	Policy No.	Replaces	Policy
	B. 301	Policy 19	Board
	Policy Name		
NAMING OF BUILDINGS, SPACES & PROGRAMS/GUIDELINES FOR RECOGNITION/FUNDRAISING/DONORS, ETC.			
Approved by	Responsibility		Category
Board	Board of Governors		General
Date Issued	Date Revised	Revision	Related Policies, Reference
May 13, 1993	May 18, 2010	5	Policy B.305

Preamble

Capilano University views private philanthropy as an important component of support to assist the University in fulfilling its mission. The naming of spaces, facilities and programs should reflect the contributions of individuals, corporations and organizations who have given significant support for the University's goals.


The University considers gifts designated for new construction, renovation of existing buildings, library collections, equipment, lecture theatres and other instructional, cultural and recreational facilities and program support to be of critical importance for enhancing teaching and learning.

Guidelines for naming opportunities at Capilano University should provide the scope for creating a strong base of private support, and the ability to recognize outstanding contributions made by members of the University community.

The University is required to seek provincial government approval for naming as outlined in its policy on Naming Privileges.

The naming of the University's tangible assets (e.g., buildings, collections, equipment, and spaces) and intangible assets (e.g., academic units, programs, chairs, professorships, and administrative positions) shall be based on the following principles:


1. In recognition of an appropriate gift or bequest made to the University, designated for that specific purpose.
2. In recognition of a former member of the University who has made an outstanding contribution to University life and the furthering of the University's mission.
3. In recognition of a person who is a leader in their industry or profession and has directly or indirectly helped the University to further its mission.

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Criteria

When naming is to be after persons, organizations or corporations the following principles should apply:

1. When a name is proposed as a consequence of a gift or bequest and the amount of the gift represents the capital costs of a new or restored facility or segment of a facility.
2. When the name presented is intended to honour a former member and no gift or bequest has been received, consideration for naming will be based on evidence of outstanding service to the University. More specifically:
 - a) the person presented shall no longer be associated with the University in the capacity for which he/she is being recognized;
 - b) it will be identified in writing how the service provided was significantly beyond the person's normal University responsibilities and resulted in a positive, long-term effect at the University.
3. When the name presented is intended to honour an individual in the broader community, consideration for naming will be based on evidence of leadership in their respective profession, industry or community related to the mission of Capilano University.
4. In either of the above situations, the use of a name will be subject to the following conditions:
 - a) the name to be used is appropriate for enhancing the mission of the University and its image in the Community;
 - b) No name shall be approved that would potentially damage the reputation of the University.

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- c) The naming of an asset, tangible or intangible, does not imply the University's endorsement of a partisan political or ideological position or of a commercial product.
- d) Naming of tangible or intangible assets shall not impede the University in its academic freedom or its ability to set or alter its academic priorities.

General Issues

The University shall retain the discretion to revoke a name when the retention of the name would be prejudicial to the University's reputation.


When a contribution is received for the purpose of equipment or furnishings, a plaque acknowledging the purpose of the contribution may be placed near or on the items purchased.

When permanent name recognition has been granted for a gift received, that recognition will be honoured in perpetuity. In the event of changed circumstances (e.g., the named facility no longer exists), the University reserves the right to determine the form of the permanent recognition.

When name recognition is offered for a limited time, the University will honour the name for that period and may extend the duration at its discretion.

Procedures

- (1) When naming opportunities are an integral part of a formally designated fundraising campaign, the prior approval of the University Board for such a campaign must be obtained and opportunities offered to prospective donors must meet the criteria above. The Board must be kept informed and reserves the right to decline any donor's proposal.
- (2) Minimum funding requirements for named opportunities will be established by the Vice-President, Finance & Administration and the Director,

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Development & Alumni Relations subject to the approval of the President, and reviewed on an ongoing basis.

- (3) Naming proposals shall be reviewed by a constituency-based advisory committee.
- (4) Senate shall be asked for its recommendation on all naming proposals.

The recommendation of the committee and Senate shall be taken to the Board for decision.