

<b>Title</b>	<b>Naming Recognition</b>
<b>Number</b>	<b>B1014</b>
<b>Category</b>	<b>Administration</b>

## 1. PURPOSE

To govern the naming of facilities, physical assets or academic areas in recognition of financial or in-kind contributions from individuals, businesses, organizations and others.

## 2. DEFINITIONS

**Academic areas** – include, but are not limited to, the naming of Faculties, Schools, Libraries, Programs, Centres, scholarships, bursaries or awards.

**Facilities** – include, but are not limited to, all or portions of buildings, rooms, wings, physical structures, halls, laboratories, foyers, atria, recreation areas, athletic facilities and lounges that the College may wish to name from time to time.

**Functional** – means the actual purpose for which a facility or physical asset is designed, or the particular function to which it is suited.

**Honorific** – means bestowing honour or respect in recognition of individuals who have made substantial or long-term contributions to the College.

**Philanthropic** – means the act of philanthropy; gifts to the College, which have real or in-kind monetary value.

**Physical assets** – include, but are not limited to, all or portions of major pieces of equipment, roads, parking lots, walkways, parks, gardens, monuments or other major physical resources that the College may wish to name from time to time.

**Time-limited** – means naming in recognition of sponsorship, or other financial support to the College that is established for a specific duration, which has real or in-kind monetary value.

## 3. POLICY

3.1 Langara College may from time to time recognize outstanding accomplishments and significant contributions by attaching the name of an individual and/or organization to a particular College asset. These naming opportunities will be established through operational criteria, which are in keeping with the College's established practices and academic mission.

3.2 All suggested naming recognition requires approval by the Langara College Board of Governors. Such recommendations will go to the Board through the President.

- 3.3 Names of facilities, physical assets or academic areas will be those of distinguished persons, organizations, corporations, foundations or families where:
- a) an individual or group is a major benefactor of Langara College;
  - b) there has been a significant contribution to the mission of the College;
  - c) there has been an outstanding contribution to the community which is deserving of Langara College recognition, or;
  - d) a person with a strong connection to Langara College has made a major contribution in an academic discipline.

### **Types of Naming**

- 3.4 Langara College may name facilities, portions of facilities or other physical assets for functional purposes; to recognize philanthropic gifts; or to honour eminent persons or personal contributions to Langara College or to the wider community.

3.4.1 **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.

3.4.2 **Philanthropic Naming**

The President may recommend to the Langara College Board of Governors naming facilities, academic areas or physical assets to recognize a significant philanthropic or time-limited financial contribution.

3.4.3 **Honorific Naming**

The President may recommend to the Langara College Board of Governors naming opportunities with the intention of honouring an individual who has made an outstanding contribution as a former member of the Langara College community or the wider community.

### **Independence**

- 3.5 Naming opportunities will be independent of all appointment, admission and curriculum decisions, which the College will continue to make in keeping with its established practices and academic mission.

### **Gift Agreements**

- 3.6 Every recognition resulting in 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**

- 3.7 A Naming Review Advisory Committee is established by this policy (as identified in Appendix I). The chief function of the Committee will be to ensure uniformity and consistency of names on all College property and programs.

### **Naming Criteria**

- 3.8 When considering the naming of a facility, physical asset or academic area to recognize a benefactor, the following parameters should be considered:
- a) 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.
  - b) Naming associated with a particular facility, physical asset or academic area will not preclude further naming within the facility, the Program or the Faculty.

### **Naming Restrictions**

- 3.9 The College adheres to the [Province of British Columbia's Naming Privileges' Policy](#) and in so doing will only consider naming recognition opportunities that align with this policy.

### **Renaming a Facility or Physical Asset**

- 3.10 The College will only consider renaming a facility, physical asset or academic area that has been named for honorific or philanthropic purposes under exceptional circumstances, 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 contradicts 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**

- 3.11 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:
- a) change in ownership;
  - b) change in business name; or
  - c) cessation of business.

### **Name Removal**

- 3.12 Rescinding 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 rescind recognition.
- 3.13 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, undertake to represent, and recognize any donors provided in perpetuity status with their gifts in other appropriate venues on campus.
- 3.14 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 would 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 Langara 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.

**4. RESPONSIBILITY**

For inquiries relating to this policy, contact the Vice-President, Administration and Finance and the Vice-President, External.

**5. REGULATIONS/PROCEDURES**

Appendix I - Naming Review Advisory Committee Terms of Reference

<b>History / Revision</b>	
Origination Date	May 24, 2016
Amendment Date	May 25, 2021
Next Review Date	May 25, 2024

## Appendix I

### Langara Naming Review Advisory Committee Terms of Reference

**Committee Name:** Langara Naming Review Advisory Committee

**Type:** Ad Hoc Committee

**Chairperson:** Vice-President, External or designate

**Committee Sponsor:** Vice-President, Administration and Finance

**Purpose:**

The Langara Naming Review Advisory committee is charged with:

- ensuring the College's naming policies are up to date and relevant
- evaluating and making recommendations to the President for all philanthropic or honorific naming opportunities and ensuring all proposals are aligned with College policies, strategies and initiatives.

**Duties:**

The Committee will:

- review and make recommendations to the President for all naming proposals
- consider names proposed and apprise interested parties of the policy for the selection of names
- act as the formal conduit for names to be submitted, researched, and forwarded for recommendation
- recommend a specific prospect/name in response to a naming opportunity, as appropriate
- maintain records of approved dedications and names for all property and programs.

**Authority:**

The Committee acts in an advisory capacity to the President.

**Membership:**

The Committee is composed of the following members:

- Vice-President, External
- Langara College Foundation representative
- Director, Communications and Marketing
- Director, Facilities
- Langara Faculty Association representative
- An Academic Dean appointed by the Provost and Vice-President, Academic and Students
- An Academic faculty member appointed by the Provost and Vice-President, Academic and Students
- CUPE representative
- Other individuals and faculty members to be added to provide expertise based on the naming opportunity presented

**Out of Scope:**

- Functional naming opportunities

**Budget and Resources:**

Meeting membership resources will be provided by the Langara College Foundation.

**Governance and Decision-making:**

- Chair, Vice-President, External or designate
- The Committee will have one voice for outcomes regarding decisions made.
- The Naming Review Advisory Committee shall judge each proposal on its own merits.
- The Committee will consider their recommendations based on, but not be limited to, the following factors:

**Financial**

- financial contributions made over a period of time or one-time gifts to the College
- timeframes for payment of financial contributions
- in-kind gifts to the College
- the ability of a gift to stimulate gifts by other donors
- valuation of the property or programs considered for naming
- property and program costs of maintaining the naming opportunity

**Timeframe of the Naming**

- duration of naming
- expiration periods on naming, alternative naming possibilities, de-naming when an entity no longer meets the College's mission or operating needs
- de-naming upon demolishing and/or replacement of a facility

**Reputational**

- background reviews on donors
- significance to the College
- honour to the donor
- national and international reputation and achievement of the donor
- exceptional contributions of an individual while employed or as a volunteer at the College
- whether the gift advances the reputation of the College
- whether the gift increases the understanding and public support for College programs.

**Other Resources:**

Administrative support shall be provided as needed.

**Minutes:**

Record of proceedings will be taken.

**Meeting Schedule:**

Meetings will be called on an ad hoc basis when naming opportunities are presented.

- If a member cannot make a meeting, it will be acceptable to have a designate attend.
- Terms of Reference for the committee will be reviewed annually.