

TITLE: NAMING POLICY

APPROVED: October 10, 1989

REVIEWED: June 2, 2000
November 2002
June 24, 2011 (Approved by the Alumni/Foundation Board)

NEXT REVIEW: 2013-2014

RESPONSIBILITY: Vice-President External Relations

APPENDICES:

- CROSS-REFERENCE:**
- Fundraising Endorsement Policy
 - Sponsorship Policy
 - Recognition Master Plan
 - President's Council Membership guidelines

POLICY STATEMENT :

The naming of College facilities, programs, chairs, etc., provides the opportunity to honour those who have rendered outstanding service to the College or to recognize benefactors whose generous contributions help the College in realizing its mission.

PURPOSE :

This policy exists to ensure naming opportunities are treated in a fair and equitable manner recognizing outstanding service and/or generous contribution to GPRC.

SCOPE :

This policy applies to any GPRC personnel exploring the idea of naming an area within the College.

DEFINITIONS :

Philanthropic naming rights (e.g. Muriel and Clem Collins Recital Hall) where an organization confers naming rights in appreciation for a gift.

Sponsorship naming rights (e.g. Encana Events Centre) found in some private sector, municipal and government organizations where formal financial agreements to name a property are formed in exchange for a specified amount over a stated period of time.

PROCEDURE/GUIDELINES:

1. This policy applies to the naming of:

- 1.1 buildings or substantial parts of buildings (wings, rooms, laboratories, etc.) or other locations on campus (roadways, etc.);
- 1.2 teaching, recreational, service or other such facilities;
- 1.3 endowed programs of teaching, service or recreation;
- 1.4 endowed departments or projects;
- 1.5 chairs, special lecture series, awards of excellence in teaching or performance of other duties;
- 1.6 library collections of books or other materials;
- 1.7 collections of works of art;
- 1.8 trophies and other awards for extracurricular achievement; and
- 1.9 such other things as GPRC may from time to time see fit to name in order to perpetuate the name of a distinguished person or a benefactor.

2. Naming Guidelines in Recognition of a Contribution to the College (including cash, property, annuities, life insurance, bequests etc.)

- 2.1 Community Relations is responsible for recommending to the President a list of naming opportunities and the level of gift contributions required for each. Input from faculty, staff and students will be sought in compiling the list to ensure acceptance from these constituent groups. Sponsorship and special events or programs do not fall under this policy. (Reference: Fundraising Endorsement Policy and Sponsorship Policy).
- 2.2 The Alumni/Foundation Board of Directors will make recommendations, however the ultimate authority to accept or decline any proposal to name at GPRC rests with the President.
- 2.3 Provisions that refer to naming for a benefactor also apply to naming for a third party at the wish of a benefactor.
- 2.4 Naming of property or activities supported by gifts will be considered only when the donor/donors provides all or a significant sum of the cost of the project.
- 2.5 When the gift contribution does not meet the full cost of the project, securing satisfactory funding arrangements is necessary prior to the naming taking place. If the project is unable to proceed, the benefactor will be consulted regarding the allocation of their gift.
- 2.6 A decision to create new property or activities, or to renovate existing property, is to be

made on the basis of established College operational criteria approved by Senior Administration.

- 2.7 Any artist's renderings, construction models, or other plans should be identified as conceptual and not a literal depiction of what a new or renovated property will ultimately be.
- 2.8 Any individual or group recognized by naming does not control the details of construction, furnishing, etc. However, they may be invited to participate in planning dialogue.
- 2.9 Community Relations, in conjunction with the College's legal counsel and donor's advisors, is responsible for ensuring a letter of understanding is established and signed between the donor and the College, outlining details about the naming opportunity.
- 2.10 Community Relations will be responsible for maintaining and updating an inventory of all named property and activities.
- 2.11 Existing named property will be grandfathered under this policy.

3. Naming Guidelines in Recognition of Service

- 3.1 Only in exceptional circumstances will property or activities be named to honour service of members of faculty or staff while the honouree remains in the employ of the College.
- 3.2 Any constituent group or committee may initiate a recommendation for the naming of an activity or property in recognition of service by submitting a formal request to Community Relations.
- 3.3 Ultimate authority to accept or decline any proposal to name at Grande Prairie Regional College rests with the President (See 2.2)
- 3.4 GPRC faculty, staff, volunteers and donors may be named to the GPRC President's Council upon demonstration of their exemplary service and recognition.

4. Guidelines for Termination of Naming

- 4.1 Cancellation of a program, termination of a chair, closure of a facility, demolition of a building or a similar happenstance may result in the termination of named recognition. If appropriate, Community Relations may recommend that an alternative form of recognition be extended.
- 4.2 Community Relations will present a proposal to the Alumni/Foundation Board of Directors regarding the discontinued use of an existing name which will outline the reasons for termination and present an analysis of risks associated with this action.
- 4.3 The Alumni/Foundation Board's recommendation for the termination of naming will be forwarded to the Board of Governors for final approval.

- 4.4 Community Relations is responsible for contacting the individual or group regarding termination of naming. If the individual is deceased, Community Relations will take due action to contact next of kin.

5. Signage and/or Plaques

All signage and/or plaques will complement interior design and décor of the building and will be keeping with the Donor Relations Policy and the Recognition Master Plan.