board of Governors.

Gift Agreements

Every recognition resulting in philanthropic naming a facility, physical asset or academic area must have a written agreement that addresses the factors outlined in this policy.

Naming Review Advisory Committee

A Naming Review Advisory Committee is established by this policy (see *Supporting Document - Naming Review Advisory Committee Terms of Reference*). The chief function of the Committee will be to ensure that uniformity and consistency is applied to both the name of the asset and the process used to name the College asset.

Naming Criteria

When considering the naming of a facility, physical asset or academic area to recognize a benefactor, the following parameters should be considered:

- Value of gift: The gift covers a substantial portion of the cost of, or is regarded as, central to the completion of the facility or activity.
- Naming associated with a particular facility, physical asset, or academic asset will not preclude further naming within the facility, the program, or the school.

Renaming a Facility or Physical Asset

The College will only under exceptional circumstances consider renaming or revoking the name of a facility, physical asset, or academic asset that has been named for honorific or philanthropic purposes, including when:

- a. The primary usage or occupancy of the facility, physical asset, or academic area has changed;
- b. The facility, physical asset, or academic area will no longer be used;
- c. The facility, physical asset, or academic area has been substantially altered;
- d. Subsequent circumstances pertaining to an individual or organization that a facility, physical asset or academic area has been named after is no longer in alignment with the College's mission, vision or values or brings its reputation into disrepute; or
- e. Other exceptional circumstances occur where re-naming or revoking a name is warranted.

Change of Name

The College may entertain the donor's request to change the original recognition naming at the cost of the donor when there has been a:

- Change in ownership;
- Change in business name; or
- Cessation of business.

Name Removal and/or Rescinding of Recognition

If, in the College's sole opinion, the recognized benefactor is no longer in alignment with the College's mission and fundamental values, the College reserves the right to revoke that name and/or implement a new name.

The College reserves the right to demolish, retrofit, add to or maintain the named area as the institution's property and programming needs evolve. In that event, the College will consult with and recognize any donors whose gifts are in perpetuity in other appropriate venues on campus.

The Board of Governors may revoke the naming rights of a donor if their activities or reputation has a negative effect on the character of the College or could bring harm to, jeopardize, or damage the

reputation of the College, as a result of the future activities or affiliations with the donor. Written notice will be provided to the donor to terminate an agreement for naming recognition where, in the opinion of the Camosun College Foundation Board, Camosun College Board of Governors, the President or the Provincial Naming Committee, Provincial Cabinet, any action or association by the named donor calls into serious question the integrity and reputation of the College or the Provincial Government.

The College reserves the right to remove any name should the donor not fulfill the related pledge.

ROLES AND RESPONSIBILITIES OF DECISION-MAKING AND OPERATIONAL BODIES

Several decision-making bodies play specific roles in naming Camosun College assets. These bodies include the:

- Office of Advancement and Alumni Engagement,
- Facilities Services,
- College Executive Team (CET),
- Camosun College Board of Governors,
- Camosun College Foundation Board,
- Ministry of Citizens' Services, and
- Provincial Cabinet

If and when appropriate, Camosun College's Indigenous Advisory Council and Local Indigenous Community partners will also be included in the decision-making process, particularly if a College asset is named to recognize an Indigenous partner or community member.

Advancement and Alumni Engagement

The Director of Advancement and Alumni Engagement, is accountable to:

- Evaluate honorific recognition naming, philanthropic recognition naming, and sponsorship and partnership naming,
- Assess naming request recommendations against guiding principles, consult with affected bodies, and recommend potential names to CET, as appropriate;
- Evaluate philanthropic and partnership recognition naming, dedication recognition naming and sponsorship naming; assess naming request recommendations against guiding principles, consult with the Naming Review Advisory Committee, and recommend potential names to CET, as appropriate;
- Develop naming strategies for fundraising initiatives, including capital campaigns and/or sponsorships, consult with stakeholders, and present recognition naming strategies to CET for approval, as appropriate.

Facilities Services

Executive Director, Facilities Management, is accountable to:

- Evaluate Functional Identification Naming; assess naming request recommendations against guiding principles, consult with affected bodies, and recommend potential names to CET, as appropriate;
- Maintain a master inventory of College features with naming recognition opportunities;
- Oversee the development and implementation of design guidelines for signage related to named College features in keeping with College graphic design standards;
- Oversee the implementation and maintenance of signage for named College features, which include developing cost estimates for budget planning and identifying the funding source for naming recognition implementation.

College Executive Team

The College Executive Team reviews the recommendations for naming Camosun College assets from Advancement and Alumni Engagement and Facilities Services and presents recommendations to the College's Board of Governors and Foundation Board.

Camosun College Foundation Board

For philanthropic and sponsorship/partnership naming (or where any asset is named after a financial contribution is made to Camosun College), recommendations for names will be vetted by the Foundation Board.

Camosun College Board of Governors

The Board of Governors is accountable to:

- Approve the naming of campuses;
- Provide direction, when requested, on naming issues of a unique or complex nature or that may affect the integrity of the College;
- Bring forward suggestions for honorific recognition naming opportunities for evaluation.

In exceptional circumstances, the College's Board of Governors, in consultation with the College Executive Team (CET), retain their discretion to modify standards and procedures outlined in this document, as appropriate to the circumstances.

Ministry of Citizens' Services

If a Camosun College asset is named to recognize a philanthropic gift or a sponsorship/partnership, the College will follow the Province of British Columbia's [Naming Privileges Policy](#) and associated procedures. The Ministry will finalize the naming of a college asset for the recognition of a philanthropic gift.

RELATED LEGISLATED REFERENCES

- [Province of British Columbia's Naming Privileges Policy](#)

LINKS TO RELATED CAMOSUN POLICIES AND DIRECTIVES

- [D-1.1 Sponsorship Directive](#)
- [G-2.1 Equity Diversity & Inclusion Policy](#)
- [G-2.2 Indigenization Policy](#)
- [G-2.3 Corporate Relations Policy](#)
- [G-2.4 Land Use Policy](#)
- [O-2.1 College Wide Risk Management Policy](#)